



## Unveil the truth about men's and women's dandruff and unique hairfall concerns: The head & shoulders His & Hers report

**Mumbai, August 28<sup>th</sup> July, 2011-** World's number one anti-dandruff shampoo head & shoulders has revealed a renewed approach towards fighting dandruff and hairfall, backed by a keen understanding of the link between the two conditions. Coupled with a new insight on men's and women's different hair needs, head & shoulders has designed a range of products for him and her, including shampoos, conditioner and a anti-dandruff treatment for scalp & hair, that nourishes scalp & reduces hairfall.

### *Hair fall and Dandruff*

Dandruff is a scalp condition characterised by white skin flakes, is caused by the presence of the fungus *Malassezia globosa*. A common condition affecting more than 50% of people worldwide, dandruff can cause extensive scratching among sufferers trying to get relief from the itch. Scratching can damage the hair surface – in fact, head & shoulders found that after a relatively short time of scratching, the protective layer of hair can be substantially damaged, sometimes breaking altogether.

Another factor that causes hair breakage and the visual impact of hair is using a shampoo that was not designed for men's or women's hair. Often men use a shampoo and conditioner designed for long hair – i.e. has very high conditioning benefits, or women using a shampoo that is non-conditioning.

To address the issue of hairfall and dandruff, head & shoulders' scientists have designed a powerful collection that tackles both problems at the same time. Head & shoulders Anti-Hairfall is powered by HydraZinc technology, which has been shown to be highly efficacious in fighting dandruff – from the first wash and also throughout continuous use. By fighting dandruff, the collection not only reduces flakes but also reduces scratching which can cause damage to hair.



In fact, head & shoulders Anti-hairfall collection has been proven to remove dandruff 100%\* and reduce hairfall\*\* by up to 95%!



*Specially designed for him and for her*



**Added Dr. Jasmine Karsono, Principal Scientist, P&G Beauty.**

said “Cultural norms and trends tend to dictate the way in which men and women grow and treat their hair and this can impact not only the appearance of the hair but also the products needed to treat the hair and scalp.”

“Head & shoulders Anti-Hairfall collection was developed specifically for men and for women to provide the hair and scalp benefits they need to protect their hair against common problems like dandruff or hairfall due to breakage. In addition, we have also carefully tailored the blend of care and conditioning ingredients to the specific needs of men and women to ensure they can effectively fend off dandruff and damage.”

For instance, women tend to wear their hair longer and create more variations on regular basis. Longer hair is also coloured more often, heat-styled more and treated with more styling products. This means that non-conditioning shampoos can cause her long hair to become less protected and weaker, which can ultimately lead to hair breakage.

On the other hand, men tend to wear their hair short. Thus, using their wives’ or girlfriends’ shampoo, which is designed for long hair with high conditioning benefits, can make their hair look greasy, thinner and less healthy than it actually is.

**Coleen Khan, P&G beauty & Grooming expert said** “Head & shoulders’ Anti-Hairfall for Men contains a care and conditioning ingredient blend to protect men’s hair surface against damage and enhance the appearance of hair without weighing it down. On the other hand, head & shoulders’ Anti-Hairfall for Women contains a high level of care and conditioning ingredients, which target the areas that need it the most. Both products are designed to effectively reduce dandruff and reduce hairfall.”



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\* For visible flakes only, with regular use

\*\* Hairfall due to hair breakage, compared to using a non-conditioning shampoo