

# REDEFINING SCALP CARE

A CUSTOMIZED TREATMENT PLAN DEPENDING ON THE SEVERITY OF YOUR DANDRUFF OR SEBORRHEIC DERMATITIS SYMPTOMS.

		Product	Description	<input checked="" type="checkbox"/>
Condition Severity	MODERATE/SEVERE		<p><b>Clinical Strength Dandruff Defense Itch Relief</b>            Dermatologist Designed, Clinically Proven. Formulated with <b>1% Selenium Sulfide</b> to immediately target and protect against severe dandruff symptoms such as itching, tough flakes, redness, and scaling. Infused with intense cooling menthol to soothe the scalp.</p> <p>Available in Shampoo or 2-in-1 Shampoo + Conditioner</p>	<input type="checkbox"/>
			<p><b>Clinical Strength Dandruff Defense Dryness Rescue</b>            Dermatologist Designed, Clinically Proven. Formulated with <b>1% Selenium Sulfide</b> to immediately target and protect against severe dandruff symptoms such as itching, tough flakes, redness, and scaling. Provides soothing relief from dryness. Infused with manuka honey.</p> <p>Available in Shampoo or 2-in-1 Shampoo + conditioner</p>	<input type="checkbox"/>
			<p><b>Clinical Strength Dandruff Defense Oil Control</b>            Dermatologist Designed, Clinically Proven. Formulated with <b>1% Selenium Sulfide</b> to immediately target and protect against severe dandruff symptoms such as itching, tough flakes, redness, and scaling. Removes oil* and cleans the scalp. Infused with refreshing citrus.</p> <p>Available in Shampoo</p>	<input type="checkbox"/>
Condition Severity	MILD/MODERATE		<p><b>Everyday Scalp Collection</b>            Clinically Proven Dandruff Control. The shampoo is formulated with <b>1% Zinc Pyrithione (ZPT)</b> and the conditioner is formulated with <b>0.5% Zinc Pyrithione (ZPT)</b> to deliver optimal dandruff fighting ingredients from the first wash. Targets mild to excessive symptoms such as persistent scalp irritation, dryness, itchiness, visible flakes, and redness.</p> <p>Use regularly to help keep your scalp visibly flake-free while controlling dandruff symptoms.</p>	<input type="checkbox"/>
			<p><b>BARE Minimal Ingredients Anti-Dandruff Shampoo</b>            Dermatologically accredited by the Skin Health Alliance. Formulated with <b>1% Zinc Pyrithione (ZPT)</b>, provides clinically proven dandruff control with just 9 ingredients. Free from sulfates<sup>†</sup>, silicones, and dyes and packaged in our new ecobottle made with 45% less plastic (per mL vs. our 370 mL bottle).</p> <p>Available in BARE Pure Clean for oily scalp and BARE Soothing Hydration for dry scalp.</p>	<input type="checkbox"/>

DID YOU KNOW THAT REGULAR CONDITIONERS WASH AWAY THE DANDRUFF-FIGHTING ACTIVE PROVIDED BY HEAD & SHOULDERS SHAMPOO? USE A HEAD & SHOULDERS CONDITIONER FOR YOUR DESIRED HAIR AND SCALP NEEDS.

\* Washes away oil.

† Free from sulfated surfactants.

# DANDRUFF AND ITS AFFECT ON SCALP HEALTH

Are you frustrated with your dandruff? You're not alone. It's so common that it affects approximately half the world's population. How does dandruff happen? It's caused when 3 things come together:

- A microbe that's present on everyone's scalp called ***Malassezia globosa***
- Natural oils on the scalp known as **sebum**
- A **sensitive** scalp

As the *Malassezia globosa* breaks down the sebum on your scalp it produces oleic acid. If your scalp is sensitive to it, it can become irritated, leading to the symptoms we know as dandruff.

## Do I have dandruff or seborrheic dermatitis?

Seborrheic dermatitis is a scalp condition that is similar to dandruff. While they are both caused by *Malassezia globosa*, seborrheic dermatitis is an extreme form of dandruff, and its symptoms are more severe.

## How often should I wash my hair?

Use an anti-dandruff shampoo at least 3 times a week, but for best results wash your hair everyday to keep dandruff away. If you switch between an anti-dandruff shampoo and an ordinary cosmetic shampoo, or conditioner, it won't be as effective. That's because other shampoos and conditioners can remove the anti-dandruff actives left on your scalp, reducing their effectiveness.

## The importance of scalp health

As an extension of your skin, your scalp also needs a regular scalp care routine to relieve dryness, irritation, itching and flaking. Head & Shoulders treats and protects the scalp from dandruff and seborrheic dermatitis symptoms.

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FOR MORE INFORMATION, VISIT  
[WWW.HEADANDSHOULDERS.CA](http://WWW.HEADANDSHOULDERS.CA)

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