

category analysis

causes of eczema is harsh detergents such as sodium lauryl sulphate.'

'When confronted with a new eczema case, your hard-pressed GP will prescribe an emollient and bath oil, but perhaps they should also be recommending a non-detergent-based shampoo. NICE guidelines from 2007 state that every child with eczema should be offered an emollient wash product to avoid the use of soap. They didn't go as far as to mention shampoo, but we feel they should have done.'

'My message to pharmacists would be that when you dispense a prescription for eczema treatment products, suggest that the patient also considers using the E45 Dry Scalp Shampoo. A poorly chosen shampoo with a harsh detergent will undo a lot of the good work done by the emollients and other skin treatments.'

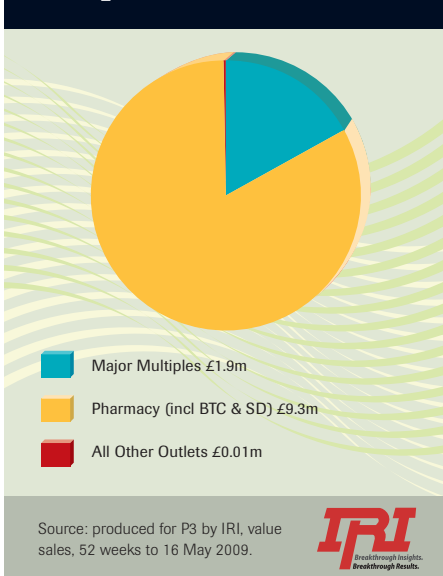
E45 has produced a DVD showing a dermatology nurse demonstrating how to use emollients for skin conditions correctly. It can be ordered from the healthcare professional area of the www.E45.com website.

Hair loss

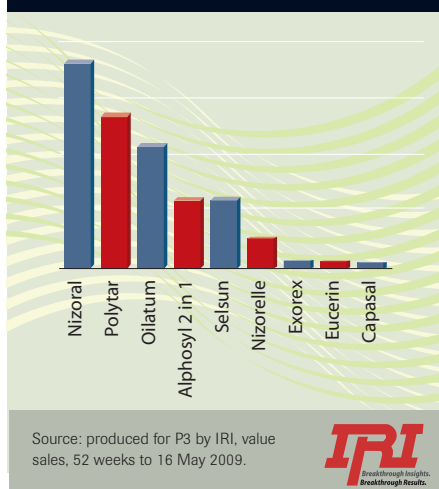
It's not only scalp conditions such as dandruff that can cause embarrassment for sufferers. Hair loss is a sensitive subject for many men (and women) and, according to recent research, almost 15 million people in the UK experience some form of hair loss at any one time, and another 3.6 million people have said that they have experienced some form of hair loss in the past.

May 2009 was Hair Loss Awareness Month and Viviscal marked the campaign with the announcement of research from Dr Nigel Hunt, associate professor in health psychology at the University of Nottingham. *The Hidden Impact of Hair Loss* report

Trends > scalp treatments



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suggests that, among other things, many people who suffer from hair loss feel that health professionals do not take the psychological effects of hair loss seriously, leaving sufferers feeling distressed and emotionally isolated.

Nigel Herman, sales director at Lifes2good, says: 'Working within sensitive and emotive areas such as hair loss, it's vital to equip our partner retailers with accurate and informed advice which they can give to their customers.'

Going some way to support hair loss sufferers, Viviscal has re-launched its www.managinghairloss.com website. The site includes a discussion room for sufferers to share experiences, real-life video accounts from hair loss sufferers and the opportunity to pose questions directly to GP Deborah McManners and trichologist Eoin Wright.

Professor Peter Elsner, director of the Clinic for Dermatology at the University of Jena in Germany, feels that hair loss can cause psychological problems. 'Hair loss causes a great problem for most men. Self-doubt, difficulties in socialising and embarrassment are just some of the consequences of hair loss,' he says.

In 2008, German scientists carried out clinical research using caffeine on living hair roots to see whether the application of a solution containing caffeine would help to protect hair from the impact of testosterone, which is said to cut the energy supply to the hair root. The research was said to support the use of caffeine in male pattern baldness, according to Dr Tobias Fischer from the University of Jena in Germany.

Alpecin, a preventative treatment containing caffeine, could be one to watch this summer – the brand will be supplementing an advertising campaign in the national press with a PR campaign, begun at the end of June, and will be releasing information about clinical trial data.

Comment

● **David Shallcross** 'Our top selling medicated hair and scalp products are Polytar and Neutrogena T-Gel and we find that these often outsell the general purpose shampoos like Pantene and Dove. I find that I am frequently being asked to recommend a product from this category and that the pharmacy is often the first point of call for a person suffering with an itchy scalp. We place the items together under the shampoos section and people will mostly self select, but then often will ask at the counter to check whether they have made a good selection. With there being a number of different types of treatment, this is an area in which we offer more than a supermarket by pointing out the differences and matching product to consumer.'

Rating: customer demand 3/5

● **Peter Griffiths** 'We do stock quite a wide range of products for differing hair and scalp conditions. Many of the products are quite expensive, and as prescriptions are free in Wales, the majority of people will ask in the pharmacy for advice and a product to be recommended, and then will go to the local surgery and ask for it to be put on prescription. We keep a small selection of products in the front of the shop, but generally we encourage the patients to ask about particular conditions and then we can recommend the most appropriate for them. Pharmacy obviously can offer a greater degree of advice and products over grocery stores, as there are a good few that can only be sold from pharmacies.'

Rating: customer demand 3/5

● **Bharat Patel** 'I would say that we stock the usual ranges in hair care and people tend to have their favourite brands that they buy repeatedly. It's to our advantage to have their product in stock so that they know they can always get it here. In terms of specialist preparations for scalp conditions, our range has not changed particularly in recent years – people tend to come and ask for advice when they have a particular problem.'

Rating: customer demand 3/5