

BURJA

200 ml

personal hair expert

Anti dandruff and hair strengthening shampoo

BURJA paraben free and silicone free **anti dandruff and hair strengthening shampoo** provides noticeable cosmetic efficiency for healthy hair and skin on the head, without dandruff. The formulation is enriched with active principles that contribute to deep cleaning, dandruff removal, hydration and hair growth. The shampoo is ideal for everyday use, it gives plenty of foam, that is easily rinsed off.

How does BURJA Anti dandruff and hair strengthening shampoo act?

By synergistical effect of its active ingredients, **BURJA Anti dandruff and hair strengthening shampoo** efficiently controls dandruff formation, while it gently removes impurities and formed squames from hair and skin of the head at the same time. Its mild formulation calms the irritations on skin on the head, diminishing the itch already after the first washing, while its special agents give the hair healthy shine and tenderness. Dry dandruff dissapers right after several days of everyday application.

Piroctone Olamine is a dermatologically recognized antidandruff active principle, which has double activity in the shampoo. It blocks the proliferation of fungi *Pityrosporum ovale* (*Malassezia furfur*) that are present in the scalp flora and reduces extra desquamation of epidermis cells. Several studies about efficacy of this substance have shown that it also helps against hereditary hair loss. Piroctone Olamine has antiseborrheic, bacteriostatic and fungicid effects, lowering potential for dandruff formation and hair skin greasing. It relieves unpleasant itching, restores the pH balance of the scalp, effectively removes dandruff, restores the scalp microbiome and additionally stimulates hair growth. It regenerates the scalp, and it has positive effects on all phases of hair growth.

Biotinoyl Tripeptide-1 stimulates the skin and hair metabolism. It accelerates growth and strengthens the hair root, giving it a radiant look. It binds to all parts of the hair, and thanks to its repairing properties, it gives shine, volume, and improves hair elasticity.

Salicylic acid has a keratolytic effect, removes formed scales from the scalp, softens and removes dandruff.

AHA – alpha hydroxy acids act on the exfoliation and proliferation of skin cells, which effectively removes dead cells and creates new healthy skin cells.

Malic acid protects the skin from pollution and neutralizes the formed alkaline residues, which provides the hair with additional shine and smoothness. It detoxifies the scalp and removes heavy metals.

Oleanolic acid from olive leaves inhibits 5 α reductase, thereby reducing hair loss. It prevents hair breakage and accelerates the growth of new hair. It slows down the process of hair loss, which occurs due to the consequences of seborrheic dermatitis. It makes hair stronger and healthier. It provides softness and facilitates combing.

Apigenin improves the microcirculation of the scalp and stimulates cellular metabolism, increasing the availability of oxygen and better exchange of nutrients in the hair follicles. It gives the hair shine and the ability to be styled. It provides intensive hydration and nutrition to the scalp.

Sweet almond seed proteins make hair soft and healthy. They prevent hair loss and breakage, increasing its shine. They bind to damaged hair and help improve the condition of the hair.

Magnesium chloride soothes the scalp, removes static charge of the hair, preventing damage during cosmetic procedures and combing. It reduces static electricity and hair breakage. It strengthens the scalp and contributes to a healthier appearance of hair.

Ingredients (INCI): Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Disodium Cocoamphodiacetate, Glycerin, Propylene Glycol, Parfum, Phenoxyethanol, Piroctone Olamine, Polyquaternium-10, Magnesium Chloride, Aloe Barbadensis Leaf Juice, Salicylic Acid, Butylene Glycol, Malic Acid, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Actinidia Chinensis (Kiwi) Fruit Juice, Citrus Aurantium Dulcis (Orange) Juice, Citrus Grandis (Grapefruit) Juice, Pyrus Malus (Apple) Juice, PEG-40 Hydrogenated Castor Oil, PPG-26-Buteth-26, Oleanolic Acid, Apigenin, Biotinoyl Tripeptide-1, Ethylhexylglycerin, Citric Acid, Disodium EDTA, CI 74180

Instruction for use: Apply to wet hair, massage gently, leave for 3 minutes and rinse off with warmish water.

Note: For external use only.

Storage: Keep on temperatures below 25°C and out of the reach of children.

Best before: 3 years from manufacturing date

Packaging: 200ml tube

Why does dandruff occur and what should you know about seborrheic dermatitis?

The cause of dandruff in most cases is seborrheic dermatitis (seborrheic eczema). Up to 50% of the adult population suffers from dandruff, which occurs in the form of loose scales on the scalp, but often also from inflammation of the scalp, which is manifested by redness. Seborrheic dermatitis is a chronic and unpleasant skin disease, which can be noticed on various areas of the skin, head, ears, eyebrows, eyelids, nose, nasolabial folds, central part of the chest. Seborrheic dermatitis is not contagious. It occurs when the process of renewal of scalp cells is shortened, which leads to accelerated peeling of skin cells, which then stick together and create visible scales. The main cause of these changes is the fungus *Pityrosporum ovale* (*Malassezia furfur*), which causes microinflammation in oily areas of the head and skin, which then leads to itching and often damage to hair follicles and its loss. Causes that can increase the risk of developing this condition are hereditary factors, hormonal changes, physical and emotional stress, inadequate diet, unfavorable weather conditions, obesity.

If the symptoms of seborrheic dermatitis and dandruff do not decrease during a long period of using **BURRA Anti dandruff and hair strengthening shampoo**, especially in cases when the infection forms seals, bark or the affected area becomes very red and painful, it is necessary to consult a dermatovenerologist. It is recommended that after the prescribed and time-determined therapy of the preparation, the development of fungi on the hairy part of the head is kept under control by regular use of a specially formulated **BURRA Anti dandruff and hair strengthening shampoo**. With proper and frequent use of this product, seborrheic dermatitis and dandruff can be successfully controlled.