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**Selsun Blue Dandruff Shampoo** features a new bottle that's easier to grasp and open.



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**Little Remedies' Cradle Cap Lotion** uses natural products and contains no dyes, parabens, or steroids.



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**Licefreee Everyday! Shampoo** can be used by all family members at the first sign of lice.

## OTC

# Self-care confidential

DANA K. CASSELL

**F**rom dandruff on the scalp to lice in the hair, from hemorrhoids to feminine hygiene, from laxatives to incontinence aids, certain products may not be discussed in polite conversation, but they'll come up at the local drugstore when patients come in looking for relief. Here are some of the products that can now become part of the conversation.

### Head and scalp

**From Chattem: Selsun Blue's Deep Cleansing Micro-Bead Scrub.** Salicylic acid 3% aids in cell shedding, thereby reducing flakes associated with dandruff. Microbead scrubbing action also assists in keeping flakes under control.

**From Garnier Fructis: Anti-Dandruff Intense Cleanse and Anti-Dandruff Clear Control.** Intense Cleanse uses purifying microbeads to deep-cleanse hair and scalp. The Clear Control formula helps eliminate recurrence of scalp itching and flaking. Other formulations include **Clean & Fresh** (invigorates hair and scalp), **Clean & Fresh 2-in-1** (adds conditioning), and **Dry Scalp** (moisturizes, relieves scalp itch). All use natural extracts to

cleanse and B vitamins to strengthen hair.

**From Ultimark: Denorex Complete Dandruff Treatment System.** This daily-use anti-dandruff plan rotates 3 products: **Therapeutic 2-in-1, Medicated with Zincon**, and **Extra Strength 2-in-1**.

**From Prestige Brands' Little Remedies: Cradle Cap Lotion** treats a harmless form of seborrheic dermatitis that appears over an infant's scalp. Colloidal oatmeal exfoliates; astringent rosemary refreshes; and a combination of aloe vera and natural butters moisturizes the scalp. No dyes, parabens, or steroids are used.

### Creepy crawlies

**From Bayer HealthCare: RIDvantage Lice comb** has patented diamond tines designed to scrape away lice and their eggs. **RID Home Lice, Bed Bug & Dust Mite Spray** (formerly RID Home Lice Control Spray) can be used on mattresses, baseboards, and moldings to help eliminate bedbugs. The active ingredient that can kill lice and their eggs is now indicated to kill bed bugs and dust mites.

**From Tec Labs: Licefreee Everyday! Shampoo.** This conditioning sham-

poo can be used after head-lice treatment to prevent a recurrence. Family members can use it as a precautionary measure. Safe for everyday use, it has a pleasant smell.

**From Health Enterprises: New "green" packaging highlights the all-natural, chemical-free Lice Cure**, a lice- and egg-removal system that works in 15 minutes. Tea tree and other essential oils loosen the glue-like bond between nits (lice eggs) and hair shafts, lubricating hair for better combing and effective removal.

**Rx heads up: ParaPRO** has launched **Natroba Topical Suspension 0.9%**, which does not require nit-combing. FDA approved Natroba in January as an Rx medication for the treatment of head-lice infestations in patients 4 and older.

### Urinary incontinence

**From Procter & Gamble: Always Odor-Lock.** New technology neutralizes odors and releases a light fresh scent when liner is moistened.

**From Kimberly-Clark: Poise Hourglass Shape Pads** offer a curved shape to improve fit while innovative stand-up "leak shields" help prevent leaks and bunching.

PHOTOS COURTESY OF CHATTEM/PRESTIGE BRANDS/TEC LABS

**From Perfecta Products:** Zim's **Matura-Care Linen Fresh Underpads**. Dry to the touch, the pads have poly backing to prevent leaks and are intended to protect bedding and chairs. The underpads join **Zim's Adult Incontinence Odor Spray** and **Poise Hourglass Shape Pads**, introduced this past winter.

### Feminine Hygiene

**From Procter & Gamble:** **Tampax Pearl** and **Tampax Compak Pearl Duopacks** feature Regular and Super absorbency tampons in 1 package. Tampax Pearl tampons have a LeakGuard braid, FormFit protection, and CleanGuard, an extra layer of protection around the tampon core. Compak Pearl has a 40% smaller plastic applicator and a Leakguard Skirt for backup protection.

**From Evofem:** The newly launched **Softcup Reusable** will be available in a 2-pack. One Softcup Reusable can be used, rinsed, reused, and disposed of at the end of the cycle. Product can be worn up to 12 hours. Available for more than 10 years, Softcup is made entirely of hypoallergenic, nontoxic, latex-free, non-irritating material, and has never had a reported incidence of Toxic Shock Syndrome. The new reusable product can be ordered from [www.softcup.com](http://www.softcup.com); it should become available in retail stores in early 2012.

### Hemorrhoids

**From Preparation H:** Three **Totables** — discreet small packages for greater convenience away from home. **Pain Relief Cream**, **Burning Relief Gel**, and **Irritation Relief Wipes** are all formulated with aloe to relieve irritation, cleanse, cool, and soothe.

**From Health Enterprises:** **Acu-Life Finger Protectors** can be used to insert suppositories and apply hemorrhoid cream. The protectors also protect blisters, stitches, burns, and cuts while preventing infection. Each pack contains 40 cots in assorted sizes. Also from Acu-Life, the **Inflatable Ring Cushion** helps provide comfort and support to seated hemorrhoid sufferers.

### Laxatives

**From Purdue Products:** New environmentally responsible and consumer-friendly packaging for its laxative line, including **Senokot Laxatives Comfort Promise**; **Senokot-S Tablets**, a laxative plus stool softener for those who experience occasional constipation that may be caused by certain medications; and **Senokot To Go**, a convenient, easy-to-carry 4-pack.

### Motion sickness

**From Sato Pharmaceutical:** **Zentrip** fast-acting strips. A citrus-flavored medicated strip placed on the tongue an hour before travel works within 15 seconds to prevent and ease motion sickness. The main ingredient, medizine hydrochloride, is an antiemetic that works by blocking a chemical messenger in the brain, helping to reduce or prevent dizziness, vomiting, and other sensations associated with motion sickness. Product should be taken only by those over 12 years of age. **DT**

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