

**ROMA 4-5 Ottobre 2018**  
**The Church Palace** Via Aurelia 481

# 11° CONVEGNO NAZIONALE

Presidente **Leonardo Celleno**



## What's new in antidandruff treatments?

E. Estevez

A healthy, dandruff free scalp and hair that is in good conditions (healthy looking strong and shiny) are highly desirable attributes for patients making both impact factors and solutions highly relevant to Dermatologists. Scientific breakthroughs have shown that there is a greater underlying link of scalp health to hair health. New, breakthrough research has revealed that a dandruff, dry, itchy scalp is an outward sign that the scalp is suffering from oxidative stress. It has been shown that not only does the scalp suffer from stress, the hair does as well, resulting in damaged hair which inhibits women from getting and keeping the beautiful hair they desire.

It has been proposed a highly efficient regimen for the scalp health, but also with excellent cosmeticity, the NEW head and shoulders Shampoo and Conditioner regimen for smoother hair with nourishing scalp care containing smaller sized conditioning agents (new smaller Si emulsion) dispersed evenly throughout the formula for even, light weight deposition onto hair, new soluble anti-dandruff active "Piroctone Olamine" which is gentle on the scalp with targeted scalp benefits that allow for optimized deposition of conditioning actives, the soluble active within the formula helps enable smooth, conditioned, beautiful hair. Finally, complementary Conditioners with new conditioning active, BTMAC-Magnetic Attraction to target damage for better conditioning.

With a regimen with high efficacy and cosmeticity, dermatologists increase compliance among patients for higher satisfaction and scalp health and hair care results.