

Newbies

Welcome!

**club
psora**



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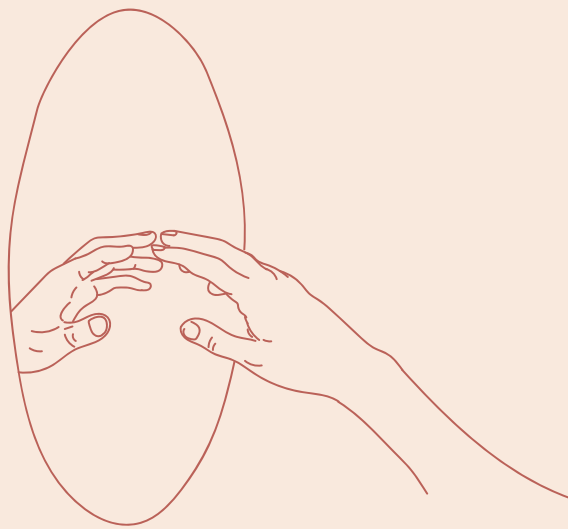
homebase
clubpsora.com

instagram
[@clubpsora](https://www.instagram.com/clubpsora)

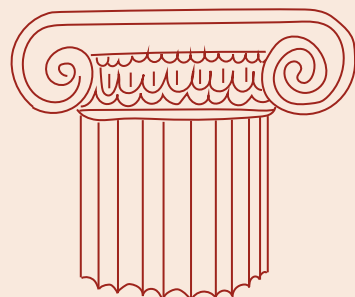
newsletter
clubpsora.com/newsletter

connect + support
hello@clubpsora.com

Regardless of how long you've been living with psoriasis, eczema or another skin condition, there's something that we all have in common:



we present our internal pathology to the outside world.



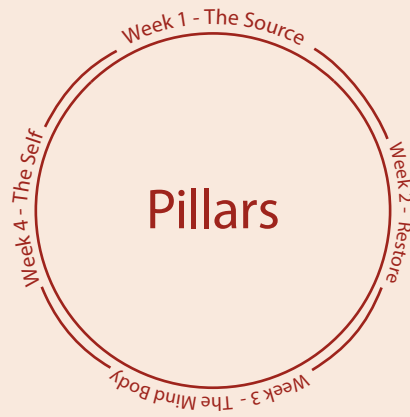
Welcome to club psora

Through our cycle of self-healing, you'll learn how to reframe your relationship with your diagnosis and take manageable, actionable steps toward a more balanced lifestyle — which in many cases can lead to remission. That's not where the work stops, it's where the deepest work begins.

This is a space for learning and community, designed just for you. We're here to guide you on your own path of self-healing, understand your unique triggers and the approaches that benefit you most.

Flare-ups — a surge in the symptoms of your skin condition — create a perpetual cycle of stressors and doing self-study during those periods can be difficult and distressing. Very often, we work diligently to change our lifestyle during a flare, exiling alcohol, junk food and late nights out. We make more time for sleep, exercise, and to generally take care of ourselves. Just as our skin begins to heal, we let go. Moderation often leads to excess after so much restriction and we go back to our previous patterns.

You can heal your skin and live a life full of pleasures (and margaritas) but there is a chapter of emotional and physical transformation that has to happen before you loosen the belt. What we're offering is a sustainable cycle of healing you can return to over the course of your life. Healing is an ongoing lifestyle and we'll show you how to joyfully practice prevention every single day.



The ouroboros of healing

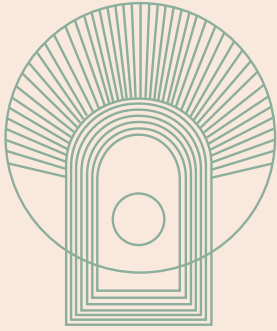
In homoeopathy, psoriasis is considered a miasm — an underlying disease which when awakened in the body can imbalance the mind and emotions, contribute to physical disease and misdirect one's life path.

We don't think of healing as a straight, linear path. In fact, it's more like a circle. Our program is born of four principles all designed to support you on your path of self-healing.

