

# The last challenge of a socially conscious society?

Depression strikes millions— indiscriminately. Depression is simply a suppression of brain activity that makes life unbearable. And even though depression is readily treatable, only one out of five sufferers ever seek treatment. Why do so many just drag themselves along or eventually seek relief through suicide? First, there's the lack of awareness of depression— as an illness and as the threat that it is to each and every one of us. Second, there's the unwarranted negative stigma attached to it. You know, the 'mental' thing. It's time to collectively face depression. To know it's an illness, not a weakness. And it's a challenge that's long overdue. It's taken too many of us already.

**UNTREATED  
DEPRESSION**

#1 Cause of Suicide

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