

MILLEFEUILLE®

A MEASURE OF FLOUR, A PACKET OF BUTTER
AND A SPOONFUL OF HOPE

#BAKEADIFFERENCE

Each day, up to 19 million people in Europe with psoriasis and/or psoriatic arthritis^{1,2} endure emotional, psychological, social and practical challenges which add to the well-recognised physical symptoms of these conditions.

Bake A Difference coincides with the launch of *Millefeuille* (or "A Thousand Leaves"), a fictional movie that tells the story of Élodie, a French woman living a solitary and lonesome existence that has all but given up on her career as a pastry chef and has moved to London to escape from painful personal memories. Struggling with the effects of psoriasis and worsening psoriatic arthritis, Élodie one day meets Holly – the girl next door who, full of life and ambition, changes everything.

Bake A Difference is a competition open to each and every one of us including, patients with psoriasis and/or psoriatic arthritis, their relatives, friends, colleagues, neighbours and loved ones who suffer with the challenges posed by these two conditions and who are in need of some new inspiration to re-engage with life and look ahead with a positive outlook.

For those inspired by Élodie's passion for baking, the ask is simple: to get creative in the kitchen and upload baking creations – whether its biscuits, buns, pies or puddings – using the hashtag **#BakeADifference** or posting to **@Millefeuille.Movie**.

The goal is to continue to build on the awareness raised by the movie *Millefeuille* and get people talking about psoriasis and psoriatic arthritis, thus continuing collaborative efforts across Europe to broaden and deepen the public's understanding of these complex conditions.

Bake A Difference is indeed a competition therefore entries will be reviewed by a judging panel of experts from across Europe, who will select the top twenty recipes. Twenty entries will be featured in the official *Millefeuille* e-cookbook launching later in 2016. From these twenty, the top recipe will be highlighted.

1) BAKE!

Take inspiration from Élodie and Holly and create something magical in the kitchen! Whether it's a cake, a pastry, a bun or a biscuit – anything goes as long as long as it can inspire people to take on life's challenges and engage with the ones around them.



2) SNAP!

Capture the end result with a photo or film a short video to impress friends and family online.

3) SHARE!

Most importantly, share baking pictures and videos on Instagram using the **#BakeADifference** hashtag and tagging **@Millefeuille.Movie** for a chance of being featured in a *Millefeuille* e-cookbook.



If we take the time to **#BakeADifference**, together we can make a difference.
For full terms & conditions, please visit:
www.millefeuillemovie.com/bake-a-difference/#jump-Terms_and_Conditions

1. Augustin M and The European Expert Working Group for Healthcare in Psoriasis. A framework for improving the quality of care for people with psoriasis. *JEADV* 2012, 26 (Suppl. 4), 1–16
2. World Psoriasis Day Consortium. *Facts about Psoriasis*. Accessed March 2016. <http://www.worldpsoriasisday.com/web/page.aspx?refid=1291>