

NIOXIN SCALP CARE GUIDE



NIOXIN

THE #1* SALON BRAND
FOR THICKER, FULLER HAIR**

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Research and Insights:

Healthy hair starts at the scalp.

Today, consumers are focusing on wellness more than ever and this has sparked a growing emphasis on caring for the skin. The scalp is an extension of the face, and cleansing, exfoliation, and hydration are just as important for our scalp as it is for our skin.

Research has consistently shown how vital proper scalp care is to shiny, healthy hair—yet less than half the people polled in a 2019 survey by NIOXIN actually practice scalp care in their daily routine.

81% of individuals polled agreed that the “scalp is the foundation for healthy hair” yet only 44% regularly targeted their scalps with treatments compared to the 63% who regularly treat their skin.

“We put so much attention on our face, but we forget about the extension of our face—which is our scalp,” says stylist and owner of Cole Stevens Salon in D.C., Diane Stevens.

There’s room to improve consumer knowledge about the importance of scalp care and markers of a healthy scalp. Many consumers just don’t know where to start or what products to use, or how often. Amongst all those questions, NIOXIN has a (brand new) solution.

Healthy hair starts not only at the scalp, but in –4 millimeters inside the scalp to be precise where the follicle creates the hair. Quite simply, great hair habits lead to glorious hair. Just look at a **2018 study** by the Center for Dermatology and Hair Diseases at the University of Zurich, which noted that there are no numerical differences in the number of hair follicles each of us have—no matter our age, gender, or race. The differences in growth and appearance are **“due to the type of hair produced by the follicle and the type of hair care practiced by the individual.”**

Further, they noted that the condition of the scalp and scalp care directly affect hair growth and it’s quality. **“There is ample evidence from data...to help establish a link between scalp health and hair growth and quality,”** the study said.

That same study even noted that an unhealthy scalp can not only affect how hair looks and feels, but it will actually produce unhealthy new hair too, with damaged cuticles, which causes dull, rough hair growing directly from the scalp. Indubitably, the best way to keep hair healthy and happy is to keep your scalp in great shape.



Hair Stylist's Perspective: Scalp Diagnosis and Care Tips

Scalp care is no new fad to brand NIOXIN, a pioneer in the field. NIOXIN has more than 30 years of research in understanding scalp therapy and treatment, and how healthy hair starts with a healthy foundation.

They've also been every hair stylist's go-to secret weapon for thicker, fuller, and healthier hair (it is the number one salon brand globally, after all).

“NIOXIN is at the forefront of the industry,” says hair expert and stylist Vinnie Ferrara. **“Everything that is coming out currently from other manufacturers is mimicking the technology we came up with 25 years ago.”**

NIOXIN Top Artists, Vinnie Ferrara and Diane Stevens share how to identify a healthy scalp and how to properly care for your own for optimal hair health.

How can you tell if your scalp is healthy?

First, take a moment to really assess how your scalp looks and feels. “A healthy scalp won't have flakes, nor will it be too red, and it's going to feel moisturized—and perhaps most telling: it won't feel itchy,” says Stevens.

Or you might notice that hair isn't growing like normal or looks/feels dull. That lack of growth can be contributed to many things, but an unhealthy scalp can be one main cause. “If there is build up on the scalp, it inhibits hairs from growing,” says Ferrara. When a scalp is healthy, it can look hair commercial-worthy. Think thicker and full-looking, with lots of body and movement (and not a flake or itch in sight).

A Healthy Scalp in 5 Steps

1 EXFOLIATE

Use NIOXIN's **Purifying Exfoliator** to remove flakes, debris, and dead skin cell build-up from your scalp. This pre-shampoo scrub provides a refreshing, minty sensation you can actually feel working.

2 CLEANSE

Keep scalp clean with NIOXIN System Kit **cleanser shampoo**. For best results, use daily and allow the shampoo to sit on the scalp for a minute before washing out. "If you wash your hair only once or twice a week, ensure you're really targeting your scalp when cleansing," says hair expert and stylist Vinnie Ferrara.

