Dandruff & Product Build-Up Causes & Symptoms

Causes of Dandruff

The top layer of the skin is known as the epidermis and like all cells in the body it is constantly renewing itself. Flat skin cells are pushed upwards and eventually die, and shed. The scalp is no different. However, sometimes there are an excessive amount of naturally present micro organisms on the scalp which upset the usual process and balance. This natural function of shedding cells is accelerated, causing the cells to surface in groups rather than shedding separately. These groups of cells form as dandruff which is also known as Seborrhea.

Further reasons for dandruff are:

- Poor diet and sensitivity to yeast; lack of zinc and B vitamins
- Low humidity conditions; winter months and central heating
- Incorrect use of some products
- Insufficient brushing
- Stress and some illnesses

Causes of Build-Up

We are constantly bombarding our hair with lotions and potions in pursuit of our ideal hairstyle. On occasion, and if we do not use the correct products or do not remove them well enough, these products can build-up leaving a film on the surface of the hair and scalp. Styling products are the most common culprits.

Symptoms of Dandruff

- For serious, persistent dandruff conditions, medical help is recommended
- Scalp flakes may look oily or dry
- Scalp is prone to itchiness
- Scalp may appear tight, red and blotchy
- Scalp may feel tingly or sore
- Tell-tale white flakes on dark clothing

Symptoms of Build-Up

- Hair may appear dull and lifeless
- Scalp may become itchy
- Styling becomes difficult
- Brushing may release a flaky powder from the hair

PURIFY & CONTROL The Eliminators

Kitoko® Purify and Control blends nourishing botanical extracts with our unique Electron Acceptor Technology®. The Dandruff Control products have been created to reduce skin irritation and inflammation, and prevent further scalp irritation, as they are both anti-bacterial and anti-fungal in their action. Purifying Cleanser is specifically designed to gently detoxify the hair, removing all signs of adverse product build-up.

Purifying **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Mahogany Wood, Green Tea, Fire Tulip, Karité, Vitamins A & E and NMF to ensure a thorough detox of product build-up
- Can be used before chemical treatments. Will help to remove silicones and residual chlorine.
- Leaves hair super clean & prepared
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 250ml & 1L

Dandruff Control **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains African Pepper, Green Tea, Fire Tulip, Karité, Climbazole, Decylene Glycol, Vitamins A & E, NMF and Smectic Clay to remove impurities, eliminate bacteria and soothe the scalp
- Alleviates dandruff and scalp irritation and leaves hair soft and manageable
- Colour-safe formula.
- pH 4.0-5.0

Available sizes: 250ml & 1L

Dandruff Control **Balm**

- Frequent-use conditioner
- Enhanced with African Pepper, Green Tea, Fire Tulip, Tamarind, Karité extract, Phospholipids, Climbazole, Vitamins A & E and NMF to eliminate bacteria and soothe irritation
- Alleviates dandruff and scalp irritation and leaves the hair tangle-free, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 250ml & 1L

Dandruff Control **Scalp Lotion**

- Ultra gentle, leave-in formula to relieve itching, flaking and fight dandruff formation
- Contains African Pepper - anti-bacterial
- Moisturising and restoring properties
- Allantoin - healing and soothing
- Panthenol - Vitamin B for hydration & strength
- Will fight free radicals - an antioxidant
- pH 4.0-5.0

Available size: 75ml