

Head & Shoulders shampoo and conditioner.

A regimen to help improve anti-dandruff efficacy.

Efficacy *Plus* Cosmetic Appeal

- A double-blind crossover study compared patient preference of both conditioning and non-conditioning anti-dandruff shampoos of similar efficacy.
- Of tested patients, **75% chose Head & Shoulders conditioning shampoo** vs. a non-conditioning anti-dandruff shampoo of similar efficacy.

Anti-Dandruff Regimen Increases Efficacy

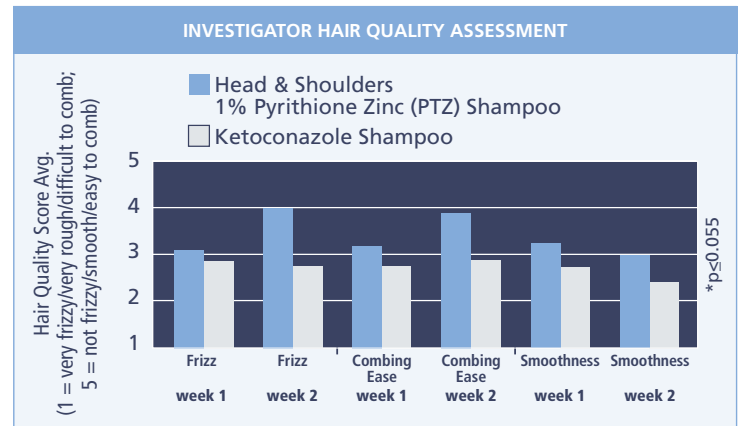
- **Approximately 76% of U.S. females use a conditioner**, but patients may not understand that a conventional cosmetic conditioner can wash away PTZ.
- **A regimen of Head & Shoulders shampoo (1% PTZ) and Head & Shoulders conditioner (0.5% PTZ) is:**
 - 24% more effective at reducing Malassezia than Head & Shoulders shampoo alone.
 - 78% more effective against a source of dandruff than Head & Shoulders shampoo plus a non-anti-dandruff conditioner.

The Tachyphylaxis Myth

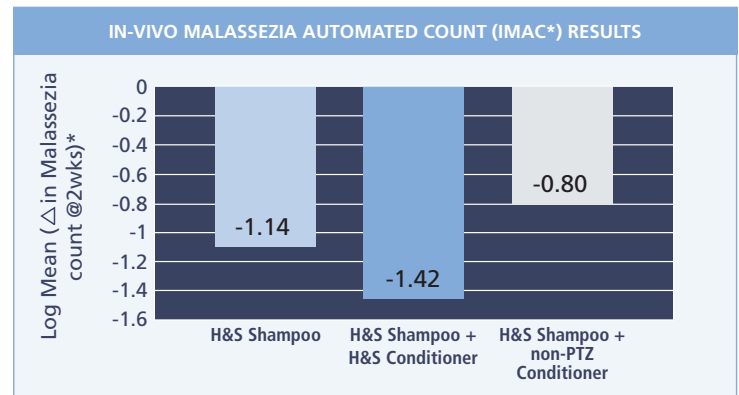
Dandruff and seborrheic dermatitis patients often suffer relapses, leading to substantial frustration and discomfort. Is this due to a physiological accommodation (tachyphylaxis) to treatment, or to usage-related parameters (compliance) allowing *M. globosa* to recolonize?

A 12-month placebo-controlled study found no evidence of tachyphylaxis, based on both means analysis and individual treatment response.

To learn more, visit www.pgdermatology.com



Z.D. Draelos, et al., A Comparison of Hair Quality and Cosmetic Acceptance Following the Use of Two Anti-Dandruff Shampoos, *J. Invest. Dermatol. Sym. Proc.* (2005) 10 (3), 201-204.



* The IMAC test can be considered a realistic, in vivo way to compare PTZ deposition between treatments, since PTZ actively reduces Malassezia count.

RESEARCH BREAKTHROUGH

P&G Scientists in Partnership with External Experts Sequence the Malassezia Globosa Genome

Sequencing the genome offers the promise of better understanding the interactions of *M. globosa* and humans, including the development of new dandruff/seborrheic dermatitis treatments targeted at changing the level or activities of *M. globosa* genes.



Recommend Head & Shoulders shampoos and conditioners to your patients and colleagues

Nine shampoo formulas (1% PTZ) and three conditioner formulas (0.5% PTZ) enable patients to choose the Head & Shoulders regimen they prefer.

P&G beauty