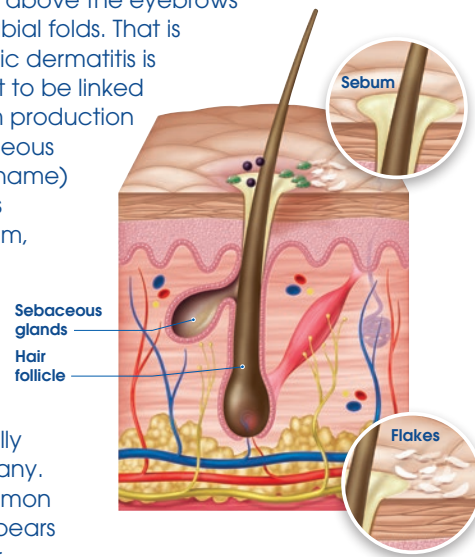


PEELING AWAY THE LAYERS OF DANDRUFF AND SEBORRHEIC DERMATITIS: HOW TO IDENTIFY AND TREAT FOR EFFECTIVE PATIENT MANAGEMENT

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1) What is Dandruff and Seborrheic Dermatitis?

Dandruff and seborrheic dermatitis are common conditions affecting the scalp that is within a clinical spectrum. Affected individuals often experience flakes, dryness and slight irritation to mild pruritus of their scalp skin. Seborrheic dermatitis may extend beyond the scalp and affect the face; for instance, above the eyebrows and on the nasolabial folds. That is because seborrheic dermatitis is historically thought to be linked with excess sebum production from active sebaceous glands (hence its name) and so favour sites that are rich in them, including the ears, central chest and folds. Both conditions are benign, but its presentation is often cosmetically bothersome for many. Dandruff is uncommon in children but appears with much greater frequency after the onset of puberty, then declines in those who are middle-aged and elderly. In contrast, seborrheic dermatitis can affect infants (where it is widely known as “cradle cap”) but show a waxing and waning course throughout their lifespan. Seborrheic dermatitis affects men more than women.



2) How does Dandruff and Seborrheic Dermatitis present on the scalp — what are the key differences?

On the scalp, dandruff presents as clumps of visible, dry, whitish small scales. Affected areas tend not to have distinct borders, but several round patches are often visible with loose flakes. Dandruff is commonly found on the vertex of the scalp. Bald spots do not show dandruff.

In contrast, seborrheic dermatitis presents as greasy larger “bran-like” flakes within well-defined patches or thin plaques that are pink-yellow to red-brown. In infants, there are often oily adherent scales that may form crusty masses found at the vertex and anterior fontanelles but may involve the entire scalp.

3) What physical and mental effects does Dandruff and Seborrheic Dermatitis have on a patient?

Dandruff can make affected individuals feel embarrassed or socially awkward as flakes are visible (and accumulate) on dark clothing. They may feel others perceive them to have poor hygiene. Beyond the flaking, dandruff patients may experience dryness, irritation, odour and itch symptoms.

In contrast, individuals with seborrheic dermatitis of the scalp may experience inflammation and pruritus. These signs and symptoms, often at a higher degree of severity compared to dandruff, may impact sleep and lead to reduced daytime productivity and anxiety. Parents of affected infants with seborrheic dermatitis may worry their child is unwell despite the condition being benign.

4) How do you construct your treatment plan for a Dandruff and Seborrheic Dermatitis patient?

Conservative measures to prevent dandruff and seborrheic dermatitis are important as both conditions can be recurring ones. Care to ensure a healthy scalp is key. Individuals are recommended to avoid harsh hair treatments such as bleaching or colouring as this may increase inflammation and may disrupt the normal microbiome of the region. Just like the skin, gentle hydrating products for the scalp helps to support its barrier function and resident hair follicles.

There is no cure for both dandruff and seborrheic dermatitis, and patient education should include reviewing the pathogenesis and course of both conditions. A three-prong treatment approach should focus on resolving the signs of the disease, reducing symptoms such as pruritus and maintaining remission as much as possible.

5) Which active ingredient do you recommend based on the level of severity of Dandruff and Seborrheic Dermatitis presenting?

In mild cases, zinc pyrithione (ZPT), found in the Head & Shoulders Classic Clean and Supreme collections, is one active ingredient that has been proven effective at treating both dandruff and seborrheic dermatitis (Figure 1).