When you sign up to become a member you'll gain access to free learning modules covering our four healing pillars. These resources are jam-packed with information that will help you develop a lifestyle more supportive of healthy skin. Take them at your own pace, we encourage a month to focus on each pillar.

Our club psora newsletter models the same cycle of healing and will keep you updated with new information. Stay tuned for monthly livestreams and meetups within the membership portal!

Our Pillars



Establish an origin of commitment you can return to every time you're in a place of challenge.

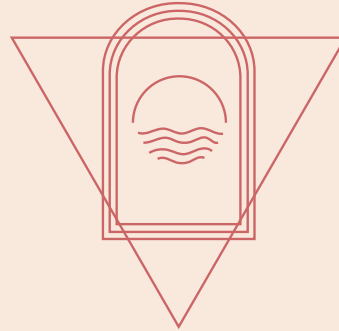
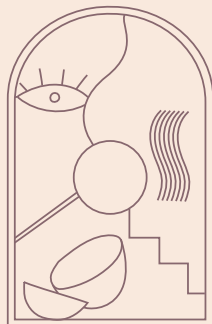
The Source

This pillar is about thinking of your body as a vessel and emptying it out to begin again as a clear channel. In this chapter, we explore basics about skin conditions and symptom management.

Sharing the name of our nutrition protocol, this pillar is about creating an ecosystem for flourish and growth in your body.

Restore

We'll discuss the role of the gut-brain-skin axis and your microbiome's connection to your immune system, skin condition and symptoms.



Stress is cited as one of the major triggers for psoriasis and other skin symptoms.

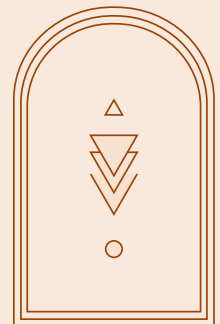
The Mind-Body

Our nervous system operates on two branches: the sympathetic and parasympathetic. In this chapter, we learn about healing through breath and the connection between our thoughts, emotions and physical state.

This pillar is about improving our sense of self-study and focus and renewing the commitment we've made to ourselves.

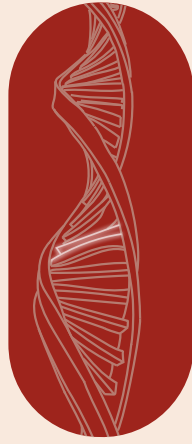
The Self

We reflect skin conditions as miasms that disrupt the mind, body and emotions, the patterns that take us away from the path of healing, and where to put our energy going forward.





The primary function of our skin is to act as a protective barrier informing us of potential external and internal threats.



The DNA Staircase

The advancing field of epigenetics indicates that just because conditions like psoriasis and eczema are hereditary, it doesn't mean you can't control them.

The skin is the body's largest organ, and at club psora, we discuss how our skin condition has shown up as an indicator that something deeper needs attention. Many people live with skin conditions because they see them as genetic disorders that can't be reversed. Our program challenges this idea.

Think of your DNA as a staircase. One step may host the genetic variant that increases your likeliness of psoriatic disease. This genetic variant is a chemical tag that can be triggered by behaviors and environments. Epigenetics teaches us that although you can't change your DNA sequence, you can in some cases control how your body expresses that sequence. What we're discovering is that the same chemical tag that can switch on the expression of a skin condition may also turn the lights back off to dormancy.

Epigenetics

The study of how your behaviors and environment can cause changes that affect the way your genes work .

– CDC, Centre for Disease Control and Prevention

Focus: Etymologies

The word psora comes from the ancient Hebrew tsorat meaning fault or stigma.

The term psora was later used by the Greeks as the word for itch. An etymology is the history of a word, and it lends insight into the cultural connotations it's picked up over time.

One of the reasons the larger public has so little knowledge around skin conditions like psoriasis or eczema is because we've been urged to keep them hidden for so long. False characterizations paint us as diseased, unhealthy, contagious or unclean. Historically othered or outcast, this archetype inevitably informs our personal narrative around our skin and how we talk to ourselves about our bodies: we're unwanted, isolated and not to be touched.

But what if we reframed this etymology and instead, saw our psora as a secret weapon? What if we saw the symptoms of our condition as the skin's way of sounding an alarm and shining a light on assailants before they take full control?

