

AS OUR LEVELS OF SENSITIVITY SOAR, NEW HEAD & SHOULDERS SENSITIVE OFFERS A SOLUTION

'Sensitivity' is a 21st century lifestyle phenomenon. According to research, people who are highly sensitive make up around 20% of the population. Everyday we look for beauty fixes as part of our beauty regime to help with our differing levels of sensitivity such as sensitive hand and face creams. It's a word we're using more and more in our daily lives: projects are 'time sensitive' and we search for partners who are 'emotionally sensitive'.

So what's going on? Are we all turning into highly-strung, emotionally flaky freaks? Far from it! The reason sensitivity is gaining pace is because these days, we're all demanding so much more of ourselves; with longer hours at work and less time for friends and relaxation.

If you feel you sometimes can't keep up with your lifestyle, and it's affecting how you feel about yourself, there are now ways to work it out. Beauty starts at the top and people often forget to treat their scalp as they do their skin, and then wonder why their scalp is in bad condition. A hectic lifestyle or poor diets are both clinically proven to be a cause of a sensitive, irritated scalp. Hair can also be more sensitive; **head & shoulders Sensitive** specifically targets people who are susceptible to everyday sensitivities, whilst maintaining healthy looking hair.

head & shoulders Sensitive is the ideal, every day beauty fix that is compatible with sensitive scalps. It will give you gorgeous, shiny and manageable hair and prevent dandruff at the same time – a complete head sensitive solution. **head & shoulders Sensitive** is dye free with reduced fragrance levels and is dermatologically tested. The British Skin Foundation supports head & shoulders research into a healthy scalp. **head & shoulders Sensitive**...now dandruff has a sensitive solution.

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For more information or samples please contact:

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Notes to editors:

head & shoulders Sensitive 200ml RRP £2.29