



August 13 is GPP Awareness Day

An annual day of health advocacy focused on the diagnosis and treatment of a rare form of psoriasis.

ALEXANDRIA, VA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- The National Psoriasis Foundation (NPF) is proud to recognize August 13, 2026, as the second annual [GPP Awareness Day](#). This is an annual opportunity to remind people about a rare disease called Generalized Pustular Psoriasis (GPP), while educating healthcare professionals on the diagnosis and treatment of GPP.

A distinct form of psoriasis, GPP, is a serious inflammatory disease which is characterized by sudden, painful flares that can be life threatening. Even a mild GPP flare can cause extreme pain and discomfort. It is distinct from plaque psoriasis.

"GPP can blow up your life," says Janene Tirado, who lives with GPP. "While it is rare, I'm proof that GPP happens."

"At NPF, we consider GPP a true dermatologic emergency," says Leah M. Howard, J.D., the President and CEO of NPF. "GPP can require hospitalization and emergency care, and at the same time, it can be chronic and recurring. Add to that the fact that it is rare but potentially life-threatening, and you begin to see why a quick, accurate diagnosis is essential."

"LEO Pharma is proud to partner with the National Psoriasis Foundation to elevate GPP Awareness Day on behalf of people living with this rare, potentially life-threatening disease," says Lukasz Jarzyna, VP of Rare Diseases at LEO Pharma. "We stand with patients, families, advocates, and healthcare professionals to help drive recognition of GPP symptoms, support timely care, and deepen understanding of the challenges patients face."

Know the Signs and Maintain Proper Treatment

This GPP Awareness Day, learn to identify the signs and symptoms of GPP. Learn about the importance of treating and managing this chronic, rare form of psoriasis at the [NPF GPP Resource Center](#).

GPP Awareness Day is made possible with the support of LEO Pharma.

About the National Psoriasis Foundation

The National Psoriasis Foundation is the leading nonprofit representing individuals with psoriasis and psoriatic arthritis. The mission of NPF is to drive efforts to cure psoriatic disease and improve the lives of more than eight million individuals in the United States affected by this chronic immune-mediated disease. Learn more at psoriasis.org.

Matt Werbach
National Psoriasis Foundation
[email us here](#)

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