

Healthy hair starts with a healthy scalp

Understanding and treating
common scalp problems



Neutrogena®

#1 dermatologist recommended therapeutic shampoo brand

Recognizing common scalp conditions

The largest organ of the human body is the skin. Like any organ or other part of the body, the skin is constantly healing and rebuilding itself by creating new cells and shedding old ones. The same regenerative process happens on the scalp when skin cells complete their life cycle, then flake off. This kind of flaking is healthy and usually unnoticeable. Sometimes, people experience increased levels of scalp dryness and flaking. This can result from temporary changes like cold weather, washing hair too often or not often enough, or even stress.

Dandruff, on the other hand, is a chronic condition recognized by persistent flaking, itching, and irritation of the scalp. Dandruff has many causes including dry skin, infrequent shampooing, sensitivity to hair care products, a yeast-like fungus, or a skin condition that causes a disruption in the rhythm of skin renewal on the scalp that can result in too many cells shedding too quickly.

While dandruff is responsible for most itchy, flaky scalp symptoms, two less common conditions also cause persistent flaking and scalp irritation: *scalp psoriasis* and *seborrheic dermatitis*.

Scalp psoriasis is a very common problem that also occurs when skin cells grow too quickly on the scalp. Signs of scalp psoriasis may include red lesions covered with scale. Typically, these itchy, flaking patches occur along the hairline, the forehead, the back of the neck, and around the ears.

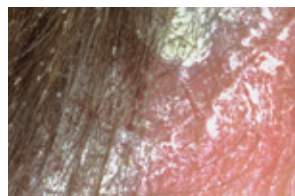
Seborrheic dermatitis can occur on many parts of the body, including the scalp. Symptoms include flaking and irritation. This common condition can also cause the skin and scalp to appear greasy and scaly.

DANDRUFF



Symptoms typically include itching, flaking, and dryness of the scalp.

SCALP PSORIASIS



Symptoms include inflammation and the build-up of powdery, large, silvery plaques on the skin's surface, especially on the knees, elbows, and scalp. The severity of scalp psoriasis can vary from thin and loose, to thick and crusted plaques.

SEBORRHEIC DERMATITIS



Symptoms include reddened, irritated skin, increased flaking, and a larger flake size. The scalp may be oily, causing flakes to have a yellowish tinge. Commonly affected areas may include the scalp and eyebrows.

Dermatologist-recommended solutions for scalp conditions

NEUTROGENA® T/SAL® Therapeutic Shampoo Scalp Build-Up Control

- Formulated to effectively relieve the itching and flaking associated with severe scalp conditions
- Contains salicylic acid, a clinically proven, active ingredient that breaks down crusty, flaky scalp build-up
- Often recommended as the first step in any scalp treatment
- Fragrance-, color-, dye-, and preservative-free



WHAT'S INSIDE:

Salicylic acid to clear scalp build-up

Shampoos with salicylic acid help relieve the itching and flaking associated with severe scalp conditions by breaking down scalp build-up and splitting flakes into smaller, less visible pieces that can be washed away more easily. A shampoo with salicylic acid can be used as a primary shampoo or as a first step in a scalp treatment regimen, especially for those with significant flaking and build-up.

NEUTROGENA® T/GEL® Therapeutic Shampoo Original Formula and Extra Strength

Effectively treats all 3 major types of scalp conditions: dandruff, scalp psoriasis, and seborrheic dermatitis. Containing exclusive NEUTAR® technology, the T/GEL® hair care line is proven to deliver effective scalp therapy for hours after the shampoo is rinsed out.

- **T/GEL® Original Formula**, when used just once weekly, is clinically proven to reduce dandruff symptoms for an entire week*
- **T/GEL® Extra Strength** effectively controls most resistant scalp conditions with twice the amount of active ingredient as T/GEL® Original Formula



WHAT'S INSIDE:

Coal tar to slow down the flaking process

Coal tar is an FDA-approved ingredient for treating dandruff, scalp psoriasis, and seborrheic dermatitis. NEUTAR®, a proprietary ingredient used in NEUTROGENA® T/GEL® therapeutic shampoos, is a filtered, highly refined form of coal tar that helps slow the overproduction of skin cells on the scalp and reduce potential inflammation. T/GEL® NEUTAR® technology helps control the itching and flaking caused by dandruff and aids in managing the more severe symptoms of scalp psoriasis and seborrheic dermatitis.

*For even better results, use twice a week or as directed by a doctor.

Tips for healthier hair and scalp

Different hair types and scalp conditions require different kinds of care and attention. Additionally, where you live, the season, and even some regular activities can impact the health of your hair and scalp. See the tips below to learn how to overcome common hair and scalp challenges.

Managing oily hair and scalp

An oily scalp can make dandruff worse, because the microorganisms often present on the scalp thrive on the natural oils found there. Frequent washing can help remove build-up on the scalp. Treating your hair with shampoos containing **coal tar** or **salicylic acid** can help keep flaking under control. If you intend to wash your hair more frequently, look for a mild, daily-use shampoo to use on non-treatment days.

Managing dry hair

If you have dry hair, limit how frequently you shampoo. When you do wash your hair, shampoo only once. Avoid blow-drying and vigorous scrubbing with towels, and eliminate any styling products that contain alcohol, which can make hair even drier. Consider using a deep conditioner and intensive moisturizing treatments that you leave on wet hair for several minutes to control dryness.

Daily chlorination

Pool chemicals can have drying effects on your hair and scalp. A swim cap can offer protection—but if you don't wear one, thoroughly wash your hair with a shampoo containing **salicylic acid** to combat scalp dryness resulting from chlorine exposure. Always rinse hair promptly after swimming to minimize the drying effects of chlorine.

Cold, dry air

Low humidity in winter can lead to less oil on the scalp—which means existing flakes are more likely to shed, instead of sticking to the scalp. A regular-strength dandruff shampoo with **coal tar** can provide relief from scalp flaking. Additionally, when showering, rinse hair with warm water. Hot water can also exacerbate a dry, itchy scalp.

Help control an itchy scalp

- An itchy scalp may be an indication of a scalp condition such as seborrheic dermatitis.
- If you consistently have an irritated scalp, try eliminating frequently used products one at a time to identify the one causing the irritation.
- Shampoo with lukewarm instead of hot water. Hot water may strip the scalp of the natural oils it needs to keep it from drying out.

Rotate products to achieve best results

Dermatologists may recommend *rotational therapy* (using specific shampoos on alternating days) to attain the best results when treating scalp conditions. Follow these simple steps for best results:

STEP 1 Clear flaky scalp buildup with **NEUTROGENA® T/SAL® Scalp Build-Up Control.**

STEP 2 Slow overproduction of skin cells on scalp with **NEUTROGENA® T/GEL® Extra Strength.**

Repeat rotation until symptoms subside.

If you have dry hair, you can use **NEUTROGENA® T/GEL® Therapeutic Conditioner** or your regular conditioning product for added moisture.

Remember, you can still use your favorite cosmetic shampoos and conditioners on non-treatment days.

Save on award-winning therapeutic shampoos from Neutrogena



T/GEL® and T/SAL® shampoos have been awarded the National Psoriasis Foundation Seal of Recognition, which is given only to skincare products that dermatology experts have determined to be effective in relieving psoriasis symptoms.