

CHOLESTATIC PRURITUS IS MORE THAN JUST AN ITCH

Pruritus in PBC can be debilitating

***“Itch is a life sentence
of being uncomfortable.”***

—A real patient living with cholestatic pruritus

Image is for illustrative purposes only and not of an actual patient.

PBC = primary biliary cholangitis.

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CHOLESTATIC PRURITUS AFFECTS MOST PATIENTS WITH PBC

Pruritus may arise at any stage of PBC

Cholestatic pruritus can be a persistent, debilitating itch associated with the liver disease PBC.^{1,2}

Biochemical liver tests and stage of liver disease do not consistently correlate with the presence or severity of cholestatic pruritus.^{1,3}

**UP
TO 89%**

**OF PATIENTS LIVING
WITH PBC EXPERIENCE
CHOLESTATIC
PRURITUS,**

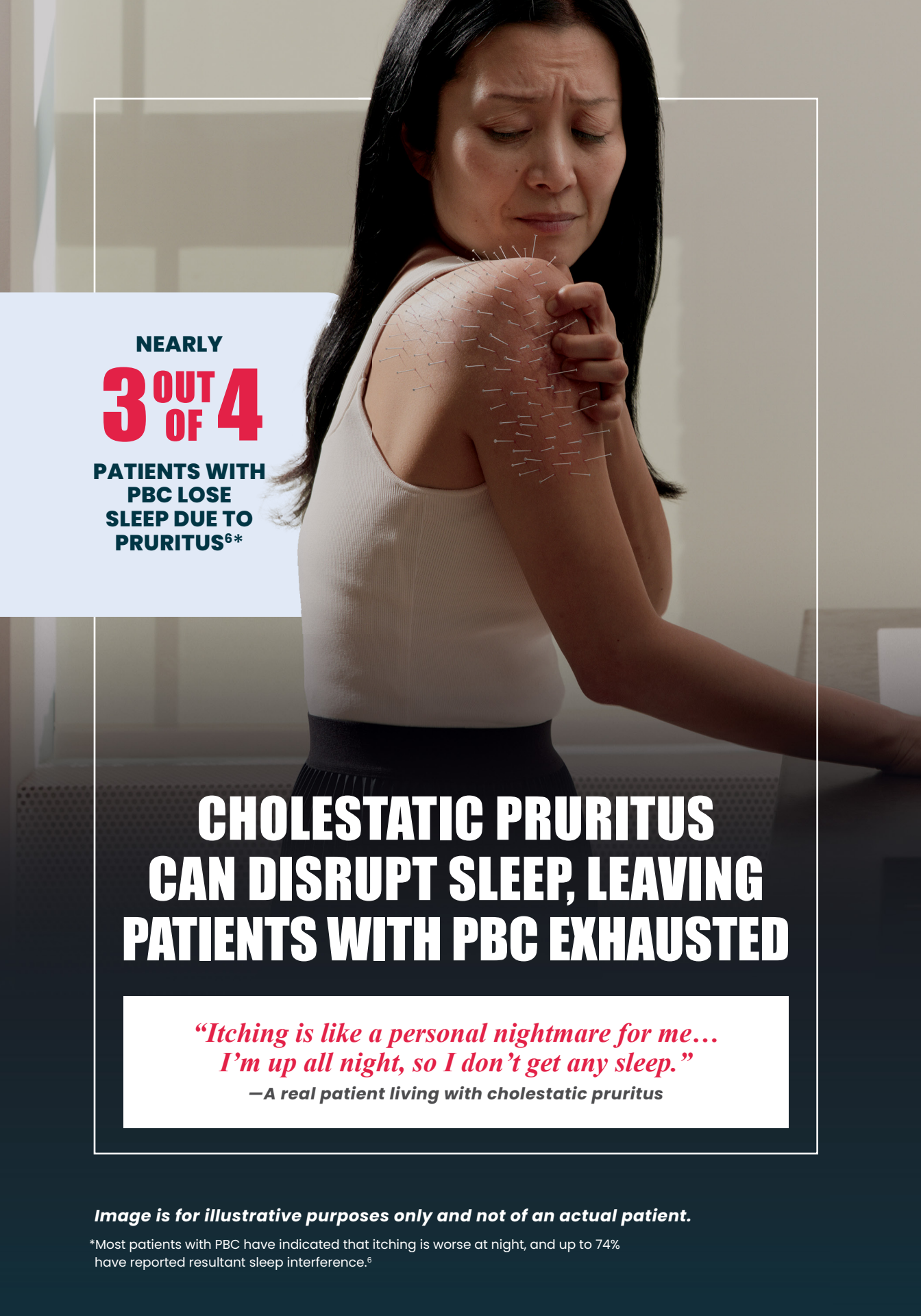
which can occur at any
stage of the disease^{2,4,5*}

*Studies reflect cholestatic pruritus was reported in 73.5% to 89% of included patients.^{2,4,5}

“It’s hard to escape that feeling. Like there’s bugs crawling all over you. It starts to mess with your head.”