3 OPTIMIZE

Apply NIOXIN System Kit **revitalizing conditioner** directly to scalp and extend to ends to keep a healthy moisture balance. "You can actually tell which clients use the 3-Part System Kit because their hair looks shinier and healthier, and has more body and bounce," says Stevens.

4 TREAT

Apply 6-9 pumps of the NIOXIN System Kit **treatment** evenly to entire scalp and massage to refresh and add volume. Do not rinse.

5 CARE

Start by finger drying wet hair on low heat to avoid damage. "Use tepid water in the shower, direct hot water can dry out the scalp quickly," says Ferrara.

A Dermatologist Weighs In: Conditions and Treatments

The scalp for many people is kind of
like no man's land

Dr. Michelle Henry,

New York-based board certified dermatologist.

“Most people have never really looked at it, and you can't really see it, so it's basically this mystery zone.” And yet, the scalp is absolutely critical to determining the kind of tresses we all want hair that's thicker, healthier, and more robust, says Dr. Henry.

When a dermatologist is assessing the scalp for health, their parameters go beyond skin deep. **“With my patients, I'm looking for normal moisture balance, zero buildup, and no flakes,”** says Dr. Henry. **“But I'm also looking for zero redness, itching or tenderness, and no odor.”**

The most common scalp question Dr. Henry gets in her offices? Hair loss, by far. But a close second behind that inquiry is scales on the scalp (whether that's dandruff or something more chronic, like psoriasis or seborrhoeic dermatitis), as well as itching, burning, and hair breakage. A common denominator amongst all of these concerns is the scalp.

IF YOU'RE INQUIRING WHETHER YOUR SCALP IS DERM-APPROVED, HERE ARE A FEW TIPS:

Assess First

First of all, take an assessment of your scalp. Analyze the color, sensitivity and comfort level of your hair and scalp.

This is easiest achieved by letting down your hair and massaging the scalp for discomfort or woes. Then, take a photo on your phone of your scalp close up with the flashlight application on. You should be able to assess the color, sensitivity, and comfort from these two steps.

If you have any of the following, Dr. Henry says they can be easily addressed right from the comfort of your home.

Irritation

If you have irritation, look to your haircare routine first.

Have you introduced any new products or ingredients that you may be causing a reaction? Try eliminating any suspected culprit(s) and assess a week or two later how the hair is reacting.

Scalp Buildup

If you scratch your scalp and have product buildup, you may want to increase the frequency of washing or introduce a product to get rid of that excess buildup. A clarifying wash or exfoliating scrub might work perfectly for you.

“We don’t want to have excess buildup on the scalp because it can lead to inflammation, irritation, and compromise both the rate and the caliber of the hairs”

Also, reconsider the rest of your routine. If you’re using products that buildup on the scalp, like dry shampoo or silicone-containing products, you’ll particularly want to have a physical scrub to help remove debris. NIOXIN’s Purifying Exfoliator is perfect to remove not only buildup, but also excess flakes and dead skin cells.

Dry Scalp and Flakes

Worried your scalp dryness and scales might be linked to a condition like dandruff or psoriasis? “If you have dryness, scale and you’re itchy, then that points us closer to the dandruff category,” says Dr. Henry.

“If your scalp is itchy and tender, it may point to things like dermatitis or chemical reactions to styling practices.”

But fear not, there are plenty of products that can address flakes, right at home, says Dr. Henry. “If you think that you’re having something more like dandruff, look for products that will soothe and reduce inflammation, like zinc,” she says.

NIOXIN's beloved Scalp Recovery Kit has 1 percent zinc pyrithione to relieve and prevent scalp issues.

Also, as contrary as it might seem to exfoliate an irritated scalp, gentle scrubs can greatly benefit dandruff and other scalp conditions.

I think we do need to exfoliate our scalps in order to have appropriate health

But, in the long run, if your woes still persist, plan on seeing your dermatologist to access anything that might need deeper medical management.

Be (and Don't Be) Aggressive

Exfoliators are a scalp-saving product, but with great power comes great responsibility. Dr. Henry sees clients on both sides of the exfoliation coin: those that believe it will harm their hair, and those that utilize exfoliants too often. She sees clients with ultra-fine hair that use too-aggressive products in the hope of increasing volume and lift. On the other side, "I do have some patients that believe any exfoliation is bad," she says.

