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Celebrated Photographer Martin Schoeller Shines a Light on People With Psoriatic Disease Including Olympic Swimmer and Author Dara Torres as Part of Celgene's SHOW MORE OF YOU Campaign

Powerful, New Portraits Aim to Inspire People With Plaque Psoriasis or Psoriatic Arthritis to Show More of Their True Selves

SUMMIT, N.J.--(BUSINESS WIRE)-- Award-winning portrait photographer Martin Schoeller along with 12-time Olympic medalist and New York Times best-selling author Dara Torres and others with psoriatic disease have come together for the SHOW MORE OF YOU campaign from Celgene Corporation (NASDAQ:CELG) and Otezla® (apremilast) 30 mg tablets. The campaign aims to shine a light on psoriatic disease — which includes plaque psoriasis and psoriatic arthritis — and celebrate the beauty and empowerment of those who live with it. People can view Schoeller's powerful portraits at ShowMoreOfYou.com, learn more about the campaign, and share their own inspirational photos of how they are showing more of their true selves.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170622005635/en/>



World-renowned for his portraiture, Schoeller has photographed a diverse range of subjects including world leaders and celebrities, among others. His portraits for the campaign feature notable names like Dara Torres who has been living with plaque psoriasis for two decades, former professional football player and sports analyst Mark Schlereth who is living with psoriatic arthritis, to everyday people with the disease. The photos help bring awareness to psoriatic disease, which can have both a physical and an emotional impact on those living with it.

"As a storyteller, I want to bring out the true character of my subjects, and I believe the many faces of this campaign have inspiring stories to tell," said Schoeller. "I came to learn in the course of this project that it isn't always easy for people living with psoriasis or psoriatic arthritis to show who they truly are. I hope these portraits capture the authenticity of each individual, bring out their inner strength and outer beauty, and

encourage others not to fear the spotlight."

No stranger to the spotlight, Dara Torres — the first and only female swimmer to represent the U.S. in five Olympic Games — refused to let fear or embarrassment of living with plaque psoriasis keep her out of a bathing suit or the pool. Torres is lending her support for the campaign for the second year to encourage others to not let their disease stop them from showing who they are or doing what they love.

"I'm proud to continue supporting the SHOW MORE OF YOU campaign to raise awareness of psoriatic disease and come together with others like me for this inspiring photo collection. We are all from different walks of life, with different careers and backgrounds, but we all share similar journeys that only someone who living with it can understand — and that is pretty

special," said Torres. "I hope our stories empower others with psoriatic disease to follow their passions and show more of their true selves along the way."

The SHOW MORE OF YOU campaign, now in its second year, has evolved to not only raise awareness about psoriasis, but to also educate about psoriatic arthritis, as up to 30% of people with psoriasis may eventually develop psoriatic arthritis. Psoriasis is a common, chronic skin condition that affects nearly 7.5 million Americans, which results in increased skin cell growth that may appear on the skin as raised, sometimes red, patches covered with a silvery buildup of dead skin cells. More than 1 million Americans live with psoriatic arthritis — a potentially debilitating disease that involves significant pain to swelling in joints — and whose symptoms can impact a person's everyday life, including common day-to-day activities.

Otezla is a prescription medicine approved for the treatment of patients with moderate to severe plaque psoriasis for whom phototherapy or systemic therapy is appropriate. Otezla is also approved for the treatment of adults with active psoriatic arthritis. You must not take Otezla if you are allergic to apremilast or to any of the ingredients in Otezla. Otezla is associated with an increase in adverse reactions of depression, and some patients taking Otezla lost body weight. Please see Important Safety Information for Otezla below.

"As a dermatologist, I know all too well the toll psoriasis and psoriatic arthritis can have on those with it," said Shane Chapman, MD, Section Chief of Dermatology, Dartmouth Hitchcock Medical Center, who is involved with the campaign. "While there is no cure, there are several ways to manage these diseases, including lifestyle changes and treatment. One option that treats moderate to severe plaque psoriasis in appropriate patients is Otezla. Otezla is also an option that treats adults with active psoriatic arthritis. Treating psoriatic disease is a personal decision, so patients should work with their doctor to determine a treatment option that best fits their needs."

"Celgene is proud to have collaborated with Martin Schoeller, Dara Torres, and all of the participants to help bring psoriatic disease into the spotlight and recognize those living with it," said Terrie Curran, President, Global Inflammation and Immunology, Celgene. "We are committed to supporting this patient community, not only through our medicines, but through efforts like the SHOW MORE OF YOU campaign which aims to raise awareness of these chronic conditions, provide educational tools and resources, and inspire those living with psoriatic disease every day."

To learn more about the SHOW MORE OF YOU campaign and psoriatic disease, view Schoeller's portraits, and upload inspiring photos, visit ShowMoreOfYou.com.

About Otezla

Otezla® (apremilast) treats plaque psoriasis or psoriatic arthritis differently. Otezla is a convenient pill. It is not an injection, cream, shampoo, or biologic. For more information, talk to your doctor or visit www.otezla.com.

APPROVED USES

Otezla® (apremilast) is a prescription medicine approved for the treatment of patients with moderate to severe plaque psoriasis for whom phototherapy or systemic therapy is appropriate.

Otezla is a prescription medicine approved for the treatment of adult patients with active psoriatic arthritis.

Important Safety Information

You must not take Otezla® (apremilast) if you are allergic to apremilast or to any of the ingredients in Otezla.

Otezla is associated with an increase in adverse reactions of depression. In clinical studies, some patients reported depression and suicidal behavior while taking Otezla. Some patients stopped taking Otezla due to depression. Before starting Otezla, tell your doctor if you have had feelings of depression, suicidal thoughts, or suicidal behavior. Be sure to tell your doctor if any of these symptoms or other mood changes develop or worsen during treatment with Otezla.

Some patients taking Otezla lost body weight. Your doctor should monitor your weight regularly. If unexplained or significant weight loss occurs, your doctor will decide if you should continue taking Otezla.

Some medicines may make Otezla less effective, and should not be taken with Otezla. Tell your doctor about all the medicines you take, including prescription and nonprescription medicines.

Side effects of Otezla in psoriasis clinical studies were diarrhea, nausea, upper respiratory tract infection, tension headache, and headache.

Side effects of Otezla in psoriatic arthritis clinical studies were diarrhea, nausea, and headache.

These are not all the possible side effects with Otezla. Ask your doctor about other potential side effects. Tell your doctor about any side effect that bothers you or does not go away.

Tell your doctor if you are pregnant, planning to become pregnant, or planning to breastfeed. Otezla has not been studied in pregnant women or in women who are breastfeeding.

You are encouraged to report negative side effects of prescription drugs to the FDA.

Visit www.fda.gov/medwatch, or call 1-800-332-1088.

Please [click here](#) for Full Prescribing Information.

About Celgene

Celgene Corporation, headquartered in Summit, New Jersey, is an integrated global biopharmaceutical company engaged primarily in the discovery, development and commercialization of innovative therapies for the treatment of cancer and inflammatory diseases through next-generation solutions in protein homeostasis, immuno-oncology, epigenetics, immunology and neuro-inflammation. For more information, please visit www.celgene.com. Follow Celgene on Social Media: [@Celgene](#), [Pinterest](#), [LinkedIn](#), [Facebook](#) and [YouTube](#).

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