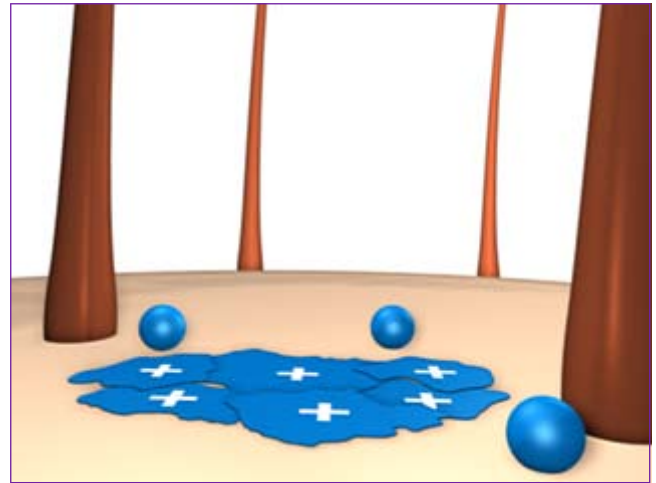
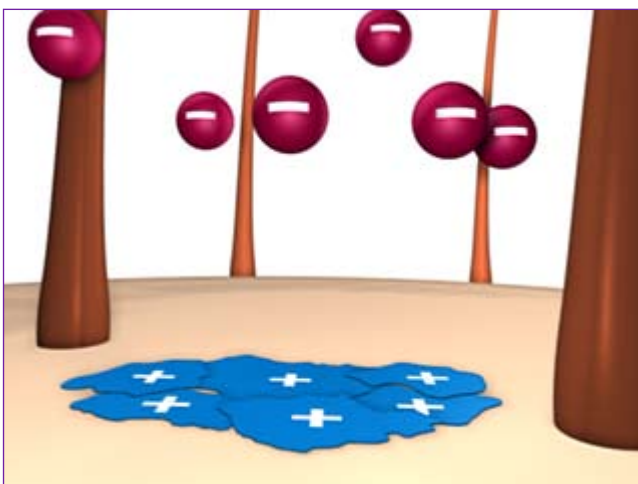


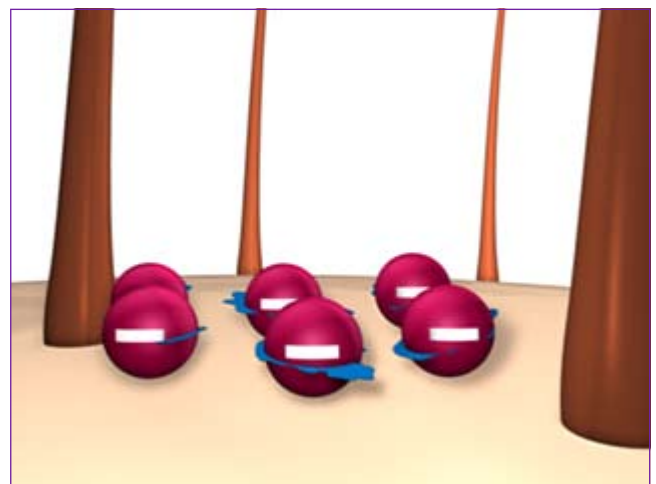
1. The positively charged (+) active ingredient benzalkonium chloride is adsorbed onto the scalp, loosening the scales.



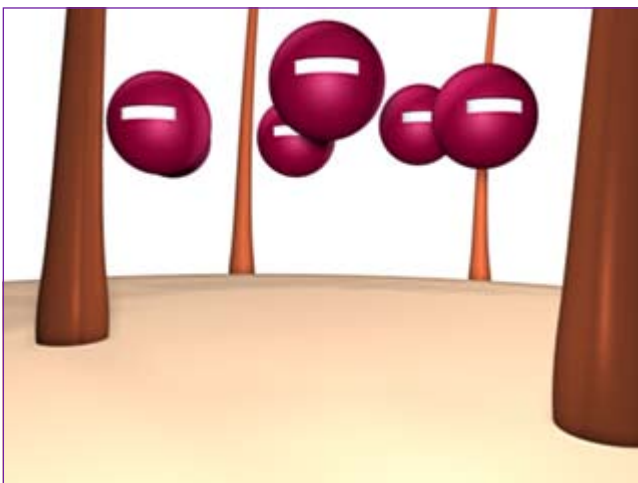
2. Benzalkonium chloride has antiseptic properties and combats yeasts e.g. Malassezia, which proliferate on seborrhoeic scalps.



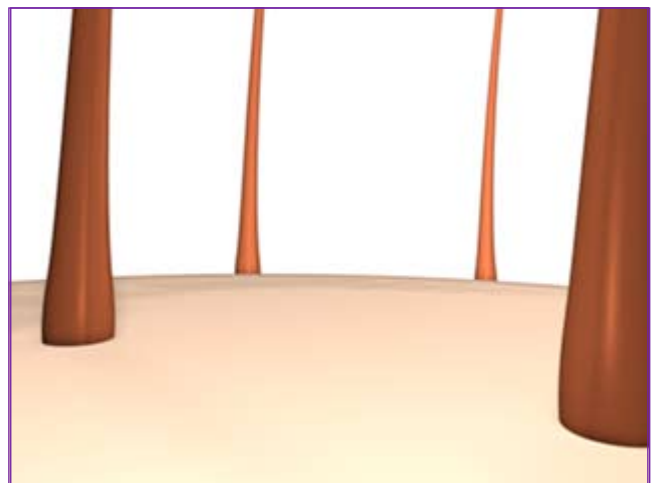
3. The now positively charged dandruff scales



are lifted into the negatively charged (-) shampoo foam



and are washed away from the hair.



4. Coconut oil helps condition the scalp and hair.