Autoimmune conditions like psoriasis are mysterious and perpetuating. Often, they are triggered by the body's instinctive response to what it perceives as foreign invader. This could be a pathogen, irritant, chemical, or sometimes, a lifestyle choice (we'll explore these and other psoriasis triggers more in *The Source*). Unfortunately in these cases, when attacking the invader, the body also attacks itself.

Trust us, we know that nothing can prepare you for the feeling of your body betraying you and that's what an autoimmune condition can feel like. But the truth is, it's most likely revealing these symptoms as warning signs. Pay attention! They can show you the path forward.



The “Incurable” Complex

THE “INCURABLE” COMPLEX

“It’s really not a skin condition — it’s a systemic condition.”

- Dr. Todd Lepine
on psoriasis



We can’t change our DNA sequence or the chemical tag of skin disease, we only potentially have control over its expression. This is why when you’re given a diagnosis of psoriasis, you’re also informed that it’s incurable.

But if you’ve been researching skin-healing or becoming more involved with the community of people living with skin conditions, you may have read accounts of self-healing that seem to contradict the prognosis of an incurable disease — people who have learned to control or even completely heal their skin through nutrition, stress management and other lifestyle changes.

This is the incurability paradox. We’re here to tell you that you can challenge this narrative.

Say it with us: You can go clear without a cure.

Prescriptions

Because conditions like psoriasis — and as per recent studies, eczema — are autoimmune, it means our spots, scales and lesions are not the disease itself, but its manifestation.

There are various prescription treatments available for skin conditions. Many of these prescription treatments are designed to treat the symptoms of your skin condition rather than the root cause. Meanwhile, the inner issue can persist and cause other health problems or comorbidities. Again, your condition is unique to you and people have varying experiences with prescriptions. Although useful for some, the negative aspects of common skin-related prescriptions often leave us looking for other options:

- low success rate
- side effects (depression, kidney and liver damage, burning and irritation)
- dependency (e.g. Topical Steroid Withdrawal)
- financially unsustainable
- comorbidities*

*Comorbidities classically associated are psoriatic arthritis, asthma, Crohn's disease and other metabolic syndromes.



Topical Steroid Withdrawal

TSW is a big conversation in the skin community. Topical steroids are sometimes prescribed for moderate cases of skin conditions and when application is lightened, the skin can flare.

This cycle continues over time and dermatologists offer a higher dosage to battle the reaction. The skin develops a dependency to the steroid and the steroid alters and deteriorates the composition and protective barrier of the skin. When the steroid is removed from their protocol, the patient suffers from thinned, burning red skin, a withdrawal symptom that can go on for weeks and at times, years. Ironically, one of the most common ways to treat Topical Steroid Withdrawal is through oral steroids (or antibiotics).

Should I go off my medication?

Deciding to forgo medication and treat skin disease holistically is a big decision and not an easy one. Maybe you've had several attempts going natural or maybe this is your first time. Wherever you are on your journey, here are some questions you can ask yourself when trying to make the choice:

- Is your medication working?
- Are you experiencing side effects?
- Are you comfortable with the long-term side effects you may experience?
- Consider the expense of the medication over years or decades. Can you afford it long term? Think about whether the price of that medication could be used in other areas for overall health — for instance, supplements, organic foods and therapies.

Weaning off your medication should be monitored by your doctor; the body (and your symptoms) can respond in different ways to changes in treatment. Be kind to yourself and give your skin the time it needs to adjust.

Our program is designed to accompany any existing treatment protocol, including prescription creams and medications. Healthy lifestyle practices can supplement your prescriptive protocol and lead to a more balanced life!





It's time to get started! But first, some applause:

Chronic illness is exhausting and getting out of bed with a flare is a triumph in itself.

New You

If you're here now, we know that you're willing to dedicate your time and energy towards the enormous responsibility of healing yourself. At club psora, we don't tote cures. Our program is a roadmap for taking control of your life and guiding your mind-body to homeostasis, a state of equilibrium. It's a way to join a community of people dealing with the same challenges, educate yourself, and find the treatments and lifestyle that work for you. Congratulations on this momentous step.

