



INTRODUCING:

THE *GET UNCOMFORTABLE*
CAMPAIGN FOCUSED ON
PRIORITIZING LUPUS AND
YOUR KIDNEYS

GET UNCOMFORTABLE

WITH LUPUS NEPHRITIS

WHAT INSIGHT HAVE WE LEARNED FROM PEOPLE LIVING WITH SLE/LN?

Over the years we've talked to people and care partners living with the daily struggles of lupus and lupus nephritis (LN) and we've heard a common theme: **managing these diseases can feel like a full-time job.**

That inspired us to take a deeper look and, after some digging, we discovered a concerning trend in patients **cancelling or missing appointments, especially during the pandemic.**

By missing their appointments people with lupus/LN are putting their health and kidneys at risk. But lupus nephritis is elusive—its progression is mostly unnoticeable until it's in severe stages and **may be too late.**

The only way to overcome these hurdles...

IS TO GET UNCOMFORTABLE

with the realities of lupus nephritis.

WHAT'S OUR GOAL?

Encourage people living with lupus and lupus nephritis to visit their doctor for **routine lab testing** and **engaged discussions** about lupus nephritis

WHEN YOU HAVE LUPUS NEPHRITIS

PEEING IN A CUP SUCKS



BUT KIDNEY FAILURE IS WAY WORSE.

Choosing to prioritize your kidney health might be uncomfortable, but the reality is that up to 30% of people who live with lupus nephritis will experience kidney failure, which can lead to dialysis or even a kidney transplant. Luckily there are steps you can take now—like scheduling routine tests and asking your doctor about treatment options—to help prevent further damage. Talk to your doctor to learn more about routine testing and treatment.

Looking for a specialist? **Click the button below to find the right fit for you and schedule an appointment.**

FIND A DOCTOR

GET UNCOMFORTABLE WITH *TONI BRAXTON*

As someone living with lupus, **Toni Braxton** isn't afraid to get uncomfortable to help protect her kidney health.

She's partnering with Aurinia to share her story and educate other people living with lupus and lupus nephritis about the risks of permanent kidney damage and kidney failure, and encouraging them to visit their doctor for routine testing.

See Toni's full story at
GetUncomfortable.com/toni-braxton
or scan the QR code:



"I see my doctor at least every three months for urine and blood tests to make sure the level of protein in my kidneys is being closely monitored."

TONI BRAXTON,
ENTERTAINER AND ENTREPRENEUR
REAL PERSON LIVING WITH LUPUS



SOME UNCOMFORTABLE FACTS AND FIGURES



1 IN 3 PEOPLE
living with lupus nephritis will
experience kidney failure



Guidelines recommend routine
testing **AT LEAST EVERY 3 MONTHS**
to help your doctor closely monitor
your kidney health



The risk of death is **THREE TIMES
GREATER** for people living with lupus
nephritis than people with lupus
without kidney involvement

SYMPTOMS YOU CAN LOOK FOR



SWELLING

(usually in the feet, ankles, or legs)



INCREASED BLOOD PRESSURE



**FROTHY/SUDSY URINE, AND
FREQUENT URINATION.**

WHERE CAN YOU EXPECT TO SEE US?



WALKS

Introduce our campaign to the SLE & LN community



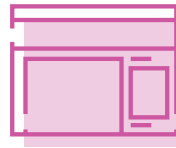
SOCIAL MEDIA

Connect with the community through the social media channels they use every day



MICROSITE

Create a **seamless experience** that helps patients find a doctor and take action



ONLINE BANNERS

Use visually **arresting animation** to drive community members to the microsite





LUPUS NEPHRITIS CAN BE SILENT

BUT IT IS SERIOUS

*"It's time to get real. Lupus nephritis patients have many odds against them, but we do have the power of choice. **We can do our part** to show up and be momentarily uncomfortable in hopes of better health, or worse off because we put ourselves last."*

GABRIELLE,

DIAGNOSED WITH LUPUS NEPHRITIS IN 2010

GET UNCOMFORTABLE

WITH LUPUS NEPHRITIS

MANAGING LUPUS NEPHRITIS IS HARD, *BUT IT'S WORTH IT*

Here are some more ways to help you stay on top of managing lupus nephritis.

Schedule a routine urine test with your doctor today.

Visit www.GetUncomfortable.com to find out more about lupus nephritis or find a doctor near you.

Navigate to
GetUncomfortable.com
or GetUncomfortable.com/es
Or scan the QR code:



THANK YOU

GET *UNCOMFORTABLE*

WITH LUPUS NEPHRITIS