

## Disease State Content for Physician Website and Patient Email Outreach

As provided by Dr. Clay Cockerell:



### Seborrheic Dermatitis

Seborrheic Dermatitis is inflammation of the skin, predominantly on the face, scalp and chest. These areas have an increased number in oil glands. Many factors can cause this skin condition, in particular is the fungal organisms such as *Malassezia* species. Other causes include stress, hormones and changes in climate. The most common sign is flaky scalp which can also affect the nasolabial folds, eyelashes and forehead. People can also experience redness in the affected area. One population commonly affected are infants who present an oily, thick and scaly rash on the scalp. Ways to prevent seborrheic dermatitis include keeping the scalp clean with antifungal shampoos. Treatment includes topical antifungals and corticosteroids.

As provided by CLn® Skin Care:

**Hair and Scalp** – When your scalp needs special attention try CLn® Shampoo. Designed by Dermatologists, it is a high performance shampoo that clinically cleanses normal to oily hair with scalps prone to itching or flaking that accompanies folliculitis, dermatitis or dandruff.

**CLn® Shampoo** Formulated with salicylic acid, CLn® Shampoo removes unwanted oils, dead skin cells, dull residue and debris from pores – leaving the hair looking flake free and the scalp healthy.

CLn® Shampoo is recommended 1 – 3 times/week and you can use your favorite conditioner and other hair products after using this shampoo. Excessive or daily use of this shampoo may lead to dryness of the scalp. If this occurs, reduce usage or switch to the CLn® Gentle Shampoo.

**CLn® Gentle Shampoo** Unlike CLn® Shampoo, CLn® Gentle Shampoo does not contain salicylic acid, which makes it a great solution for those with sensitive or eczema-prone scalp – and your sensitive scalp needs special treatment.

CLn® Gentle Shampoo effectively cleanses normal to dry scalps, providing moisture rich ingredients to replenish lost nutrients and restore a healthy scalp. This hydrating wash repairs dry and irritated skin and hair to create a radiant appearance. Recommended use is 1 – 3 times/week and you can use your favorite conditioner and other hair products after using this shampoo.

### FAQ

1.) What's the difference between Shampoo and Gentle Shampoo?

Both the CLn® Shampoo and CLn® Gentle Shampoo contain glycerin to help maintain hair's natural moisture balance and can be used for scalp dermatitis or dandruff. The regular Shampoo has the added salicylic acid to help eliminate excess oil and exfoliate dead skin cells. This is most appropriate for people with oily hair and scalp or who may suffer from scalp folliculitis. CLn® Gentle Shampoo does not contain

the salicylic acid and therefore is better suited for those with naturally dry hair/scalp, or for those with scalp eczema.

2.) Is CLn® Shampoo safe for children?

We recommend that children use the CLn® Gentle Shampoo. The CLn® Shampoo is designed for scalps/hair that is more normal to oily which is usually in adults.

3.) Is CLn® Shampoo safe for color treated hair?

Our shampoos have not been tested on color treated hair.