

WHAT IS DANDRUFF?

Dandruff affects approximately 50% of the general adult population worldwide.¹

Dandruff is a common condition that causes itchy, flaky skin on the scalp. Flakes are usually white or yellow and can be oily or dry. It starts at puberty and peaks around age 20. Dandruff affects men more commonly than women.

More severe dandruff with visible inflammation is known as seborrheic dermatitis (SD). SD can affect other oily regions of the body as well as the scalp. Both conditions share common features and respond to similar treatments.

As well as the physical symptoms, such as itching, dandruff can be socially embarrassing.

A British Skin Foundation survey found that a third of people with dandruff avoid social situations because of psychological distress.²

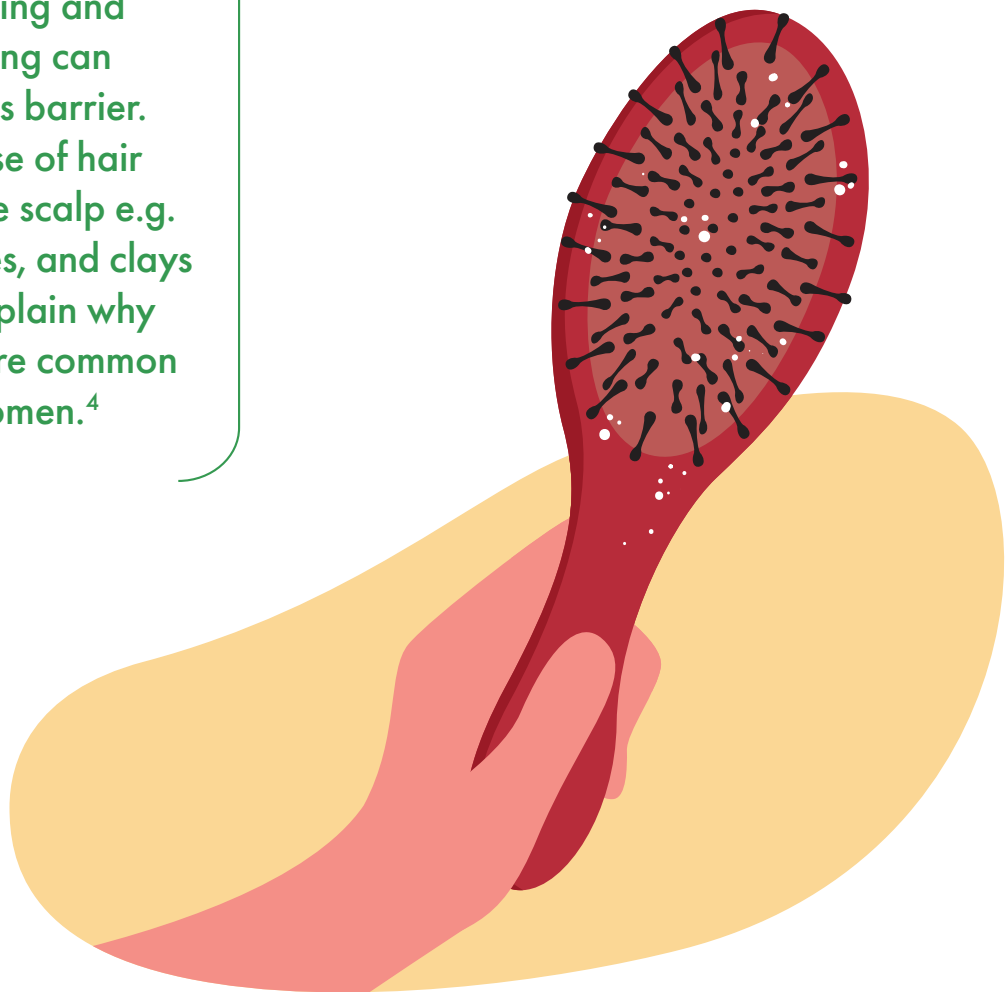


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WHAT CAUSES **DANDRUFF?**

- The causes of dandruff and SD are not well understood despite being such common conditions.
- Overproduction of oil, an inflammatory response to excess growth of a yeast called *Malassezia*, and skin barrier impairment are key factors that are thought to interact causing dandruff and SD.
- In addition, studies show that with dandruff the scalp microbiome is imbalanced which may contribute to dandruff and SD.³ Genetic factors, stress, and immune response are also likely to be involved.