**—A real patient living
with cholestatic pruritus**

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of an actual patient.**



NEARLY
3 OUT OF 4

PATIENTS WITH
PBC LOSE
SLEEP DUE TO
PRURITUS^{6*}

CHOLESTATIC PRURITUS CAN DISRUPT SLEEP, LEAVING PATIENTS WITH PBC EXHAUSTED

*“Itching is like a personal nightmare for me...
I’m up all night, so I don’t get any sleep.”*

—A real patient living with cholestatic pruritus

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*Most patients with PBC have indicated that itching is worse at night, and up to 74% have reported resultant sleep interference.⁶

CHOLESTATIC PRURITUS CAN HAVE A DEBILITATING IMPACT ON PATIENTS' LIVES

Pruritus can profoundly disrupt patients' sleep, relationships, and daily activities

The severity of symptoms may vary from day to day and person to person—but the impact of itch on quality of life can be pervasive.^{1,4}

Scratching from pruritus can also affect their body image, lead to social isolation, and impact their emotional well-being.²

58%

**OF PATIENTS
WITH PBC
AND CLINICALLY
SIGNIFICANT ITCH**

reported cholestatic pruritus impacted their social lives^{4†}

[†]Clinically significant (CS) itch was defined as ≥ 7 points from a maximum of 15 on the itch domain of the PBC-40.⁴



Severe pruritus is associated with **FATIGUE AND DEPRESSION^{3,7}**



SLEEP LOSS can cause daytime somnolence^{6,8}

LEAD THE CONVERSATION SO THEY DON'T SUFFER IN SILENCE

In a survey of 149 patients
with cholestatic pruritus,

~70%

**REPORTED THAT THEIR
DOCTOR DOES NOT
EVALUATE ITCH⁶**



In a study, 321/2194 patients
with PBC felt **PERSISTENTLY
EMBARRASSED** because of
their scratching²

**Encourage your patients to speak up
early and often about their itch**

***“Itch is debilitating...
and takes away
[my] quality of life.”***

***—A real patient living with
cholestatic pruritus***

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only and not of an actual patient.***

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ARE YOUR PATIENTS WITH PBC STRUGGLING WITH CHOLESTATIC PRURITUS?^{2,4,5}



Cholestatic pruritus can arise at any stage of PBC^{1,3}



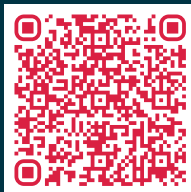
The itch can significantly impair patients' home, work, and social lives^{2,4}



Patients may be reluctant to start the conversation about pruritus⁹

Screen for pruritus at each visit

SCAN TO LEARN MORE



***Alfasigma strives to be a strong, healthy company
in a strong, healthy world.***

References: **1.** Hegade VS, Bolier R, Oude Elferink RP, Beuers U, Kendrick S, Jones DE. A systematic approach to the management of cholestatic pruritus in primary biliary cirrhosis. *Frontline Gastroenterol.* 2016;7(3):158-166. doi:10.1136/flgastro-2015-100618 **2.** Hegade VS, Mells GF, Fisher H, et al. Pruritus is common and undertreated in patients with primary biliary cholangitis in the United Kingdom. *Clin Gastroenterol Hepatol.* 2019;17(7):1379-1387. doi:10.1016/j.cgh.2018.12.007 **3.** Düll MM, Kremer AE. Evaluation and management of pruritus in primary biliary cholangitis. *Clin Liver Dis.* 2022;26(4):727-745. doi:10.1016/j.cld.2022.06.009 **4.** Mayo MJ, Carey E, Smith HT, et al. Impact of pruritus on quality of life and current treatment patterns in patients with primary biliary cholangitis. *Dig Dis Sci.* 2023;68(3):995-1005. doi:10.1007/s10620-022-07581-x **5.** Gungabissoon U, Smith HT, von Maltzahn R, et al. Pruritus in primary biliary cholangitis is under-recorded in patient medical records. *BMJ Open Gastroenterol.* 2024;11:e001287. doi:10.1136/bmjgast-2023-001287 **6.** Rishe E, Azarm A, Bergasa NV. Itch in primary biliary cirrhosis: a patients' perspective. *Acta Derm Venereol.* 2008;88(1):34-37. doi:10.2340/00015555-0350 **7.** Gungabissoon U, Gibbons DC, Requena G, Ribeiro de Souza A, Smith H. Disease burden of primary biliary cholangitis and associated pruritus based on a cross-sectional US claims analysis. *BMJ Open Gastroenterol.* 2022;9(1):e000857. doi:10.1136/bmjgast-2021-000857 **8.** Newton JL, Gibson GJ, Tomlinson M, Wilton K, Jones D. Fatigue in primary biliary cirrhosis is associated with excessive daytime somnolence. *Hepatology.* 2006;44(1):91-98. doi:10.1002/hep.21230 **9.** Leighton J, Thain C, Mitchell-Thain R, Dyson JK, Jones DE. Patient ownership of primary biliary cholangitis long-term management. *Frontline Gastroenterol.* 2020;12(5):370-373. doi:10.1136/flgastro-2019-101324