Experience Booklet of
500 Dermatologists

Issue: 2

Real-world perspective on **Salisia KT** Shampoo:
Enhancing **Quality of Life** in Seborrheic Dermatitis

Salisia KT
Shampoo

15+ Years of TRUST

ajanta pharma

Objective

To assess dermatologists' real-world insights on the most responsive age group, patient satisfaction, limitations of OTC anti-dandruff shampoos, efficacy of a Ketoconazole 2% + Salicylic acid 2% shampoo in reducing itching and flaking, and the added benefit of its use with a conditioner.

Methods

Study Design:
Real-world clinical feedback survey

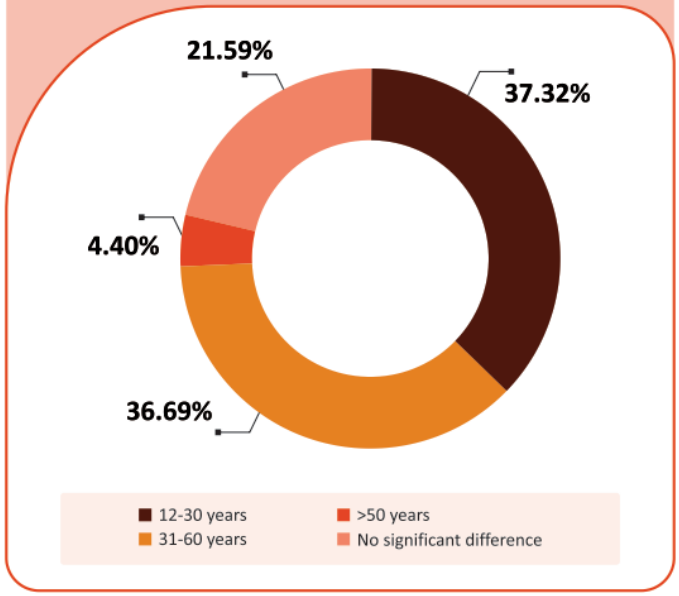
Dermatologists:
n=500

Assessment

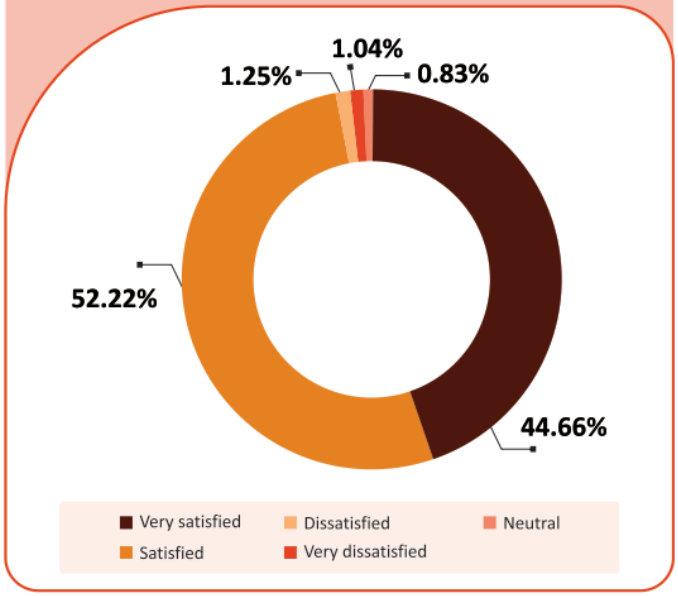
- Most responsive age group for Ketoconazole 2% + Salicylic Acid 2% shampoo.
- Patient satisfaction with the combination shampoo.
- Key reasons for dissatisfaction with OTC anti-dandruff shampoos.
- Effectiveness in reducing itching and flaking.
- Added benefit of pairing with a conditioner.

Results

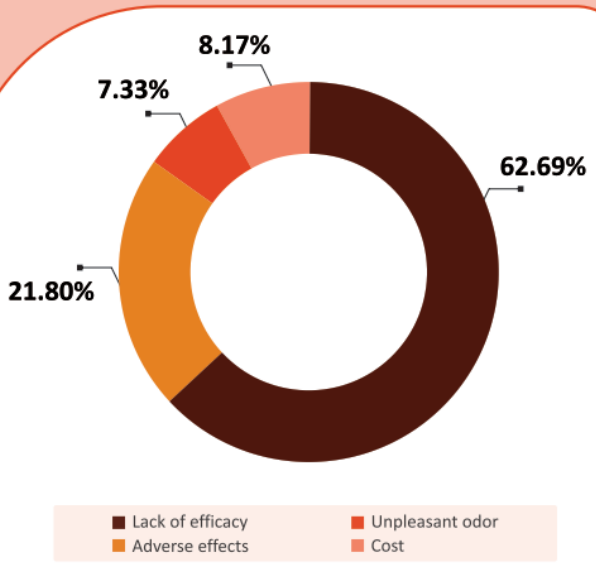
Majority of dermatologists (74.01%) observed the highest reduction in recurrence among patients aged 12–50 years.



