

AGAINST THE BURNOUT OF THE SCALP

ITCHING
REDDENING
BURNING
IRRITATION
DANDRUFF
HAIR LOSS



Scalp & Hair
cosmetical therapy

Useful remarks
and advice

erol healthcare

swiss made



PREFACE

Burnout syndrome designates a condition of emotional exhaustion accompanied by reduced performance. It is considered the final stage of a progression from idealistic enthusiasm to disillusionment, depression and aggressiveness, via a series of frustrating experiences. A similar evolution has often been observed in patients undergoing treatment for a scalp condition with various therapeutics, especially with corticosteroids and antiseborrheics. Just as the burnout syndrome, which is not officially recognized as a disease, but, according to ICD-10 must be seen rather as a problem in coping with one's life, the burnout of the scalp cannot be considered as a clinical entity but is a problematic condition that calls for a solution.

The present brochure outlines the causes, symptoms and treatment of the burnout of the scalp, with special reference to the Virginian Witch Hazel (*Hamamelis virginiana*), a well proven active principle of North American ethnomedicine, used successfully by native populations for the treatment of minor skin injuries and local inflammations of the skin. Discovered in 1866 by the missionary Dr. Charles Hawes, the distillate of the medicinal plant has progressively found its way, starting from the North American East Coast into the dermatological practices of the World and, today, is more indicated than ever.

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FOREWORD

Everybody knows the wonderful feeling on the naked skin resulting from the warm sunrays after an invigorating bath in the sea. Outdoor exercises and appropriate nutrition and body care can often provide this same well-being under everyday conditions. Today, however, many people are afflicted with reddening and itching of the skin, especially of the scalp, which may strongly impair their feeling of well-being. Inappropriate treatment may lead to a sensation of burning, in addition to the itching and reddening, resulting in a condition often difficult to treat, the scalp being, almost literally, “burned out”. Even if this cannot be seen as a severe or even life-threatening condition, the impairment in the physical and mental state of health of the patients concerned should not be under-estimated. After all, the World Health Organization WHO has good reasons to define health as a “state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”.

Sensitive and dry skin or scalp is often the cause of the above-mentioned conditions – itching, burning, reddening – even when no specific dermatologic cause can be found. Specially adapted skin care and nutrition may significantly contribute to an improvement of existing complaints and, even more importantly, to the prevention of these conditions.

In this context, a treatment with certain active principles of vegetal origin is often particularly well-suited to afford a protection and care for our skin and to relieve complaints. These active principles have been evolved by plants over long natural cycles resulting in an enhancement and adaptation of their life forms to protect them from harmful influences and further improve their regenerative powers. The knowledge accumulated over thousands of years by traditional medicine has allowed us to use many of these vegetal substances for our health and well-being. Several of their effects have nowadays been corroborated by scientific investigations. One plant particularly appropriate for our skin is *Hamamelis virginiana*, the Virginian witch hazel.

SYMPTOMS



ITCHING
REDDENING
BURNING

A sensitive scalp is a frequently observed condition. The sensitivity is a precondition for the development of a series of troublesome complaints such as itching, reddening and burning, and represents a widespread problem. The causes are multiple: drying out of a sensitive scalp due to the tensides often contained in shampoos, allergic reactions of the delayed type (Type IV-hypersensitivity) to shampoo ingredients such as cocamidopropyl betaine and preservatives, or consequence of a prolonged application of corticosteroid topicals (unguents, creams, lotions).

Itching and reddening of the scalp often arise in individuals with challenging professional duties, in particular those in executive positions. The person concerned is often exposed to a considerable strain, since itching makes scratching almost unavoidable, and in the daily working environment this may in turn lead to nervous stress. Combatting the extremely disagreeable itching sensation by yielding to scratching can cause more or less visible and intensive spots of reddening on the skin and/or scalp.

People with specific dermatological affections, such as psoriasis and atopic eczema are usually confronted with the problem of itching. Depending on the intensity and course of their disease, their plight is more or less severe. A sensitive and dried out scalp accompanied by itching often constitutes the basis for recurrent and episodic complaints.

Helpful suggestions

- Persistent itching leads to a lowering of the quality of life, often including serious psychosocial impairment such as loss of self-esteem and enjoyment of life.
- Avoid stress and sweets, since they can trigger or intensify the above-mentioned complaints.
- Seek professional advice and take notice of the ingredients of the products you use for skin and scalp care.

PROTECTIVE PLAN



**ITCHING
REDDENING
BURNING**

Shampoos play a particularly important role in the care of hair and scalp.

A reddening of the scalp, accompanied by itching and burning, but without a definite clinical picture (i.e. nosological attribution to a specific dermatological disease), is designated as Red Scalp Syndrome. The complaints – itching, burning, sensation of tension – often occur after a hair wash. Most often, they are caused by the tensides frequently contained in shampoos. They lead to the drying out and irritation of an already sensitive scalp. Less frequently, these complaints are due to a contact allergy to certain types of ingredients such as cocamidopropyl betaine and parabens. Both substances are often ill tolerated by individuals with a sensitive scalp and may lead to an irritation of the scalp, even in the absence of any contact allergy.