"We don't want you to be too aggressive with the exfoliation, but when used appropriately, you can derive benefits from it," says Dr. Henry. Look to a product, like the Purifying Exfoliator, which is gentle enough for sensitive scalps, but effective enough that it's only meant for once-a-month treatments.

NIOXIN Product Breakthroughs

With more than 30 years of dedicated independent research and support by the Institute of Trichologists, NIOXIN has led the field of haircare with innovative and award-winning formulas. The number one salon brand doesn't rest on its laurels though. NIOXIN is constantly analyzing and perfecting their beloved and prized formulas, like the 3-Part System Kits, which now offer color-safe options (3-6) and provide even thicker hair than ever before. The brand also has a customized online consultation tool making it even easier to navigate and diagnose scalp and hair needs.

Speaking of innovation, the brand's Purifying Exfoliator is newly launched, but already heralding praise. There are plenty of exfoliators on the market, but what sets NIOXIN's apart is the technology imparted in the cooling formula. The trademarked NIODerma Technology is what allows a deep clean, even on compromised skin. Its special biodegradable cellulose microbeads purify, while also normalizing flaky, irritated scalps. The ultra-effective, yet ultra-gentle combo has been impossible to find in scalp exfoliates—until now.

SCALP CARE YOU CAN FEEL

If innovation wasn't enough, allow the ease-of-use to convince you to try out the Purifying Exfoliator. It's scalp care you can feel—thanks to the burst of cooling, minty sensation. That tingle lets you know it's working, while also easing and calming itchy, flaky scalps. Many pre-shampoo treatments demand hours of your time, maybe even overnight, to allow the treatment to effectively work. NIOXIN works in 5-6 minutes. Those mere minutes are all it takes for instant removal of scalp flakes, debris, and dead skin cell buildup. It's so effective that you only need to use the exfoliator every 30 to 45 days to keep your scalp perfectly healthy and happy. Use the Purifying Exfoliator as a monthly treatment for maintaining a brilliantly flourishing scalp. Or pair the Exfoliator with any 3-Part System Kit for thicker, fuller-looking hair. Or if you are prone to flakes, combine it with the NIOXIN Scalp Recovery Anti-Dandruff System, which has the trademarked NIODerma Technology to not only prevent and relieve symptoms, but also restore natural scalp balance. Because, as we know now, thicker and fuller hair starts with a healthy scalp.

Q&A

Honestly though, how important is scalp care for overall hair health?

Vital, actually. “Scalp care is key in achieving and maintaining healthy hair,” says stylist Diane Stevens. “The scalp is an extension of the facial skin and requires the same care.”

If general hair health wasn't enough of a motivator, it directly affects your hair. “A healthy scalp environment can help promote hair growth, prevent hair loss, and can keep your hair healthy so it looks and feels amazing,” says Stevens.

What does a healthy scalp look or feel like?

“It's what you should not feel that matters most for a healthy scalp,” says stylist Vinnie Ferrara. “No tightness or itchiness, which is more about the moisture balance on your scalp. A dry scalp will feel tight. While an itchy buildup or dandruff means you may have buildup on the surface of your scalp,” says Ferrara. “A healthy scalp should feel clean and refreshed.”

Okay, I want a healthy scalp! What products would you recommend?

First, grab a shampoo that'll effectively cleanse, but never irritate the scalp. Secondly, a conditioner to reach the perfect level of moisture, and third, a specialized treatment to stimulate the scalp. Good thing all three basics are in NIOXIN's 3-Part System Kit (with six different systems based on your specific needs).

“My favorite go-to recommendation for a healthy scalp and beautiful hair is the 3-Part System Kit, which will cleanse, remove sebum and environmental residue from the scalp and hair, control moisture balance, refresh the scalp, and increase hair volume,” says Stevens.

