

# Good Riddance

Say goodbye to dandruff and eternal bad hair days with the **Foltène** Anti-Dandruff Treatment range.

**D**andruff is the most widespread hair problem – about 70% of the human population face dandruff problems.

## What is dandruff?

The shedding of skin on our scalp is a natural process. Everyone experiences it but in insignificant and small amounts. It only becomes a problem when there is a sudden increase of flakes.

## So what causes dandruff?

Most people relate dandruff to dry scalp. Oily scalp can cause dandruff too. In fact, men are more prone to dandruff due to larger sebaceous glands, causing an oilier scalp and higher susceptibility.

## How can dandruff be gotten rid of?

Finding the right anti-dandruff product can be frustrating. The good news is that we have found a tried and tested formula – Foltène. This treatment specialist has been proven in international clinical trials to eliminate dandruff in just two months.



Francis, our RUMH Enough? finalist, took home the Foltène kit for a test-drive. Here's what he has to say: "The three things I do when I have dandruff are to keep my hair short, avoid wearing black and shampoo my hair more often. Keeping my hair short is not a problem but not being to wear black can be restricting. I also notice that shampooing my hair too often actually irritates my scalp and worsens the dandruff."

"The Foltène shampoo is mild yet effective – my scalp feels very clean. My dandruff has also reduced significantly, thanks to the serum which can be applied on wet or dry hair, followed by my usual styling product. There are no side effects or recurring symptoms so far. Now I can wear my favourite black shirts without worrying about dandruff all over my shoulder!"

## Facts about Foltène Anti-Dandruff Treatment:

- Specially formulated for both dry and greasy types of dandruff
- After 30 days of treatment, dandruff decreases by 85.2%
- After 60 days of treatment, dandruff decreases by 92.8%
- A convenient treatment for hectic schedules which requires application only once every two days for two months
- Can be followed by a three-month break after a two-month course and resumed only if necessary