

COSMETIC PERFORMANCE IMPROVES PATIENTS' WILLINGNESS TO USE DANDRUFF/SEBORRHEIC DERMATITIS SHAMPOOS

J H Thomas¹, D C Kenneally¹, L Thaman¹, F Hu¹, Z Draelos², P&G Beauty, Cincinnati, Ohio, USA¹ and Department of Dermatology, Wake Forest University School of Medicine²

INTRODUCTION

Dandruff and seborrheic dermatitis are common, abnormal skin conditions characterized by scaling and itch, and frequent, continuous use of an anti-dandruff (AD) product is pivotal to controlling the condition. Successful treatment depends not only on product efficacy, but also on patient compliance, important to which are the cosmetic attributes of the AD product.

OBJECTIVE

- To assess the cosmetic experience that patients desire from their AD shampoo.
- To evaluate the conditioning abilities of an AD shampoo compared to a leading cosmetic shampoo.
- To understand the impact of hair quality improvements on clinical participants' willingness to continue using an AD shampoo.

METHODS

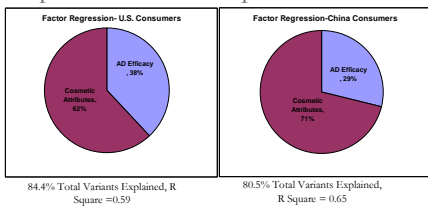
- 1) Shampoo attributes were modeled in studies conducted in the US and China by independent research firms. Over 6000 dandruff sufferers used a shampoo for 2 weeks and reported acceptance based on AD efficacy and cosmetic attributes.
- 2) Technical friction tests compared combing ease between hair switches treated with a

conditioning or non-conditioning AD shampoo, and a conditioning cosmetic shampoo.

- 3) A double-blind cross-over clinical study involving 40 women with mild to moderate dandruff tested the compliance improvement with a conditioning AD shampoo. Subjects used each of the test shampoos, a conditioning and non-conditioning AD shampoo, for one week, then selected their preferred AD shampoo for the final 2 weeks¹.

RESULTS

- 1) In both the US and China, cosmetic attributes such as conditioning, cleaning, fragrance and lather contribute more than 60% to the overall acceptance of the shampoo



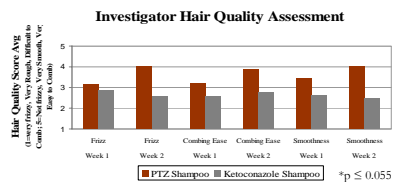
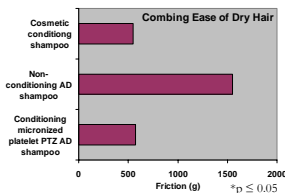
AD shampoo leaves hair as easy to comb as hair treated with a conditioning cosmetic shampoo.

- 3) In a clinical study designed to understand shampoo acceptance, conditioning and non-conditioning AD shampoos of similar efficacy were compared.

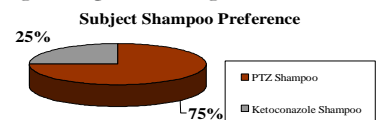
- The conditioning shampoo had significantly better cosmetic performance as measured by improved hair quality.

- 2) AD shampoos can be formulated with the same conditioning technologies as cosmetic shampoos to deliver cosmetic performance without affecting AD efficacy.

- Technical friction tests show a potentiated, micronized platelet pyrithione zinc (PTZ)



- **75% of the test subjects chose to use the conditioning shampoo** over the non-conditioning shampoo when given the choice¹.



CONCLUSIONS

- Modeling and a clinical study have shown that an AD shampoo with both AD efficacy and pleasing cosmetic benefits tends to improve patients' willingness to use the product and would likely improve long-term compliance.
- A potentiated micronized platelet PTZ AD shampoo can be formulated to leave hair as soft and manageable as a leading cosmetic shampoo.

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REFERENCES:

1. Z. D. Draelos, D. C. Kenneally, L. T. Hodges, W. Billhimer, M. Copas and C. Margraf, 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.

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