

# Seborrheic Dermatitis: Understanding Patient Needs

## SIGNIFICANT PATIENT NEED

Despite the fact that **10 million people in the U.S.** suffer from seborrheic dermatitis — a common, chronic inflammatory skin disease — there have not been substantial topical treatment advances in over **20 years**. Current topical treatments frequently fall short of patient expectations.

## CURRENT TREATMENT LIMITATIONS



### OTC Medications

- Topical antifungals and anti-inflammatory agents
- Used for patients with mild seborrheic dermatitis
- Play maintenance role across disease severities in conjunction with prescription
- Largely ineffective for long-term control when used alone



### Prescription Antifungals

- Prescription shampoo/foams for scalp and creams/oils/gels for face and body
- Often used as first-line treatment
- Usage usually 2x/week for up to 4 weeks
- Ineffective for long-term control



### Low/High Potency Steroids (Rx Only)

- Low potency topical corticosteroids (TCS) for face/body; high potency TCS for scalp
- No chronic use beyond 2–4 weeks
- Increased risk of cataracts and glaucoma
- Skin atrophy concerns
- Higher potency steroids are used intermittently after first-line treatments fail, but are not suitable for long-term use in this chronic condition

~51%

51% of seborrheic dermatitis patients say they are **dissatisfied with their current treatment**.<sup>1</sup>

## PATIENTS WANT EFFICACY AND SIMPLIFIED TREATMENT ROUTINE

### Reduced Hair Washing

- Low satisfaction with prescription shampoos.
- Many people do not want to wash their hair every day, particularly the African American community.
- Frequent washing can cause dry hair/breakage.

#### Unmet Need:

- Patients desire a way to maintain their preferred hair care routine.



### Address Cosmetic Concerns

- Patients are displeased about the texture of existing topical treatments, which can mess up hair styles and make hair look greasy.
- Many current shampoos and creams have an unpleasant smell.

#### Unmet Need:

- Patients seek a less medicinal treatment option.

### Eliminate Multiple Products

- Currently, no single product works effectively on both scalp and face/body.
- Many patients are using more than 3 products as part of a treatment regimen.

#### Unmet Need:

- A single or reduced number of products would make the treatment routine simpler and more efficient for patients.

## NEW STANDARD OF CARE



Enables meaningful symptomatic improvement, safe for chronic use on all areas



Safer than topical steroids or systemic treatments

Single once-daily treatment option for both scalp and face/body



Simplifies treatment regimen by replacing multiple treatments with one, potentially enhancing patient adherence

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