In severe cases, the use of a shampoo forms an important adjunctive intervention in addition to prescribed therapies. One active ingredient that I recommend is

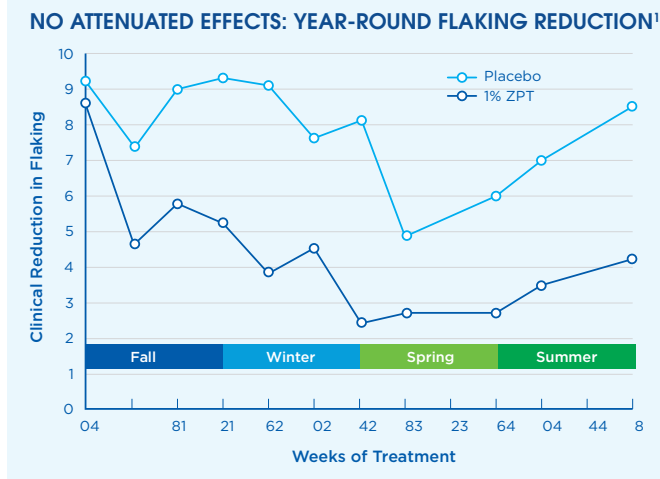


Figure 1.

selenium sulfide (Figure 2), which can be found in the Head & Shoulders Clinical Strength collection.

Maintenance scalp care with anti-dandruff shampoos treat and prevent dandruff and seborrheic dermatitis, and is the cornerstone of effective long-term management for both of these common scalp conditions.

6) Would you ask to see your patient again to understand how their treatment is going? If so, how often?

It is valuable to follow up with our patients affected by dandruff and seborrheic dermatitis given how both impact quality of life. Just like skin care products, the use of topical prescriptions and anti-dandruff shampoos require time to take effect with consistent use — typically anywhere from 1 week to 3 months. It is important to see patients undergoing active interventions at least once after initiating management strategies to get feedback and to reassess, so that we know our patients are on the right course.

7) Do you have any other scalp care recommendations, such as wash frequency?

To effectively treat and prevent dandruff, some scalp care recommendations include:

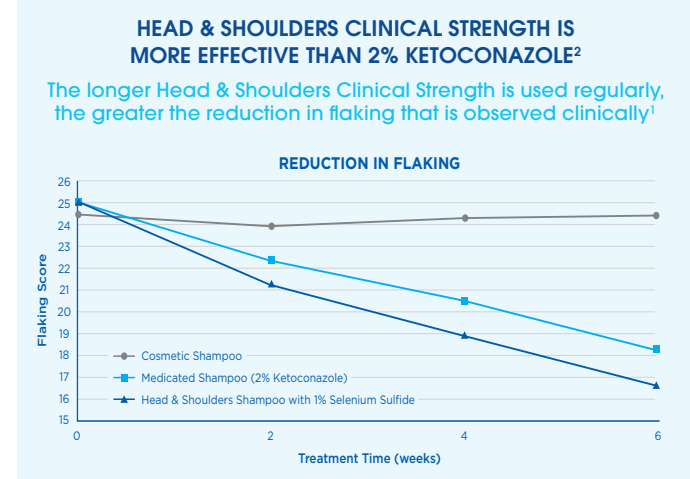


Figure 2.



(1) Wash your hair frequently – Debris, products, oils and microbes accumulate on the scalp and can cause oxidative stresses that impair the health of the scalp and lead to pathologic phenomena such as dandruff. Individuals should aim to wash their hair at least 3 times per week, but ideally once a day.



(2) Give yourself a generous lathering of anti-dandruff shampoo and conditioner – Let the anti-dandruff shampoo and conditioner of your choice get to work by leaving it on the scalp for several minutes (singing one of your favourite songs should do the trick!).



(3) Use an anti-dandruff shampoo and conditioner – Active ingredients such as zinc pyrithione in a shampoo is washed off if it is followed by the use of a conditioner that does not contain the same. Pairing an anti-dandruff shampoo and anti-dandruff conditioner ensure the presence — and effectiveness — of active ingredients on the scalp after washing.



(4) Integrate moisturizing products, such as the Head & Shoulders collections, into the scalp care routine – Just like the skin, moisturization of the scalp supports its barrier function and helps to maintain its healthy physiologic state.



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Visit pgsciencebehind.com/head-shoulders or scan the QR code to learn more about the science behind Head & Shoulders, and how it can effectively treat a patient's hair and scalp concerns.

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