Chronic Idiopathic Urticaria
A Disease State Overview

Demonstrating the Value of Innovation
A poorly understood medical condition with a significant impact on patients

Urticaria is characterized by the spontaneous occurrence of itchy hives and is considered chronic when it lasts 6 weeks or longer.\(^1\) Urticaria is a disease that frequently leads to consultations with general practitioners, dermatologists, and allergists.\(^1\)

Chronic idiopathic urticaria (CIU) is the most common of several subtypes of urticaria. The exact prevalence of CIU is difficult to determine.\(^2\) However, an article published by Maurer et al. showed a point prevalence of at least 0.5\% for CIU.\(^1\) Greater awareness of CIU may be attributable to an increased number of studies and more accurate identification of CIU patients.
Clinical presentation of CIU

- The mean age of CIU patients is 36 years old²
- Women are twice as likely to experience CIU as men¹
- Typical disease symptoms appear and resolve suddenly and at unpredictable times¹
- CIU usually lasts from 1 to 5 years but can last longer in more severe cases¹

Typical features of hives³

- Central swelling of variable size, surrounded by a reflex erythema
- Associated itching
- Individual hives typically resolve within 1-24 hours but new ones may form as others resolve

Demonstrating the Value of Innovation
A small population with a large unmet need

Although millions of Americans suffer from urticaria at any given moment, the smaller CIU population presents unique treatment challenges.

The aim of CIU treatment is symptom control, primarily focusing on the reduction of itching.

The American Academy of Allergy, Asthma & Immunology (AAAAI) published U.S. guidelines in 2014.
Estimated incidence of CIU in the United States\textsuperscript{1,2,4-6,*}

**URTICARIA**
Americans experiencing hives during their lifetimes
- 20%

**CHRONIC URTICARIA**
Hives lasting 6 weeks or more
- UP TO 1%

**CHRONIC IDIOPATHIC URTICARIA (CIU)**
Point prevalence estimate
- AT LEAST 0.5%

Factors negatively affecting rates of patient diagnosis and treatment
- Rate of diagnosis: Not all cases of CIU are properly diagnosed because the condition is not widely understood
- Rate of treatment: The lack of treatment options for clinicians and their patients may increase inconsistency in prescribing behavior

*Precise data on the incidence and prevalence of urticaria, chronic urticaria, and CIU are not widely available.

*Demonstrating the Value of Innovation*
The exact pathogenic mechanism of CIU is unknown.

The symptoms of CIU are believed to result from the release of multiple proinflammatory mediators from activated mast cells and basophils. Histamine and prostaglandins are the primary drivers of the vasodilation and erythema that cause hives.

In addition, activated mast cells produce a variety of cytokines and chemokines that recruit neutrophils and further contribute to hive formation.

Dysregulated FcεRI signaling may also play a significant role in regulating the biological activity of mast cells and basophils in CIU.