One hair-care product has been specially developed for the care and regeneration of a sensitive scalp and is recommended in dermatology. The shampoo is composed of Hamamelis (Virginian Witch hazel; bot. *Hamamelis virginiana*) as its main ingredient and a mild tensidic shampoo base. The shampoo contains neither cocamidopropyl betaine nor parabens.

Helpful suggestions

- Choose appropriate hair-care products. This is of primordial importance in order to protect a sensitive scalp and prevent complaints.
- Avoid products containing cocamidopropyl betaine (cocamides).
- Wash your hair only with moderately warm water.

PROTECTIVE PLAN



ITCHING
REDDENING
BURNING

Required profile for hair wash products

Washing is the most usual form of scalp and hair care. However, the requirements for an appropriate shampoo are not limited to the simple cleaning function. Useful products should not contain any irritating ingredients, and additionally they should be adapted to the specific requirements of the individual user, his hair type, age and washing habits. Furthermore, a shampoo should be well-tolerated even in case of already existing scalp problems and should have a beneficial effect on these problems.

erol healthcare HAIR SHAMPOO exhibits significant and positive dermatological properties, resulting essentially from the special Hamamelis preparation contained in the shampoo (Apomedica). The Hamamelis extract obtained from wild stocks contains a high content of rich micronutrients (flavonoids and tannins) and therefore represents a natural source of antioxidants and radical capturing substances.

Helpful suggestions

Consult the individual application and protection plan on page 11.

If possible, let erol healthcare HAIR SHAMPOO act for a full minute.

- erol healthcare HAIR SHAMPOO 150 ML
- erol healthcare HAIR TONIC 150 ML
- erol healthcare cosmetical combination therapy, monthly pack with pipette/dosing aid, 150 ML HAIR SHAMPOO / 150 ML HAIR TONIC
- Available in pharmacies

HAMAMELIS



Hamamelis virginiana

Healthy scalp and nice hair thanks to the witch hazel

For most purposes *Hamamelis virginiana* is harvested on the North American East Coast. The small tree or shrub used for the harvesting of leaves (in Apomedica quality) must never be felled. As a rule, leaves and branches are collected in summer and early fall.

Ingredients of Hamamelis

The first group of substances includes flavonoids and tannins, which are active against itching and sustain the natural protective barrier system of the skin. Flavonoids protect against the harmful effects of aggressive free radicals and act as antioxidants.

Flavonoids are contained mainly in the leaves of *Hamamelis virginiana*.

For the Virginian Witch Hazel itself, the flavonoids and tannins serve mainly as a protection against fungi, bacteria and viruses, and as a shield against excessive UV irradiation.

The second group of substances includes organic acids. They are found mainly in the leaves. The organic acids of *Hamamelis virginiana* alleviate skin burning and reddening.

The third group of substances, the essential oils, limits the proliferation of microorganisms.

Helpful suggestions

- The plants used for Apomedica grow in the wild and in their natural environment, in deep-forested zones and hilly landscapes of North America.
- *Hamamelis virginiana* is harvested under controlled conditions for Apomedica and left to grow unimpaired as a sustainable source of active ingredients.
- *Hamamelis virginiana* products offer a preventive profile for a thorough health care of the skin, scalp and hair.

SYMPTOMS



DANDRUFF HAIR LOSS

Hamamelis virginiana is beneficial in case of dried out scalp, dandruff and hair loss

Hair loss is often observed in conjunction with scalp problems. This must be taken into account for a successful treatment strategy. The patients concerned mention a general sensitivity of their scalp, skin dryness, conditions after an intensive chemical hair treatment or complaints associated with specific dermatologic affections of the scalp. Itching, burning and a sensation of tension are all bothersome symptoms of a sensitive scalp and they often arise after the application of hair restoring products. The causal factors are the solvent mixtures contained in these products, which exert a drying and irritating effect on the scalp. The complaints are then often wrongly interpreted as a seborrheic eczema, and as a result a treatment with an irritating antidandruff shampoo or a topical corticosteroid in an alcohol base is initiated (scalp applications). This only further aggravates the complaints and intensifies the problems associated with them.

The treatment of a dandruff-prone scalp is often difficult because of the chronic nature of the complaint. The aim of a treatment should be to reduce as far as possible the occurrence of dandruff, itching, burning and/or accompanying hair loss, with minimum side effects, and if possible to apply well-targeted measures to eliminate the complaints completely. In this context, a consequent scalp treatment with dermatologically appropriate products that contribute to restoring the natural barrier system of the skin is unavoidable.

Helpful suggestions

- erol healthcare HAIR SHAMPOO is appropriate for the strengthening and revitalizing of the scalp, especially as a concomitant treatment when using topical minoxidil (common hair restoring products).
- The combined application of erol healthcare HAIR TONIC and erol healthcare HAIR SHAMPOO often rapidly alleviates itching and reduces the occurrence of dandruff.