Frequent combing and over shampooing can impair the skin's barrier. The frequent use of hair products on the scalp e.g. hair gels, waxes, and clays in men may explain why dandruff is more common in men than women.⁴



HOW TO MANAGE **DANDRUFF**

Treatment of dandruff and SD focuses on reducing the symptoms, particularly itching, and preventing relapse with long-term therapy.¹

Treatments often contain antifungal agents to reduce skin yeast growth thought to contribute to dandruff and SD. They may also contain anti-inflammatory agents to target inflammation and itching.¹

Several topical anti-dandruff scalp treatments (e.g. shampoos, creams, lotions) are available. These should always be used as instructed on the packaging or as directed by a doctor.

If your symptoms do not improve after using over-the-counter anti-dandruff treatments for at least a month, visit a doctor for medical advice.



FACTORS TO CONSIDER BEFORE SELECTING A TREATMENT



Efficacy – If a shampoo treatment isn't working or loses its effectiveness, an alternative should be tried.



Side effects – If a treatment causes a rash or redness it should be stopped immediately and medical advice should be sought.



Willingness to use – Some treatments, such as those containing coal tar, have an unpleasant smell and can be messy to use.

DO'S

- ✓ DO establish a regular scalp care routine using products appropriate to your symptoms
- ✓ DO avoid stress
- ✓ DO eat a healthy balanced diet

DON'TS

- ✗ DON'T overuse hairstyling products
- ✗ DON'T use hot water when washing your hair as this can dry out the skin
- ✗ DON'T scratch your scalp

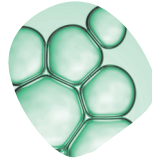
MANAGING DANDRUFF WITH **VICHY DERCOS DS**

Dercos shampoo (DS) contains several ingredients to treat dandruff, eliminating up to 100% of visible flakes, rebalancing the scalp microbiome, and preventing relapse. It is also suitable for use in SD.



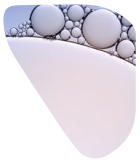
SELENIUM DISULFIDE (ANTIFUNGAL)

ANTI-FUNGAL
REDUCES FLAKING AND ITCH



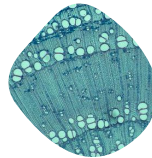
SALICYLIC ACID

EXFOLIATES EXCESS DANDRUFF



VITAMIN E

REGULATES MOISTURE



CERAMIDE R

REINFORCES SKIN BARRIER
FUNCTION

HOW TO USE **VICHY DERCOS DS**

Gently massage the shampoo into wet hair, then leave it on your scalp for 2 minutes before rinsing.



1. Gently massage Dercos DS into wet hair



2. Leave on scalp for 2 minutes before rinsing



3. Use 2-3 times a week to treat dandruff,
or once a week to prevent relapse

Dercos DS is available in pharmacies nationwide
and online at: www.vichy.co.uk

References:

1. Borda, Luis J., and Tongyu C. Wikramanayake. "Seborrheic dermatitis and dandruff: a comprehensive review." Journal of clinical and investigative dermatology 3.2 (2015).
2. https://www.cosmeticsbusiness.com/news/article_page/New_survey_shows_dandruff_causes_emotional_distress/109292 negatively impact patients' self-esteem.
3. Saxena, Rituja, et al. "Comparison of healthy and dandruff scalp microbiome reveals the role of commensals in scalp health." Frontiers in cellular and infection microbiology (2018): 346.
4. Manuel, Frederick, and S. Ranganathan. "A new postulate on two stages of dandruff: a clinical perspective." International journal of trichology 3.1 (2011): 3.
5. Healthline. What Type of Dandruff is Causing Your Flaky Scalp? Accessed here: <https://www.healthline.com/health/types-of-dandruff#when-to-get-care>

**This leaflet has been developed with expertise from three UK and Ireland dermatologists;
Dr Faraz Ali, Prof. Nicola Ralph, Dr Hiva Fassihi.**

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