



1st OCTOBER 2026

urticaria
day

TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

What is Urticaria?

**More than a skin condition.
More common than you think.**

Urticaria – also known as hives – can affect every part of daily life:

- **Raised, itchy welts that appear without warning**
- **Swelling that can be painful and unpredictable**
- **Disrupted sleep, work, and relationships**
- **Symptoms that can last months or even years**

#UDAY2026 #UrticariaDay2026 #TakeBackControl

Join us on 1 October
www.urticariaday.org





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save the date
1st OCTOBER 2026

UDAY 2026 is coming
– and we want you there.

**Join patients, caregivers, clinicians
and advocates from around the world
for a global day of awareness, action
and community.**

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Did You Know?

The real impact of urticaria – in numbers.

- Up to **1%** of the global population lives with chronic urticaria at any given time
- Quality of life impact comparable to **coronary artery disease**
- Up to **60–70%** of patients experience sleep disruption due to night-time itching
- Many patients feel **unheard** – even in clinical settings

UDAY 2026 is calling for better awareness, better listening, and better care.

REFERENCES

EAACI/GA²LEN/EuroGuiDerm/APAAACI Guideline for Urticaria (2022) · Maurer et al. (2017) · Balp et al. (2015)

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Does Your Patient Have Urticaria?

Asking the right questions changes everything.

Chronic urticaria goes far beyond the visible symptoms. Patients frequently report:

- Disrupted sleep and daily routines
- Reduced quality of life comparable to serious chronic disease
- Emotional distress that often goes unspoken
- Feeling that their experience is not fully recognised

Asking about the full impact – not just the itch – leads to better, more personalised care.

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Itch Does Not Need to Disrupt Your Life

But for millions of people, it does.

For millions of people,
chronic urticaria means:

- Sleepless nights
- Unpredictable flare-ups
- Missed moments
- A battle others cannot see

You deserve to be heard.
You deserve better care.

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Understanding Begins With Listening.

When patients are heard, care improves.

Up to 60–70% of patients experience sleep disturbance due to night-time itching.



Urticaria symptoms can change every day, making them difficult to explain in a short appointment.



When patients are heard, understanding grows and care improves.



Together, we can transform individual experiences into global insight.



#UDAY2026 #UrticariaDay2026 #TakeBackControl

Start the conversation
www.urticariaday.org





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Your Care. Your Voice. Your Decisions.

Shared decision-making allows patients and healthcare professionals to work as partners.

**Better conversations lead to better care.
Talk openly about:**

- **How urticaria affects your sleep, routine, and wellbeing**
- **What matters most to you in your treatment**
- **The questions or concerns you may not have shared before**

Your voice is part of your care.

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Your Story Is Evidence.

**Research helps improve
treatment and care.**

**Every experience shared helps improve
understanding of urticaria and supports
progress in treatment and care.**

**UDAY 2026 encourages patients,
caregivers, and healthcare professionals
to engage with research and help drive
change.**

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**Find out how to get involved at
www.urticariaday.org**





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No One Should Face Urticaria Alone.

Community creates strength.

Around the world, a global community is coming together to support people living with urticaria:

- Patient organisations providing information and guidance
- Healthcare professionals championing better care
- Advocates pushing for greater awareness
- People sharing their stories and inspiring others

Being part of a community means knowing you are not alone.

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Find your community at
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Your Experience Can Change the World.

Join UDAY and help turn itch
into understanding.

Share how urticaria affects your daily
life through the UDAY interactive tool.

Every response matters.
Together, we can transform
individual experiences into global
understanding and lasting
change.

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