



CLINICAL STRENGTH

ANTI-DANDRUFF AND ANTI-SEBORRHEIC DERMATITIS SHAMPOO

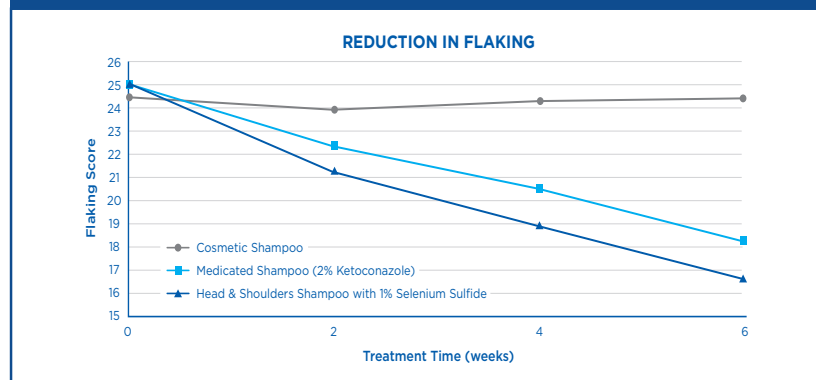
CLINICALLY PROVEN RELIEF FOR THE TOUGHEST FLAKES*

Recommended solution for even the most severe cases of dandruff and seborrheic dermatitis

Formulated with 1% selenium sulfide, this extra strength shampoo helps prevent symptoms associated with dandruff and seborrheic dermatitis from the first wash

- ✓ Toughest Flakes*
- ✓ Severe Redness
- ✓ Severe Itching
- ✓ Scaling

Head & Shoulders with Selenium Sulfide is more effective at reducing dandruff flaking than a 2% ketoconazole medicated shampoo commonly recommended by dermatologists¹



- ✓ Clinical Strength was more effective than a 2% ketoconazole medicated shampoo at all time points
- ✓ Just one use provides up to 7-days protection†



No medicated shampoo is more effective against dandruff

FOR ADDITIONAL SCALP AND COSMETIC HAIR BENEFITS, IT IS RECOMMENDED TO FOLLOW THE CLINICAL STRENGTH SHAMPOO WITH A HEAD & SHOULDERS CONDITIONER BASED ON THE DESIRED HAIR AND SCALP BENEFIT.

HEAD & SHOULDERS IS THE #1 CHOICE OF DERMATOLOGISTS

* Associated with dandruff, with regular use.
† Use as directed.

Reference: 1. Schwartz JR, and Bacon RA. Comprehensive Scalp Care for Severe Dandruff / Seborrheic Dermatitis with Selenium Sulfide. 23rd World Congress of Dermatology, Canada, Vancouver, BC, 8-13 June 2015.

THERE'S A SOLUTION FOR EVERYONE

Head & Shoulders has the hair and scalp care that's right for your patients.



USE THIS CHART TO RECOMMEND A HEALTHY SCALP REGIMEN FOR YOUR PATIENTS

SYMPTOMS		RECOMMENDED TREATMENT
<p>1 HEALTHY TO MILD</p> <ul style="list-style-type: none"> ✓ Mild flakes ✓ Mild dryness ✓ Mild Scalp Irritation ✓ Mild itchiness ✓ Mild redness 	<p>Daily use of the full range of original scalp solutions to cleanse, protect and moisturize your scalp.</p>	
<p>2 MODERATE TO EXCESSIVE</p> <ul style="list-style-type: none"> ✓ Visible flakes ✓ Dryness ✓ Itchiness ✓ Redness ✓ Moderate persistent scalp irritation 	<p>Daily use of the instant collection for immediate oil control and cooling relief.</p>	
<p>3 SEVERE</p> <ul style="list-style-type: none"> ✓ Toughest Flakes* ✓ Severe Redness ✓ Severe Itching ✓ Scaling 	<p>Daily use of Clinical Strength Shampoo will cleanse, moisturize and protect against severe dandruff and seborrheic dermatitis.</p>	

*Associated with dandruff, with regular use.

**FOR MORE INFORMATION,
VISIT WWW.HEADANDSHOULDERS.CA**