

# REDEFINING SCALP CARE

USE THIS GUIDE TO KEEP DANDRUFF UNDER CONTROL

## The first step in treating dandruff is understanding where it comes from

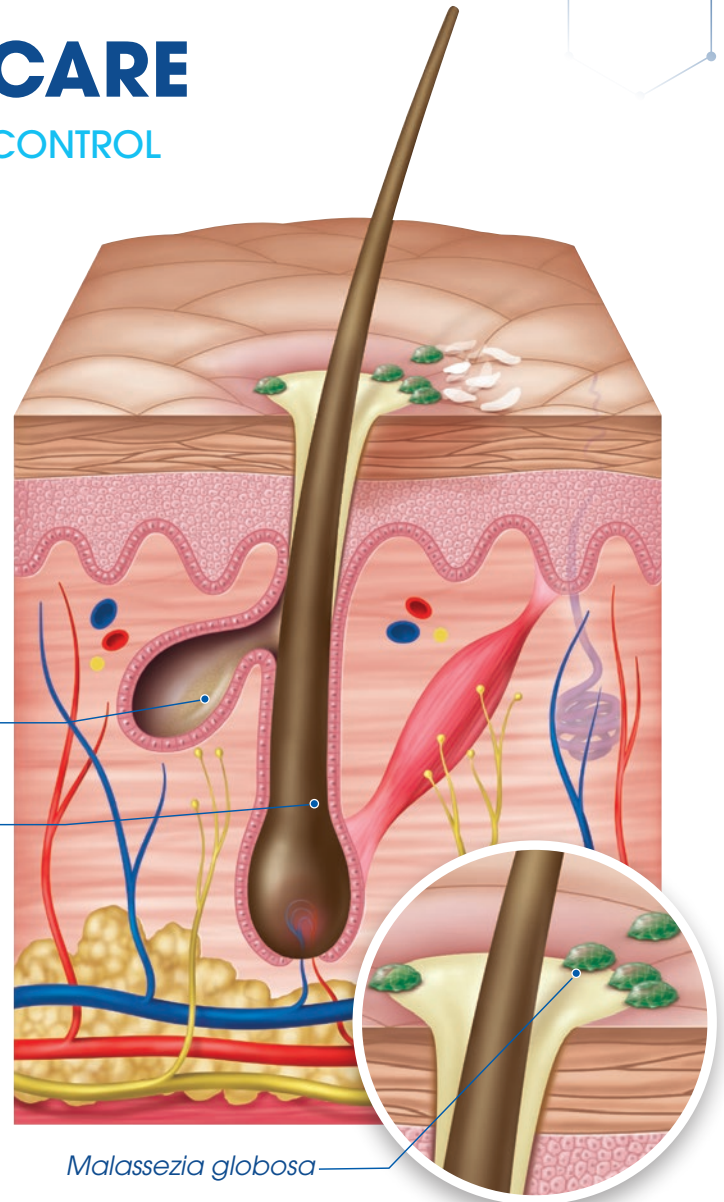
Many people think dandruff is caused by poor hygiene. Actually, the most common trigger of dandruff is a yeast called *Malassezia globosa*, which everyone has on their scalp.<sup>1</sup> *Malassezia* breaks down the natural oils on the scalp known as sebum, producing oleic acid. If your scalp is sensitive to oleic acid, it can become irritated, leading to the symptoms we know as dandruff.

## Dandruff is very common, affecting 50% of the population

Dandruff is characterized by a flaky, itchy scalp. It affects 50% of all people around the world, but is slightly more common in men.<sup>2,3</sup> Dandruff causes stress to the scalp and can lead to lacklustre hair, reduced hair thickness, increased hair breakage and premature hair loss.<sup>4</sup> It can be incredibly distressing and contribute to low self-esteem, especially when the condition keeps reoccurring.<sup>5</sup>

Sebaceous glands

Hair follicle



*Malassezia globosa*

## Did you know that seborrheic dermatitis (SD) is a more severe form of dandruff?<sup>5</sup>

Dandruff and SD have the same cause and many of the same effects. However, SD can trigger the immune system to a greater extent than dandruff. The more inflamed your scalp becomes, the more bothersome your symptoms are and the more medical intervention you require.

### References:

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2. Manuel F, Ranganathan S. A New Postulate on Two Stages of Dandruff: A Clinical Perspective. *Int J Trichology.* 2011;3(1):3-6. doi:10.4103/0974-7753.82117
3. Loing E, Lamarque E, Borel M. New targets in the battle against dandruff. *J Cosmet Sci.* 2017;68(1):107-113.
4. Trüeb RM, Henry JP, Davis MG, Schwartz JR. Scalp Condition Impacts Hair Growth and Retention via Oxidative Stress. *Int J Trichology.* 2018;10(6):262-270. doi:10.4103/ijt.ijt\_57\_18
5. Borda LJ, Wikramanayake TC. Seborrheic Dermatitis and Dandruff: A Comprehensive Review. *J Clin Invest Dermatol.* 2015;3(2). <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4852869/>. Accessed April 6, 2020.

# WHAT CAN YOU DO TO EFFECTIVELY TREAT AND MANAGE DANDRUFF?

## 1. Wash your hair frequently

Aim to wash your hair, on average, three times a week. But for best results, wash your hair every day. This will help to remove dirt, excess oils and microbes from your scalp, factors that can increase the risk of dandruff.

## 2. Use an anti-dandruff shampoo and conditioner

If you switch between an anti-dandruff shampoo, like Head & Shoulders, and an ordinary shampoo or conditioner, you'll wash away the active ingredients that help treat and prevent dandruff, reducing its effectiveness.

## 3. Choose moisturizing products

Head & Shoulders shampoos and conditioners cleanse, protect and moisturize your scalp to help treat dandruff and seborrheic dermatitis from the first wash. Refer to the table below to choose the right regimen for you.

## REDEFINING SCALP CARE

### CLINICAL

CLINICAL STRENGTH



### PREVENTION

ORIGINAL SCALP COLLECTION



### MAINTENANCE

SUPRÊME COLLECTION



### SYMPTOM RELIEF

Immediately targets and protects against severe dandruff symptoms:

- Tough Flakes\*
- Severe Redness
- Severe Itching\*
- Scaling

Targets mild to excessive dandruff symptoms:

- Mild/visible flakes\*
- Mild/excessive dryness
- Persistent scalp irritation
- Mild/excessive itchiness\*
- Mild/excessive redness

Breaks the compromising cycle of dandruff symptoms:

- Dryness
- Itching\*
- Irritation

### ACTION

Targets the symptoms of severe cases of dandruff and seborrheic dermatitis quickly and effectively. Just one wash provides up to 7 days of protection.†

Use regularly to help keep your scalp virtually flake-free while controlling dandruff symptoms.

Designed by experts to relieve dandruff symptoms and give your scalp a natural, healthy balance to unlock the best version of your scalp and hair.

### INGREDIENTS

Formulated with **1% Selenium Sulfide** to help eliminate scalp issues while still providing soft, great-smelling, beautiful hair.

Formulated with **1% Zinc Pyrithione (ZPT)** to deliver optimal dandruff fighting ingredients from the first wash.

Formulated with **1% Zinc Pyrithione (ZPT)**, combines with naturally derived argan oil and Vitamin E, to deeply cleanse and hydrate the scalp. Free of parabens, phalates, phosphates and dyes.

\*Flakes and itching associated with dandruff, with regular use. †Use as directed.