

# Butterfly Wellness Introduces Shammah: The World's First Psychodermatology Chatbot

*This press release is about Butterfly Wellness' Launch of Shammah, the UK's First Psychodermatology Chatbot for Holistic Skin and Mental Health Support.*

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Shammah is a testament to our commitment to providing accessible and effective support, allowing individuals to thrive despite the challenges posed by skin conditions.”

*Fifi Job*

Wellness, a pioneering health and wellness startup is thrilled to announce the launch of Shammah, the world's first [psychodermatology](#) chatbot. This innovative tool is designed to support individuals living with chronic skin conditions by providing personalized [mental health](#) support and advice, bridging the gap between dermatological and psychological care.

What is Psychodermatology ?

Psychodermatology is an emerging field that explores the intricate connection between psychological well-being and

dermatological conditions. Shammah harnesses the power of AI to provide personalized emotional support and wellness strategies for individuals experiencing skin-related stress due to these conditions, acne, eczema, psoriasis, rosacea and keratosis pilaris.

Butterfly Wellness is dedicated to enhancing the mental health of individuals dealing with life-altering skin conditions through compassionate and holistic care. By employing the evidence-based biopsychosocial model of health, it addresses the physical, emotional, and social challenges faced by those affected, helping them regain confidence and improve their quality of life.

## Why Psychodermatology Matters

The relationship between emotional health and skin conditions is undeniable. Stress, anxiety, and emotional upheaval can trigger or worsen common skin conditions, creating a frustrating cycle for patients. Shammah is designed to break that cycle.

## Benefits of Shammah Chatbot

**AI-Driven Emotional Support:** Shammah provides instant, compassionate conversation to help users navigate the emotional challenges of living with skin conditions.

Stress Management Tools: From mindfulness exercises to stress reduction techniques, Shammah equips users with strategies to support their mental and skin health.

Guidance on Psychodermatology: Users gain a deeper understanding of how psychological factors impact their skin, empowering them to take control of their wellness journey.

Bridging Gaps in Care: Shammah acts as a valuable complement to professional treatments, offering continuous support between aesthetic or skin clinic visits.

This [innovation](#) offers instant self-referral without waiting lists and remote care options, making it an accessible resource for those in need. Shammah is available 24/7 in 100+ languages for free.

For more information about Butterfly Wellness and Shammah, please visit [www.thebutterflywellness.com](http://www.thebutterflywellness.com)

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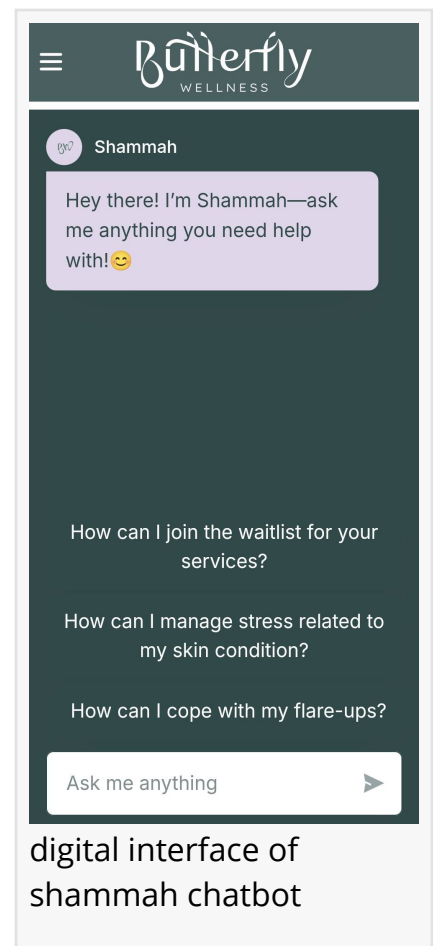
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digital interface of  
shammah chatbot

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