

**This is a message to sell shampoo to bald people, not *balding* people.**

Just because you don't have hair doesn't mean you don't need shampoo. Next to the skin on your face, the skin on your scalp takes the worst physical beating. It needs some special care to prevent it from becoming so dry that it looks like you're wearing a cap of white, flaky scales. And the special care required is more than washing your scalp with any old soap or shampoo.

Regular shampoo uses some harsh cleansers that you probably would never use on your face. Shampoo for hair needs these harsh cleansers to get rid of dirt and styling product build-up on hair. But if you don't have hair, these harsh cleansers are eating away at the moisture in your scalp skin leaving it sore and tight.

Most bar soaps are also known for drying skin. Have you ever tried body soap on your face? Try smiling after that and you'll feel like your face is about to crack. *And* the skin under your eyes will feel really tight. Do you really want to do this to your scalp?

Consider using [Shampoo Name] since it's specially formulated to treat scalp skin. It'll give your scalp a good cleaning to prevent the build up of dead skin cells, will neutralize the PH balance of your skin, and keep your scalp moisturized and itch-free.