

DRY SCALP

THE KEY TO HEALTHY, BEAUTIFUL HAIR IS AN EQUALLY HEALTHY SCALP. WHEN BOTH THE SCALP AND HAIR FOLLICLES ARE PROPERLY NOURISHED AND CARED FOR, THEY GIVE WAY TO HEALTHY HAIR GROWTH, RESULTING IN SHINY, STRONGER STRANDS.

THE RIGHT WAY TO WASH

While most of us have been taught to pay close attention to the strands themselves when shampooing our hair, it's important not to neglect the scalp since it accumulates the majority of oil and buildup. "Gently work the shampoo through the hair for about 40 seconds, occasionally using the balls of your fingers to gently massage the scalp and activate circulation," says celebrity stylist Frédéric Fekkai. "Make sure you don't rub the scalp too much or you'll irritate it." Rinse your hair very well, removing all the shampoo—excess product left on the hair can make it flat. To finish, Fekkai says to condition your hair concentrating on the ends and rinse with the coldest water you can stand to close the hair cuticle for shinier hair.

myth 01

DRY SCALP AND DANDRUFF ARE THE SAME

While dandruff and dry scalp are often thought to be one and the same, the truth is that dandruff and dry scalp are two completely different and unrelated skin conditions. "Dandruff, or seborrheic dermatitis, is caused by excessive oil on the scalp that leads to inflammation, whereas simply dry scalp is itchy and dry because it's dehydrated," says New York City dermatologist Albert M. Lefkovits, MD. He suggests treating dry scalp with a mild shampoo and conditioner to help hydrate, and dandruff with prescription-strength treatments like cortisone gels or lotions and shampoos containing selenium sulfide, pyrithione or zinc, or antifungal drugs. "Psoriasis of the scalp is another condition that can be confused with dandruff. While it's usually associated with psoriasis elsewhere on the body (it can even be caused by genetics), it produces silver-looking scales that can bleed when scratched. The best way to treat psoriasis of the scalp is with topical steroids like cortisone," he adds. Keep in mind that everyone, regardless of the type of hair you have and the condition of your scalp, is prone to dandruff and dry scalp.



PRODUCT PICK

BRUSH AWAY DANDRUFF

Goody's reduce + dandruff brush is infused with copper-plated bristles, a natural bactericide, to kill up to 88 percent of bacteria and fungi living on the scalp. Available in three different styles, the soft-tipped bristles gently massage the scalp while keeping excess oil under control. \$11.99, visit goody.com to find a retailer near you

myth 02

BAD HYGIENE LEADS TO FLAKES

According to Dr. Lefkovits, dandruff is not caused by a lack of washing or poor hygiene, but rather by an abundance of oil that becomes infected with a yeast called malassezia, which is naturally found on the scalp, in turn creating inflammation and flaking. "A lot of people have the misconception that if you don't wash your hair every day or if you have oily hair, it will cause dandruff," he says. In order to keep dandruff at bay and your scalp and hair from becoming overly oily, wash with a mild shampoo. "You have to really find what works for you, both in terms of products and the number of times you wash each week," says Dr. Lefkovits. Avoid over-washing your hair since it can dry out your scalp and mask the symptoms of dandruff, in some cases making it worse.