



Hair Today

Caring For Your Scalp Can Have Beautiful Results

(NAPSA)—If you want to get to the root of what it takes to have healthy, beautiful hair—start at the scalp.

A surprising 50 percent of Americans experience dandruff at some point in their life and, of these, 26 percent have severe dandruff. Dandruff—whether it's just a few flakes or severe—can diminish a person's self-confidence, even if he or she spends a fortune on beauty products.

Some people have very mild itching with occasional flakes while others naturally have more intense symptoms due to their body's reaction to the causes of dandruff. The symptoms—dryness, tightness, flakes—remain the same, but the degree of irritation is different.

Seborrheic dermatitis, more commonly known as severe dandruff, has some of the same symptoms, but people who experience severe dandruff have persistent irritation and highly visible flakes. Dandruff can also affect the way hair looks and requires a regimen that addresses both hair and scalp care. Studies show that itch and irritation—which are associated with dandruff—lead to increased scratching and touching of the hair and scalp. Severe scratching can lead to secondary infections or even scarring and can damage hair cuticles, leaving hair dull and lifeless.

"Severe dandruff is more than merely unsightly," says dermatologist Dr. Barbara Schell. "It can become a long-term scalp problem. Fortunately, it can be treated. When dandruff is treated, scratch-



Premium anti-dandruff shampoos such as Head & Shoulders Intensive Solutions reduce visible and invisible dandruff symptoms.

ing decreases and allows the scalp's moisture barrier to be restored. The end result is less hair cuticle damage, less hair breakage and less scalp inflammation."

Adds Dr. Schell, lead dermatologist at Ageless in Seattle, Washington, "Shampoos containing pyrithione zinc, in particular, can go a long way toward treating dandruff and helping hair look healthy."

For example, Head & Shoulders Intensive Solutions formula contains 2-percent pyrithione zinc (ZPT), the maximum strength allowed by the FDA. The formula enhances the bioavailability of zinc, making it effective at targeting the scalp, and starts working against a cause of dandruff from the first wash.

This helps restore a healthy scalp and relieve symptoms.

The formula delivers healthy hair that is touchably soft and manageable. It's even mild enough to use on color-treated hair.