

## A Botanically-based 2-Step System to Manage Seborrheic Dermatitis & Dandruff



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Seborrheic dermatitis (SD, commonly called dandruff) is a very common dermatologic disease characterized by flaking and scaling of the scalp. In fact, Americans reportedly spend more than \$520 million on dandruff shampoos annually. While it may not be a primary presentation at most dermatology clinics, many patients may ask about management options when they come to our offices. Because the most common OTC interventions may not be simple to use or may have unreliable efficacy, some frustrated patients do find their way to the dermatologist primarily to seek help for SD.

When confronted with SD, dermatologists may prescribe topical pharmacologic approaches, such as corticosteroids or antifungals. However, these are intended for short-term use and may be associated with risks for systemic exposure. Though not a significant risk, this systemic exposure may be concerning for otherwise healthy patients. Additionally, SD and dandruff interventions are not always aesthetically pleasing.

To simplify management, dermatologists are interested in a regimen that's easy to use and fits the patient's lifestyle. New products from Kamedis may fit this niche.

### ABOUT THE KAMEDIS 2-STEP SYSTEM WITH BOTANIPLEX

The Kamedis 2-step system visibly reduces scaling by hydrating the scalp as well as the hair. The product contains Botaniplex, a groundbreaking combination of botanical concentrates and clinically proven active ingredients. A proprietary macroporous resin chromatography process purifies the botanical extracts for maximum efficacy.

The Kamedis 2 Step System includes a Step 1 pre-treatment scalp lotion that is applied to dry or damp scalp before bedtime, or at least 15 minutes prior to shampooing, and a Step



2 shampoo that cleanses and treats. The shampoo is cosmetically elegant and works up to a good lather; it is suitable for daily use—even as part of a morning routine. Both products contain a small amount of zinc pyrithione, a proven treatment for seborrheic dermatitis, and both contain botanicals, including indigo (*Indigofera tinctoria* extract), that has a history of use ethnobotanically to treat redness, itching, and scaling on human skin. Other botanical ingredients include *Sapindus mukorossi* fruit extract, *Rheum palmatum* extract, *Portulaca oleracea* extract, *Phellodendron amurense* bark extract, and *Angelica polymorpha* sinensis root extract. These are all agents included in the OTC monograph as safe for use. In addition to calming properties, these ingredients impart a pleasant, botanical fragrance.

A benefit of the two-step system is that it is very easy for patients to use. Patients simply get a good lather going, leave it in as long as they can (while cleansing the rest of the body, for example), and then rinse it out. Patients may use a hair conditioner product after shampooing, if they wish, but this is not necessary. Application of the lotion to the scalp is as simple as dispensing some product from the tube, rubbing it into the scalp, and then combing it through. The lotion is non-staining and non-drying, so patients don't have to fret over damaged sheets or an uncomfortable-feeling product in the hair.

BEFORE

AFTER



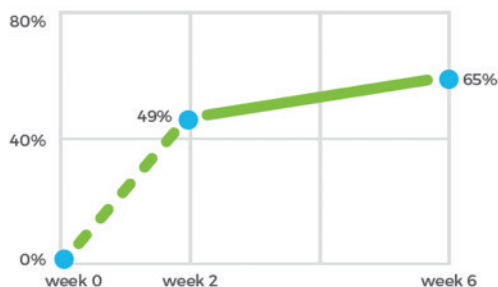
Kamedis scalp lotion and shampoo formulated with Botaniplex were recently studied on 50 patients, showing dramatic improvement in erythema and scaling associated with SD. The vast majority of patients showed dramatic improvement of all of their symptoms within two weeks of using the products. In fact, many had complete clearing and complete dandruff control while using the product. I was not part of the trial but am a product user, and I have also attained complete clearing of SD symptoms.

## PLANTED IN SCIENCE

Botanically-based interventions for medical concerns are surely nothing new. In fact, plant-based tinctures and remedies date back millennia. In recent years, perhaps, medicine has overlooked botanically-based treatments in favor of pharmaceutical agents, but even these are often based on plant

65%

Improvement of total severity score  
Targeting all symptoms of SD and Dandruff

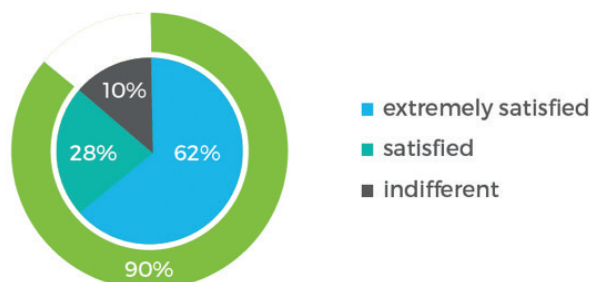


\* SD = Seborrheic Dermatitis

\*\*Statistically significant (p value <0.05 even after two weeks study period)

90%

Satisfaction rate  
in comparison to other products in the market



extracts or components.

Plants have co-evolved with humans. It is amazing how many plants make chemicals for which humans have receptors. Common examples include digitalis from foxglove or nicotine and tobacco. There are many others. Receptors on the skin are sensitive to many botanical chemicals, including indigo. Targeting these receptors on the skin may suppress inflammation or hyper-proliferation. This allows us to target dermatologic diseases using natural interventions rather than a chemical that came out of a laboratory. These agents that have naturally co-evolved with us over hundreds of thousands, if not millions of years, often have a long history of safety and efficacy. Not only is this intriguing from a medical science standpoint, but it is also appealing to many healthcare consumers.

The herbs in Botaniplex have roots in ancient Chinese medicine, and are sourced sustainably from Chinese farmers. They are renewable resources. There's not a lot of industrial production involved, and the herbs are purified and extracted using modern technology with high quality standards. The formulation, therefore, combines the best of traditional medicine and the best of modern processing to produce a standardized, high-quality product, that provides reproducible results all the time. The renewable nature of this formulation also appeals to many consumers.

## CONVENIENCE AND CONFIDENCE

Kamedis SEBOMedis Anti-Dandruff Shampoo and SEBOMedis Scalp Lotion come conveniently packaged in appealing packaging, so patients don't feel like they are using a "medicated" shampoo. The formulations are widely available, online from Kamedis or at Walgreens pharmacies nationwide. These are real products that are meant for real people to use on an everyday basis. And they deliver real results. As a user, I recommend the products to my patients with confidence. Kamedis provides starter kits that dermatologists can provide to interested patients. ■