

# World Prurigo Day

21 June 2026

WORLD  
PRURIGO  
DAY

Recognize  
Prurigo,  
act early

## Recognize prurigo, act early: World Prurigo Day 2026 expands international awareness day on chronic prurigo

**Second edition on June 21, 2026 featuring contributions from Europe, North and South America, and Asia**

Aachen, May, 2026 – The second World Prurigo Day takes place on **June 21, 2026**, with parallel live events on three continents and program contributions from Germany, France, Turkey, Brazil, the United States, Italy, Spain, India and Japan, among others. Following an inaugural event in 2025 that attracted more than 500 live participants, the international awareness day will be significantly expanded in 2026 – under the new motto "**Recognize prurigo, act early**", a call for earlier diagnosis and timely, evidence-based treatment.

The aim of the awareness day is to bring chronic prurigo / prurigo nodularis more firmly into both public and professional awareness. The condition is characterized by persistent itch and distinctive skin lesions. It often has a major impact on quality of life, sleep and mental well-being, yet it is still too often recognized late or managed inadequately.

Beyond raising awareness, World Prurigo Day pursues a broader mission: to advance scientific research into the condition, to accelerate the development of new therapeutic options, and to connect leading dermatologists, researchers, and patients in a shared international effort.

What participants can expect: a global online event with parallel live events in several countries including Italy, Spain, France, India, and the United States, with more to follow. Internationally leading experts in dermatology, pruritus research, and patient care will present the latest findings and therapeutic approaches in their respective

### Press contact

Belinda Ahedo  
TEMA Technologie Marketing AG  
Burtscheider Markt 24  
52066 Aachen, Germany  
Tel. +49 241 88970-410  
[ahedo@tema.de](mailto:ahedo@tema.de)



# World Prurigo Day

21 June 2026

WORLD  
PRURIGO  
DAY

Recognize  
Prurigo,  
act early



national language. All sessions take place in the same time zone to enable a genuine global exchange.

“For many people affected, chronic prurigo means far more than persistent itch. The condition has a profound impact on daily life, quality of life and psychological well-being. World Prurigo Day gives this issue international visibility and ensures that patients’ voices are heard”, adds Prof. Dr. Dr. Sonja Ständer, University Hospital Munster, Germany.

World Prurigo Day takes place every year on June 21– the birthday of J. N. Hyde, who first described prurigo nodularis in the early 20th century.

"The response to the first event showed just how great the need is for awareness and structured information. For us, World Prurigo Day is not just an awareness day, but part of a long-term initiative to bring about lasting improvements in care for this patient group", adds Prof. Dr. Matthias Augustin, University Medical Center Hamburg-Eppendorf, Germany. Together with Prof. Dr. Dr. Sonja Ständer, he initiated World Prurigo Day in collaboration with the EADV Task Force Pruritus.

Beyond the awareness day itself, the website [worldprurigoday.org](http://worldprurigoday.org) is intended to evolve into an international patient hub with evidence-based information on symptoms, diagnostics and treatment options, as well as personal stories and ways to connect with medical professionals.

Further information on the program is available at [worldprurigoday.org/en](http://worldprurigoday.org/en).

*Characters with Spaces: 2,986*

## Press contact

Belinda Ahedo  
TEMA Technologie Marketing AG  
Burtscheider Markt 24  
52066 Aachen, Germany  
Tel. +49 241 88970-410  
[ahedo@tema.de](mailto:ahedo@tema.de)

