



# Hair Today

## Itching To Fight Dandruff? You're Not Alone

(NAPSA)—If you're one of the four in ten Americans who experience the symptoms of dandruff, combing through these facts will help you successfully make it through the cold, dry-weather dandruff season.

Dandruff. Seborrheic Dermatitis. Psoriasis. These are all forms of aggravated scalp conditions that fall under the category of hyperkeratosis. While the names might not be familiar, the symptoms are: dryness, itchiness and flakes. And as good as it is knowing you're not alone, the best news is you can avoid such suffering.

The key is to treat the correct scalp condition. "Symptoms can overlap for all of these forms of hyperkeratosis, so a shampoo just promising relief for dandruff may not help those suffering from even mild psoriasis," says Dr. Manu Seyfzadeh, a dermatologist in Costa Mesa, California. "If in doubt, see your dermatologist." When stubborn itching and frustrating flakes just won't go away, you may want to try a treatment that offers effective relief for all of these unpleasant and unsightly scalp conditions. In this category is T/Gel Shampoo from Neutrogena.

Taking care of dandruff doesn't mean you have to sacrifice beautiful hair. Since styling products,



**By learning a few simple facts, you won't have to scratch around for dandruff relief.**

blow-drying and color-processing all take their toll on your hair and scalp during the cold winter months, experts say a gentle dandruff shampoo can soothe and heal your scalp dry while also improving moisture and shine. One answer: Neutrogena Triple Moisture Active Soothing Shampoo.

A final piece of advice from experts: Be proactive. Preparing your hair for the cold weather ahead is the key to help keep your scalp and hair looking healthy and flake-free. To learn more, visit [www.neutrogena.com](http://www.neutrogena.com).