

Experience Booklet of **500 Dermatologists**

Issue: 3

Formulation superiority of **Salisia KT**:
Synergy and Clinical Benefits in Seborrheic Dermatitis

Salisia **KT**

Shampoo



ajanta pharma

Objective

To evaluate dermatologists' perspectives on the clinical benefits, differentiating features, and synergistic effects of the combination therapy (2% Salicylic Acid + Ketoconazole + Ichthyol Pale) in managing moderate to severe Seborrheic Dermatitis, and to compare its perceived superiority over single-agent treatments and other keratolytics.

Methods

Study Design:

Real-world clinical feedback survey

Dermatologists:

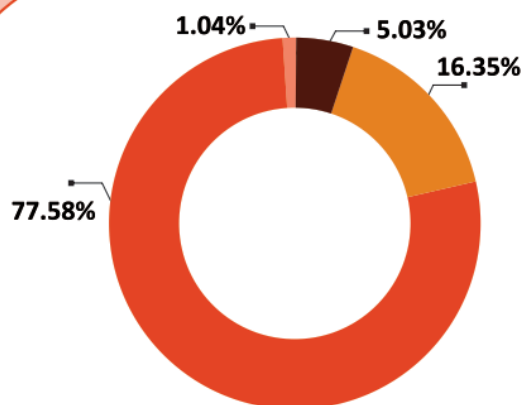
$n=500$

Assessment

- » Effectiveness of combination therapy vs. single-agent Ketoconazole for moderate to severe Seborrheic Dermatitis.
- » Role of 2% Salicylic Acid in enhancing Ketoconazole efficacy.
- » Key advantages of combining Salicylic Acid, Ketoconazole, and Ichthyol Pale.
- » Parameter where 2% Salicylic Acid outperforms other keratolytics.
- » Unique feature that sets Ketoconazole 2% and Salicylic acid 2% combination shampoo apart in the market.

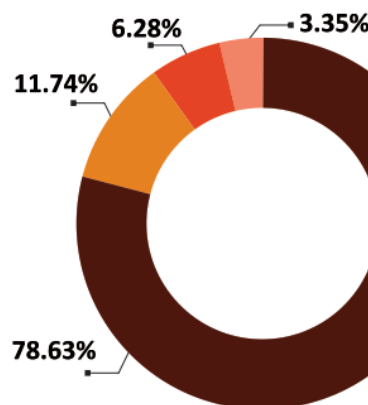
Results

Most dermatologists (77.58%) found combination therapy more effective than Ketoconazole alone for moderate to severe Seborrheic Dermatitis.



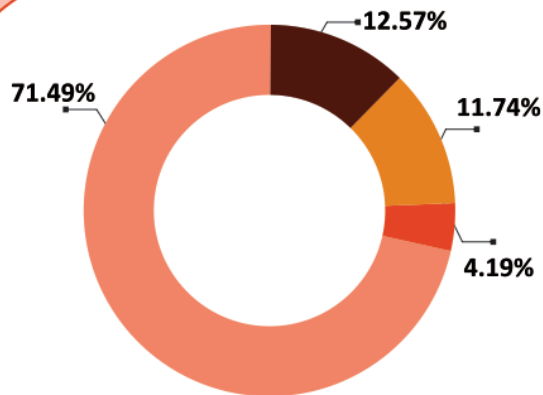
■ Less effective
■ More effective
■ Equally effective
■ Not sure

Majority of dermatologists (78.63%) reported that 2% Salicylic Acid enhances Ketoconazole efficacy by improving skin penetration, offering broader action, prolonged contact, and reduced resistance.



■ Enhances penetration of Ketoconazole by removing scale
■ Prolongs the contact time of Ketoconazole
■ Extends the antifungal spectrum of Ketoconazole
■ Reduces drug resistance to Ketoconazole

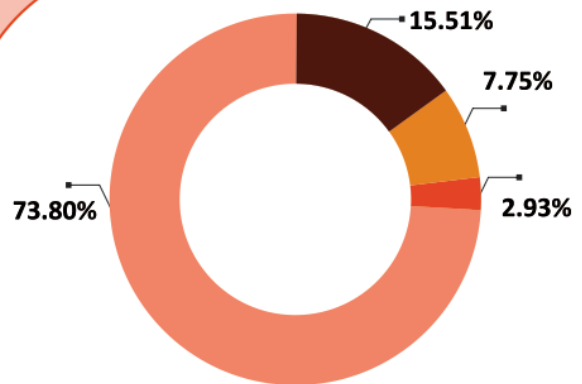
Over 71.49% of dermatologists find the combination beneficial due to its potent keratolytic, antifungal, anti-inflammatory, and scalp-protective effects.



■ Enhanced Keratolytic action
■ Improved scalp barrier protection

■ Broader antifungal and anti-inflammatory effects
■ All of the above

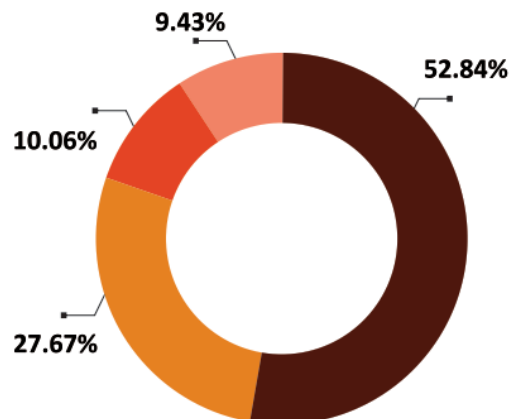
Majority of dermatologists (73.8%) rated 2% Salicylic Acid superior for its deep exfoliation, effective cleansing, and sebum control benefits.



■ Excellent
■ Moderate

■ Good
■ Poor

Most dermatologists (52.84%) identify the triple-action formula (Salicylic Acid + Ketoconazole + Ichthyol Pale) as the shampoo's key market differentiator.



■ Triple-action formulation (Salicylic Acid + Ketoconazole + Ichthyol Pale)

■ Better scale removal with less irritation

■ Higher concentration of active ingredients

■ Lower recurrence rates

Conclusion

Dermatologists prefer the triple-action combination of 2% Salicylic Acid, Ketoconazole, and Ichthyol Pale over single agents for moderate to severe seborrheic dermatitis, citing superior penetration, synergistic action, and comprehensive benefits in exfoliation, cleansing, and sebum regulation.

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.



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