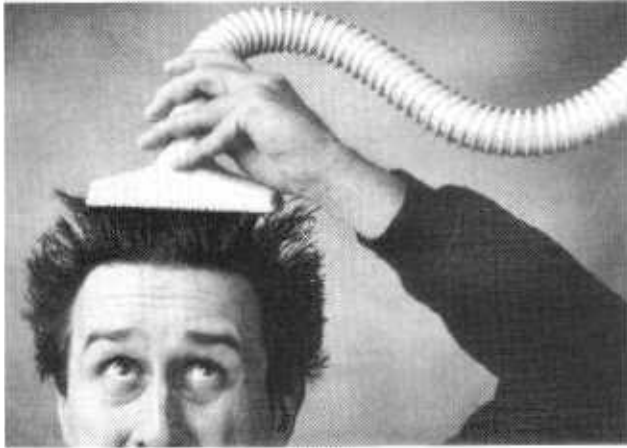


Dry and Cold add to Dandruff Sufferers' Plight



When the symptoms of dandruff keep coming back, relief might be found in a new prescription dandruff shampoo that treats the cause, not just the symptoms.

Old man winter brings not only an abundance of snow, but also an increase of another kind of flake: the dreaded dandruff flake. Although many individuals are plagued by this intruder all year long, the dry and cold of winter, as well as the shorter periods of sunlight, make it a bigger problem — and one that is difficult to hide.

An over-the-counter dandruff shampoo may provide a respite, but for many the effects do not last. The flakes keep coming back. The reason: over-the-counter shampoos help only by washing away the symptoms of dandruff; they do not treat the cause.

Medical studies suggest that dandruff is associated with an increase in a common and nor-

mally healthy fungus — called *P. ovale* (pronounced P. o-valley) — which is found on everyone's skin. In dandruff sufferers this fungus is present at a rate of 10 to 20 times the level found on normally healthy scalps.

There are many factors thought to influence the occurrence of dandruff, including certain neurological conditions, hormonal changes, heredity, and air temperature and humidity levels (dandruff responds well to exposure to the sun and tends to flare up during the winter months). In each case, the root of the problem has been traced back to the *P. ovale* fungus.

The finding that the *P. ovale* fungus is one of the likely causes of problem dandruff—

as well as dandruff's close cousin, scalp seborrheic dermatitis — led to the development of an effective new medical treatment in shampoo format. Called Nizoral Shampoo™ (ketoconazole 2%), it is the first prescription antifungal shampoo that acts on the *P. ovale* fungus.

Developed by Janssen Pharmaceutica Inc., the treatment holds out hope for dandruff sufferers who may have tried a variety of over-the-counter dandruff shampoos without success. The product is used only twice a week for four weeks, then once every one or two weeks as required. Regular shampoo is used in between treatments with Nizoral.

Unlike the tar-based shampoos often used to control dandruff and scalp seborrheic dermatitis, the product looks, smells and lathers like regular shampoo. And studies show that it is equal to or better than over-the-counter dandruff shampoos at controlling dandruff flakes, and superior in terms of preventing the recurrence of dandruff.

Nizoral Shampoo has become the most recommended among physicians whose patients are dissatisfied with the results of other treatments.

For more information write for a free copy of the brochure, "There's More to Treating Dandruff Than Just Treating the Symptoms," to: Janssen Pharmaceutica, c/o 80 Bloor Street West, Suite 1500, Toronto, Ontario, M5S 2V1.