



Message from Jack

When I was diagnosed in 2012, I was so overwhelmed with questions about multiple sclerosis and didn't know where to go for accurate information. Partnering with Teva Neuroscience, Inc. to create the *You Don't Know Jack About MS*[®] program allowed me to create something I know I want as a patient. The campaign was the perfect way for me to raise awareness, share the ups and downs along the way – and hear from each of you about yours so that we all benefit from our collective experience.

I want to continue to educate people in a way that is easy to understand and show people that you can live a fulfilling life with relapsing remitting multiple sclerosis (RRMS). I encourage you to be your own advocate and stay informed. Partner with your neurologist to have a voice in your disease management routine.

We've done a lot with the site since the campaign launched. It has grown into a destination for people living with MS and for others who want to learn more about it. Last year, we had our first ever Facebook Live event – and we were thrilled to have so much participation from all of you. We also recently added three new webisodes to the mix – check them out when you can!

- **Webisode 17: “Parenting with MS – A Mother’s Perspective”**

I traveled to Phoenix, Arizona to surprise a mother living with RRMS. I spent the day getting to know her and experienced her day-to-day routine, and even lent a hand where I could. It was inspiring for me to hear her perspective as a mother and wife with the disease.

- **Webisode 18: “Jack to the Future – The 150 Year History of MS”**

This is one of my favorites as anyone who knows me knows that I love history, so I really had a great time learning even more about the disease since it was first described in the scientific community so many years ago.

- **Webisode 19: “The Five-Year Flashback”**

My buddies and I spent some time talking about our favorite memories from each of the *You Don't Know Jack About MS*[®] webisodes, and how much the campaign has impacted us all. These guys are some of my best friends and I'm grateful for them for being there with me on this journey. They all played a big role in helping me create each webisode.

Thank you to each and every one of you for being such an important part of this program and making it successful. You inspire me to continue to do my part in raising awareness and understanding of MS. Together, we are stronger.

About the Campaign

When Jack was diagnosed with relapsing-remitting MS (RRMS), the most common form of MS, in 2012, he began a journey to better understand his disease – researching treatments, talking to doctors and other patients, changing his lifestyle and advocating for patients just like him. He quickly realized there were a lot of misperceptions about the disease. Since then he's been a passionate MS patient advocate, speaking out about the need for MS research and greater awareness.

As part of his MS advocacy, Jack partnered with Teva Neuroscience, Inc. to launch the campaign *You Don't Know Jack About MS*[®]. It is designed to dispel myths, educate and help empower people living with MS to manage their disease.

The campaign was created for people living with MS and their loved ones. Through a variety of assets, the multifaceted campaign site helps to show what it really means to live with MS, including: downloadable patient and physician resources, a series of webisodes about life with MS, and blog posts from Jack and his friends and family.

For more information about the campaign, please visit YouDontKnowJackAboutMS.com.



About Jack Osbourne

The youngest child of heavy metal icon Ozzy Osbourne and talent manager/TV personality Sharon Osbourne, Jack first caught America's attention on the hit reality show *The Osbournes*, which followed the adventures of Jack and his family. He's continued his work on television as the star of *Jack Osbourne: Adrenaline Junkie* (ITV2, 2005-2010) as well as *Haunted Highway* (2012). More recently, his ambitions have led him towards the roles of producer and host, and with the start of 2015, Jack launched his own production company, *Osbourne Media*. He also released a military-inspired baby product line called *Tier1Dad*. Jack is also starring in and producing a new TV show with his father on A&E called *Ozzy and Jack's World Detour*.

Jack was diagnosed with RRMS in 2012. The diagnosis came just three weeks after the birth of his oldest daughter, Pearl. Since his diagnosis, Jack's younger daughters Andy and Minnie were born, and he now works as a passionate MS patient advocate, speaking out about the need for MS research and greater awareness.

Understanding Multiple Sclerosis

MS is an autoimmune disease that attacks the body's own immune system and destroys the myelin sheath that insulates neurons in the brain and spinal cord. Disruption of communication between the brain and other parts of the body prevent normal passage of sensations and control messages, leading to the symptoms of MS.

Symptoms of MS may be mild, such as numbness in the limbs, or severe, such as paralysis or loss of vision. Approximately half of all people with MS experience cognitive impairments, such as difficulties with concentration, attention, memory and poor judgment, but at first such symptoms are usually mild and frequently overlooked. Depression is another common feature of MS.

The relapsing forms of multiple sclerosis are the most common types of MS. A person with RMS experiences attacks (also called relapses or exacerbations) of worsening neurological functioning, followed by periods of remission in which partial or complete recovery occurs.