If dandruff or a dry scalp is your main focus, reach for NIOXIN's beloved Scalp Recovery Kit. It has a medicated shampoo, moisturizing conditioner, and soothing treatment serum designed to address multiple scalp-related issues. "The Scalp Recovery Kit provides moisture balance to a dry, itchy scalp, and eliminates irritation and flaking," says Stevens.

But, if you want to super-charge your routine into a healthy scalp stat, look at the brand new NIOXIN Purifying Exfoliator. "It's truly the best scalp scrub," says Stevens. "Just like you exfoliate your face to remove dead skin cells from the surface, you also need to exfoliate your scalp skin," she says. "The Purifying Exfoliator has NIODerma Technology with biodegradable cellulose microbeads and is a pre-shampoo treatment that gets rid of scalp flakes, debris, and build-up (such as dead skin cells)."

"It feels bright and tingly and makes my scalp feel awake and clean," says Ferrara. "It feels like a breath of fresh (h)air."

You have my attention. How do I use the Purifying Exfoliator?

It's best to use it as a pre-shampoo treatment, so simply apply directly to your unwashed, dry scalp with the applicator tip. "Apply in a grid pattern, first go across the scalp in horizontal lines and then vertical, and also apply to the hairline," says Stevens. "Then, massage the scalp gently for 5-6 minutes in a circle massage technique. The massage will help to process the removal of residue, as well as distribute the product throughout the scalp. (Plus it just feels fantastic, too.)" Hop in the shower and rinse.

It's scalp care you can actually feel. "Scalp care you can feel is so important for at-home self-care," says Stevens. "You can actually feel the Exfoliator working like a cool ocean breeze or peppermint patty on the scalp," she says.

What other tips would give me healthier hair?

Wash, and Often

Wash that hair for healthier hair. "Washing your hair and keeping your scalp clean is paramount in good hair health," says Ferrara.

“I recommend shampooing more than a few times a week. The common concern I hear is ‘if I shampoo that much, my hair will suffer.’ But, almost all damage to hair (breakage and dryness) happens after the shampoo, not because of it,” he says. Try using a heat protector before your styling tools instead. “NIOXIN’s ThermActiv Protector does an amazing job of protecting hair. I like to say it’s a ‘heat-activated conditioner’ that also helps against breakage,” he says.

If washing your hair less is better for your routine, try using clarifying shampoos and additional deep cleansing treatments then to ensure your scalp is staying healthy. “The Purifying Exfoliator can help maintain good scalp health without the need to shampoo as often,” says Ferrara.

Gentle When Wet

Be gentle with your wet hair! “Wet hair can stretch 50 percent of its length,” says Ferrara. “This is the time to be gentle and patient.” Be extra careful when combing wet hair. In fact, you might be able to gently work out most tangles in the shower under the running water with a wide-tooth comb.

After shampooing, blot your hair until damp—do not rub with a towel. “This can cause friction that can cause breakage,” says Ferrara.

“When hair’s still damp, use a warm—not hot—blow dryer and with your hands remove almost all the water from the hair without using a brush,” says Ferrara. “Start to use a brush when your hair is mostly dry.”

What are some outdated hair myths we need to stop believing?

100 Brush Strokes a Day...

Sure, Marcia Brady swore by brushing her shiny locks a 100 times a day, but the excessiveness can actually be bad for your hair. “It is not a good idea,” says Stevens. “Brushing is a form of friction, so it’s important to not do too much in excess.” Want to help hair maintain its shine and growth? Focus on the scalp. “It’s the stimulation of the scalp that’s helping hair growth,” says Ferrara. And this can be done with treatments and exfoliation.

Hair Conditioner Isn't Necessary...

If you think fine strands should skip conditioner altogether, your stylist probably disagrees with you. “Conditioner will not weigh your hair down,” says Ferrara—if you’re using the right one. “Fine hair will greatly benefit from the conditioner in NIOXIN’s System Kits 1-4, and it is an essential part of your healthy hair regimen,” says Stevens. “It’s weightless and helpful in detangling wet hair, which will help in preventing breakage.”

Shampooing Will Make My Hair Fall Out...