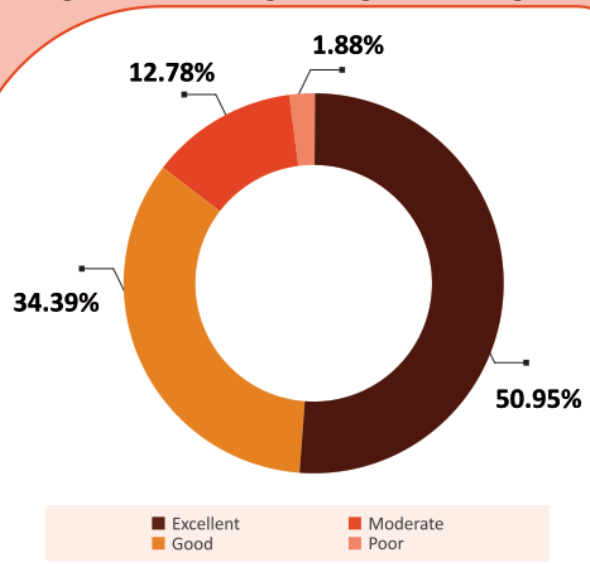
More than 95% of dermatologists reported being highly satisfied with the results of the Ketoconazole 2% and Salicylic Acid 2% combination shampoo.



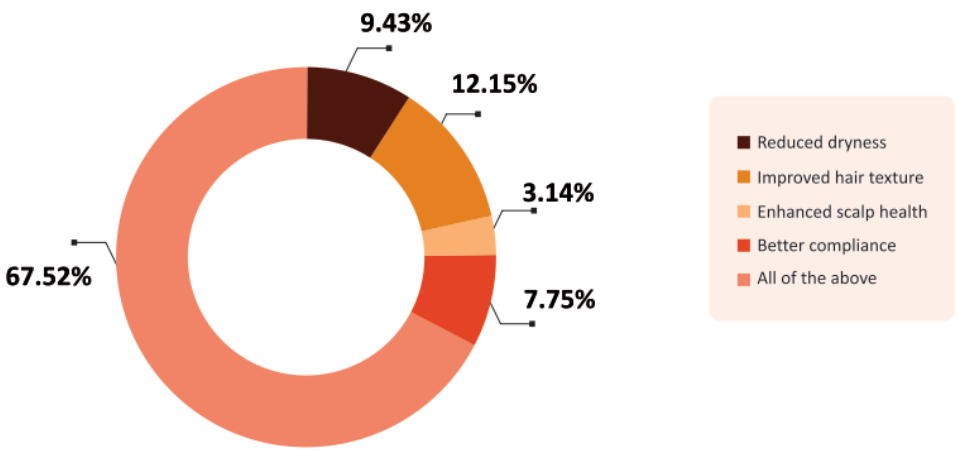
Most dermatologists (62.69%) cited poor efficacy as the reason for OTC shampoo dissatisfaction.



Over 85% of dermatologists rated the Ketoconazole 2% + Salicylic Acid 2% combination shampoo as excellent or good in reducing itching and flaking.



Majority of dermatologists (67.52%) recommend pairing Ketoconazole 2% and Salicylic acid 2% combination shampoo with a conditioner to reduce dryness, improve hair texture, and enhance scalp health.



Conclusion

The Ketoconazole 2% + Salicylic Acid 2% combination shampoo is preferred by patients aged 12–50 years for reducing itching and flaking, with dermatologists reporting superior efficacy over OTC options; pairing it with a conditioner further improves dryness and hair texture.

Experience of 500 Dermatologists with Ketoconazole 2% and Salicylic Acid 2% – Captured in 4 issues:

Issue - 1. **Efficacy:** Insights on why Dermatologists prefer Ketoconazole 2% + Salicylic Acid 2% in managing Seborrheic Dermatitis and Dandruff.

Issue - 2. **Quality of Life:** Know more on how the combination benefits patients of all age group *vs.* OTC/OTX brands while enhancing hair texture and superior efficacy.

Issue - 3. **Superiority:** Uncover the reason why Dermatologists' favor triple combination of Ketoconazole, Ichthyol Pale and Salicylic Acid for comprehensive scalp care.

Issue - 4. **Safety:** Discover the synergy, safety, and sustained results because of which this combination has earned high acceptance and proven reliability.

For the use of Registered Medical Practitioners or a Hospital or a Laboratory.

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