

– Product Information –  
**Linola® Shampoo**

**Linola Shampoo** has been specially developed for gentle cleansing of hair, and the care of dry, itchy and sensitive scalp.

When the scalp skin is sensitive or dry, frequent washing leads to an increase in itching, redness, and dryness.

Clinical trials confirm Linola Shampoo to be particularly suitable for the care of these skin conditions.

- As Linola Shampoo is formulated with special glucose-based and other mild cleansing agents, particularly gentle cleansing of scalp skin and hair is possible.
- Conventional shampoos often remove the scalp's protective barrier of unsaturated fatty acids and structural lipids, leaving the skin open to irritation from toxic substances and bacteria.

- Washing with Linola Shampoo preserves and reinstates this natural barrier, whilst natural lubrication regulators and linoleic acid, (an important component of the barrier itself), soothes scalp skin relieving dryness and irritation.
- As well as being gentle, Linola Shampoo is free from dyes, perfumes or preservatives, it is therefore ideal for daily use.

Because overly hot water puts additional stress on skin and hair, we recommend that when shampooing, showering or bathing, water temperature should ideally be in the range 32–36° C.

## The dry season for our skin

The skin has a natural barrier to prevent excessive moisture loss. This consists of a thin lipid film on the skin and of the **structural lipids, rich in linoleic acid**, which are situated between the corneocytes connecting them loosely with each other. This forms a structure



*Intact protective skin barrier with lipids rich in linoleic acids*



*Loss of lipids results in a breakdown in skin barrier function. The skin loses a large amount of water and dries out.*

like a brick wall which denies bacteria and harmful substances a chance to penetrate our skin.

However, if the structural lipids are removed by too frequent washing, showering or swimming or if they are not produced in sufficient quantities, as is the case in ageing skin or atopic dermatitis for example, then the corneocytes become detached from each other and holes develop in the skin's protective barrier.

Regardless of whether there is an internal or external cause, the result is always the same – a dry, flaky and brittle skin.

Regular care is vital therefore to counteract this breakdown in barrier function and the lipid and moisture deficiencies in dry skin and to protect it from further damage.

## Linola – specially formulated to meet the needs of dry skin

As dry or very dry skin generally occurs on different parts of the body, care and cleansing of the skin must be optimally coordinated with each other.

Therefore you should ask your distributor for further specialities of Linola both for the body, the face, the hands or the feet and for the shower or the hair cleansing.

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