“Empirically false,” says Stevens. “The less we shampoo, the more buildup on our scalp we get, which can clog follicles,” she says. Seeing hair fall out when shampooing? “It’s normal in the shedding process, that hair was already detached and it had nothing to do with shampooing.”

What is the difference between exfoliating the scalp vs. our face?

“We need to exfoliate the scalp for good hair health, but the frequency of which we exfoliate is less often as the face,” says dermatologist Dr. Michelle Henry. “We can exfoliate the face daily, but don’t need to as regularly on the scalp to be effective. However, the principles are similar – we don’t want dead skin compromising the ability for product like cleansers and moisturizers to absorb into the face, the same goes for the scalp,” says Dr. Henry.

Does hair actually grow quicker on a healthy scalp?

“We know that once hair grows out of the scalp, it’s kind of dead, it’s excess, so what determines the health of the hair—the rate of the growth, the caliber and thickness of the hair—is the follicle,” says Dr. Henry. “That follicle is embedded deep within the scalp and the environment of the scalp and the epidermis all play a role in the kinds of hairs that we produce.”

“The scalp is absolutely critical to determining the kind of hair we all want—hair that’s thicker, healthier, and more robust,” says Dr. Henry.



Are scalp treatments dermatologist recommended?

Absolutely, in fact, there are categories of people that would thrive utilizing a scalp treatment in their regime. “We don’t want to have excess buildup on the scalp because excess buildup can lead to inflammation, irritation, and compromise both the rate and the caliber of the hairs,” says Dr. Henry. “If someone is using lots of products that might buildup on the scalp – dry shampoos, or silicone-containing products (especially those that aren’t water-soluble silicones) – might have to be a bit more aggressive to remove that buildup.” (Or, utilize the Purifying Exfoliator with mechanical exfoliation to deep clean even the most sensitive scalps gently.)

“People with dandruff and psoriasis are going to benefit from getting rid of that scale, so whatever other treatments they’re using can actually penetrate,” says Dr. Henry. “Additionally, women of color, who are maybe not washing as frequently because of the inherent dryness of the hair, but are using lots of moisturizing products to combat dryness might be a bit more prone to product buildup.”

Expert Bios

Dr. Michelle Henry, Dermatologist

Dr. Michelle Henry is a board-certified dermatologist and currently a Clinical Instructor of Dermatology at Weill Cornell Medical College. She practices Mohs micrographic, reconstructive and cosmetic surgery. Dr. Henry attended medical school at Baylor College of Medicine in Houston, Texas and completed her residency in dermatology at Mount Sinai Hospital in New York City, where she served as Chief Resident. Following residency, she completed a fellowship in cutaneous oncology, Mohs micrographic and reconstructive surgery with the Harvard Medical School Department of Dermatology. She specializes in hair loss, high risk skin cancer treatments, aesthetic surgery, and skin of color.

Diane Stevens, Stylist

Diane Cole Stevens is Owner and Creative Director of Cole Stevens Salon-Greenbelt, MD and Washington DC. Cole Stevens Salon is currently featured in Essence Magazine as one of the Top 30 Salons in our the world. Cole Stevens Salon is an A-Member of Intercoiffure North America/Canada. Intercoiffure is comprised of the top 1% of salons in the world.

Stevens is a NIOXIN Top Artist whose celebrity client roster includes Cicely Tyson, Macie Williams, Debbi Morgan, and Naya Rivera. She has been featured in USA Today, Refinery29, PopSugar, The Washington Post, Essence Magazine, and appeared on national and local broadcast including Fox Live, ABC 7 news, and News Channel 8.

Vinnie Ferrara, Stylist

Vinnie Ferrara has been a Top Artist with NIOXIN since 2001 and worked over three decades in the salon industry, 27 of those years as a salon owner. Vinnie developed business systems to promote growth in the salon as well as mentoring up and coming stylists. Vinnie has participated in several expert panels and stylist education presentations including Train the Trainer, Hair World Berlin, Back Stage on Stage, and New York Fashion Week.

To interview Top Artists Vinnie Ferrara or Diane Stevens, or speak with dermatologist Dr. Michelle Henry, contact Allison Cohen, acohen@devriesglobal.com.
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