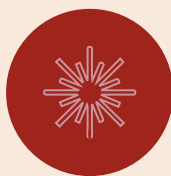
Beginning your journey with self-directed healing is all about setting new habits. Clean out your medicine cabinet, stock your fridge and pantry, create a quiet place in your home that's just for you, and prepare to create more boundaries with bosses, loved ones and colleagues, geared around self-care and balance.

A consistent practice can retrain your mental process and nervous system but it takes time before we're even receptive to those changes. Many people who have healed naturally cite improvements after three months and clear skin within a year. Take a cue from your skin and show us your persistence. This program is the opposite of treating a flare temporarily and jumping back into your old life.

It's about creating a new normal

Ready?

- A Contract with the Self
- Restore by club psora (21-day eating plan + reintroduction guide)
- Dailies (Journal + Quiet time)
- Checklist



A Contract with the Self

I, _____ on the _____ day of _____ agree to:

- 1. Write in my journal every day to record my new habits and the way they make me feel
- 2. Dedicate myself to discovering the foods that support and nourish me through elimination, trial and success
- 3. Surround myself with people who are supportive of my recovery process
- 4. Stay creative in the kitchen despite a specialized diet
- 5. Eat the rainbow and consume plenty of water
- 6. Sit down for at least 9 minutes every day and get quiet so that I can focus on my breath
- 7. Go to bed and wake up at a reasonable time and give myself 8 hours of sleep
- 8. Spend as much time moving outside as possible (weather permitting)
- 9. Make time to read the modules, respond to the prompts and educate myself to become my own healer
- 10. Align myself with more things that bring me joy

I know that natural healing is a non-linear path and I promise that I will commit, be kind to myself and others. I will hold myself accountable. I am not a victim of my disease. I have been offered a gift, if I choose to see it that way: to make actionable change in my life and become the healthiest, fullest version of myself.

Signed

Date

Restore by club psora

Our 21-day eating plan and reintroduction guide is designed to provide insight into dietary sensitivities and direct you towards a sustainable relationship with food that nourishes skin, body and mind.



You can unlock Restore Protocol in the membership portal. There's a lot in there! Take some time to review and get acquainted with the foods you'll be eating and the meal plans we've provided. We suggest you start prepping now and begin your protocol when you begin the Restore module. It gives you a little time to adjust to journaling so you're ready to monitor your own progress.

Membership Portal

The Connect tab in the membership portal is where we come together to learn, guide and empower each other as we navigate our own paths of self healing.

In addition to Newbies and our four learning modules you will have access to our private YouTube channel featuring an archive of over 40 lectures and q&a's with skin-experts. Knowledge is power! Leave comments if you find a video particularly insightful or want to hear more from that club psora specialist.



Say hello to your new friends

on Zoom



club psora is here to provide a roadmap for healing and one of the most important parts of what we offer is a safe space for sharing your story and connecting with a community of people who see themselves in your experience.

There will be 1-2 monthly Zoom's with members. These will be livestreamed and archived on the YouTube channel. If you're available, show up and join the conversation.

Click on the banner in the portal for the schedule. We'll always be there with themes, prompts and our own stories to keep the conversation flowing and build a sharing space for our community.

Show up (if you're able)

Just like this course and the power of your own healing, the more you put into your community the more you'll receive. Answer the prompts honestly. Respond to your fellow members graciously. Ask for help when you need it. Support one another so when it's your turn to be held, you can rest in the arms of those who have your back.

No gossiping or complaining

Sometimes we really just want to give up or divert our negativity onto somebody else. However, when we gossip or complain, we fall into a negative feedback loop of criticism and victimization which instantly pushes us off the path of self-healing. When we share our fears and challenges as a way of connecting to the community, we leave room for optimism and change.

No giving advice

We're here to practice active listening — to ourselves and one another. If asked for your opinion, allow it to come from a place of personal experience — offer something that has helped you. When we give unsolicited advice, it implies that the other person doesn't have the resources to discover it for themselves. We each have to find what works for us individually.



Dailies

Make time every day for these two quick activities, designed to promote connection with the self and reflection on the evolution of your symptoms.



Befriend a journal



9 minutes of quiet, you-time, every day.