PROTECTIVE PLAN



DANDRUFF HAIR LOSS

Many persons use various medicinal shampoos or corticoid-containing unguents, creams and lotions against seborrhea and dandruff, often without any positive result. It is not rare that the use of corticosteroids and antiseborrheics leads to a condition refractory to treatment, which means that complaints like reddening, itching and burning may no longer respond to treatment at all, or only to a limited extent. A protective plan for the care should therefore include products which do not contain tensides, which further contribute to drying out or irritating the scalp, or additives with a potential for irritation such as cocamidopropyl betaine or parabens. The products should have the capacity to strengthen and protect the scalp, to alleviate existing complaints and fulfill the requirements of individual patients as to hair type, age and washing habits. The different cosmetic care products should always be adapted to each other.

Today, many products which promise an effect against dandruff formation and itching are commercially available. From a dermatological point of view, products obtained from wild stocks of *Hamamelis virginiana* have proved reliable for a long-term treatment. Be sure to choose a *Hamamelis* product of highest quality, since many *Hamamelis*-containing products also contain ingredients such as cocamides and parabens, which may lead to scalp dryness and irritation.

In case of complaints due to irritation, such as burning, itching, reddening, which arise on a sensitive scalp, or of dandruff formation, the two products erol healthcare HAIR SHAMPOO and erol healthcare HAIR TONIC represent a precious complement in dermatological practice.

Helpful suggestions

- Consult the individual application and protection plan on page 11.
- erol healthcare HAIR TONIC, also combined with erol healthcare HAIR SHAMPOO improves the quality of life.

BURNOUT OF THE SCALP

The burnout of the scalp manifests itself first as a sensitive scalp prone to irritation. On this basis, bothersome conditions such as itching and burning of the scalp develop rapidly, accompanied by skin reddening, dandruff, and hair loss. A specific dermatologic predisposition such as dryness of the skin, chemical hair treatments, or prolonged use of antidandruff shampoos containing certain irritants, may result in permanent stress for the scalp.

Dermatologic recommendations:

- Avoidance of some specific ingredients such as cocamidopropyl betaine and preservatives.
- Use of hair products that are adapted to each other.

The healthy scalp is protected by a refined natural barrier system which almost completely rules out the possibility of the penetration of noxious substances. However, even such a highly developed system as our skin can be thrown out of balance by a variety of adverse influences.

Dandruff, hair loss, itching and reddening are commonly treated with fast-acting substances, which, however, lack anti-oxidative efficacy. The barrier system of the scalp is often unable to cope with the situation and scalp regeneration is therefore impaired.

The barrier system of our skin is in fact an efficient protective shield and is able to cope and to fight the deleterious effect of oxygen radicals and environmental pollutants. In case of a weakening of this protective function, the skin requires support by an individually planned, efficient, well-targeted and well-tolerated vegetal treatment that can limit possible skin damage due to pro-oxidants, and normalize the scalp function. The polyphenols (flavonoids and tannins) contained in *Hamamelis* bind cell-damaging free oxygen radicals and thus eliminate disturbances of the natural balance between pro and anti-oxidants.

For a preventive and supportive treatment of the scalp that also affords protection and care, the ingredients of *Hamamelis virginiana* obtained from wild plants are particularly precious. Products gained from wild stocks of *Hamamelis virginiana* contain rich, vitamin-like, micro-nutrients.

Although complaints due to dried out and sensitive scalp such as itching, reddening, burning and hair loss, are considered harmless from a dermatologic point of view, the afflicted persons are often submitted to strong physical and mental strain and hence suffering. While there are numerous different products and possible therapeutic approaches against these complaints, the list of their potential side-effects is long. Understandably, health professionals are often less than satisfied with these treatments.

INDIVIDUAL PROTECTION PLAN

Recommended product

erol healthcare HAIR SHAMPOO	Dried out scalp	1 x daily to 2 x weekly
	Lipid deficiency of scalp	1 x daily to 2 x weekly
	Irritations	1 x daily
	Burning	1 x daily
erol healthcare HAIR SHAMPOO combined with hair growth preparation	Hair loss	1 x daily
	Protection and care	1 x to 2 x weekly
	Sensitive scalp	2 x weekly
	Reddening of the sensitive scalp	1 x to 2 x weekly
erol healthcare HAIR TONIC	Itching	1 x to 2 x daily
	Itching with reddening	2 x to 3 x daily
	Dandruff	2 x daily
	Hair loss	2 x daily
erol healthcare HAIR TONIC combined with erol healthcare HAIR SHAMPOO	Hair loss and dandruff	1 x daily
	Dried out scalp with itching	1 x daily
	Burning and reddening	2 x to 3 x weekly
	Irritations and dandruff	1 x daily

The ingredients of erol healthcare HAIR SHAMPOO and erol healthcare HAIR TONIC are indicated on the packages in conformity with legal requirements.

Please consult your physician or pharmacist for further information.

swiss made



www.hamamelis.swiss
www.skin-burnout.com


erol healthcare



**AGAINST THE BURNOUT
OF THE SCALP**

e 150 ML

HAIR SHAMPOO
HAIR TONIC