Journalling is one of the core tenets of club psora. It's a way to gain insight into patterns of your skin, mind and body. It will also help develop a relationship of reflection and communication with yourself. Your daily passage doesn't have to be a diary entry, but it can be. At the very least, it's a basic check-in and way to track your current situation.

Some people call this meditating but you can call it whatever you like. We like to do this in the morning right after writing in our journal because we've already done our brain dump and have more headspace. Check in on our IG and the YouTube for new live meditations. Carve out 10 minutes every day to sit or lay down and practice.

Comment on the videos that you've listened to. It's a great way to keep yourself accountable and guide other members to videos that had an impact!

Getting started with journaling



Commit to writing in your journal every day at the same time. Pick a time in the morning, afternoon or evening (we recommend when you first wake up). Set an alarm in your phone so you don't forget.



Always date your journal entry. This will help you circle back to stressors and track flares and progress.



In the corner of the page, track how many days you have been committed to club psora.



Record how many hours you slept (using an app can help you keep track and stay on a consistent schedule).



If you notice things like a new patch, hair-loss or a nail break, photograph them and make a note in your journal that you did. Your phone will keep the date stored. You can also go the extra step by putting all of these tracking images in an album.

Here's a sample entry (a shortie!):

Day 27 with club psora, 7.5 hours of sleep. I feel well-rested. I am stressed due to Skin update: Patches on stomach are healing! New photos in my skin folder.

You can also keep track of new products or treatments.

Started using shampoo for my scalp. Weaning off of medication.

Record any changes after eliminating or reintroducing foods.

Ate eggplant after reintroducing nightshades; didn't have a reaction.

If you menstruate, use a cycle tracker so you can cross-reference your journal entries.



Have fun with it!

Daily journaling may be an adjustment at first, but we promise, you'll soon see it as an essential companion. Don't hesitate to record the mundane, the minutia, the terrible, and the sweet. You never know what will trigger you or what you'll discern in retrospect. And trust us, if it's been a rough day, getting it out and onto paper will usually relieve some of the turbulence!

Example Journal Entry

February 11, 2021, 8am
Day 72 of club psora
Day 11 of Plant-based Diet
Sleep: 11:30pm - 7:45am

I'm awake, which is good because I've been having trouble getting out of bed. It's winter so I'm not going to be hard on myself about it. The sky is grey and it's too cold. I miss wearing black turtlenecks to match my mood and generally, I wish my scalp didn't look like snowflakes on my shoulders. I still have inflamed spots on my legs but everything else is beginning to lighten. The apple cider vinegar baths don't smell great but reduce the itch. I have been using my at-home phototherapy for 22 days now. I have plans to go out to dinner on Valentines Day with my girlfriends so I've been very strict about my diet this week and plan to treat myself with some cheeky red wine and olive oil chocolate cake — will report back!

Prompt #1

Start your club psora journal with this as your first entry:

Your first assignment is to write a declaration as yourself in remission. Write it in the present tense. How do you feel when you wake up with clear skin? Describe what you see about your day-to-day life (what are you eating, wearing, working, how do you spend time with friends, whats your relationship with work?).

What would you tell your former Self (you right now)?

Be sure to develop this in writing before beginning the next module This is the source of your commitment and it couldn't be more important.

Prompt #2

How long have you been dealing with psoriasis? Make a list of all the prescriptive, over the counter and natural treatments that you have tested on your skin (this might be lengthy and difficult if you've been at this for years). List the cost (or use \$ to indicate general affordability), and your body's reaction to them. List the specialists you've seen, the out-of-pocket visits, the experiments or trials that you've taken part in.

Done? This is an important exercise to measure the investment in money and time you've already put towards your skin. Take a moment to honor yourself in the goal to go clear. If you're here now, it's because you're dedicated to redirect your energy to your inner work.

Checklist

- Read this welcome package cover to cover!
- Signed a contract of commitment with myself
- Set alarms in my phone for daily quiet time, journaling and upcoming livestreams
- Got myself a journal
- Kicked off my daily journaling commitment by completing the first two prompts
- Reviewed Restore by club psora and decided when to begin
- Said thank you to myself!

See you real soon,

XO,

