

FRESH

SUMMER EDITION - JULY 2018

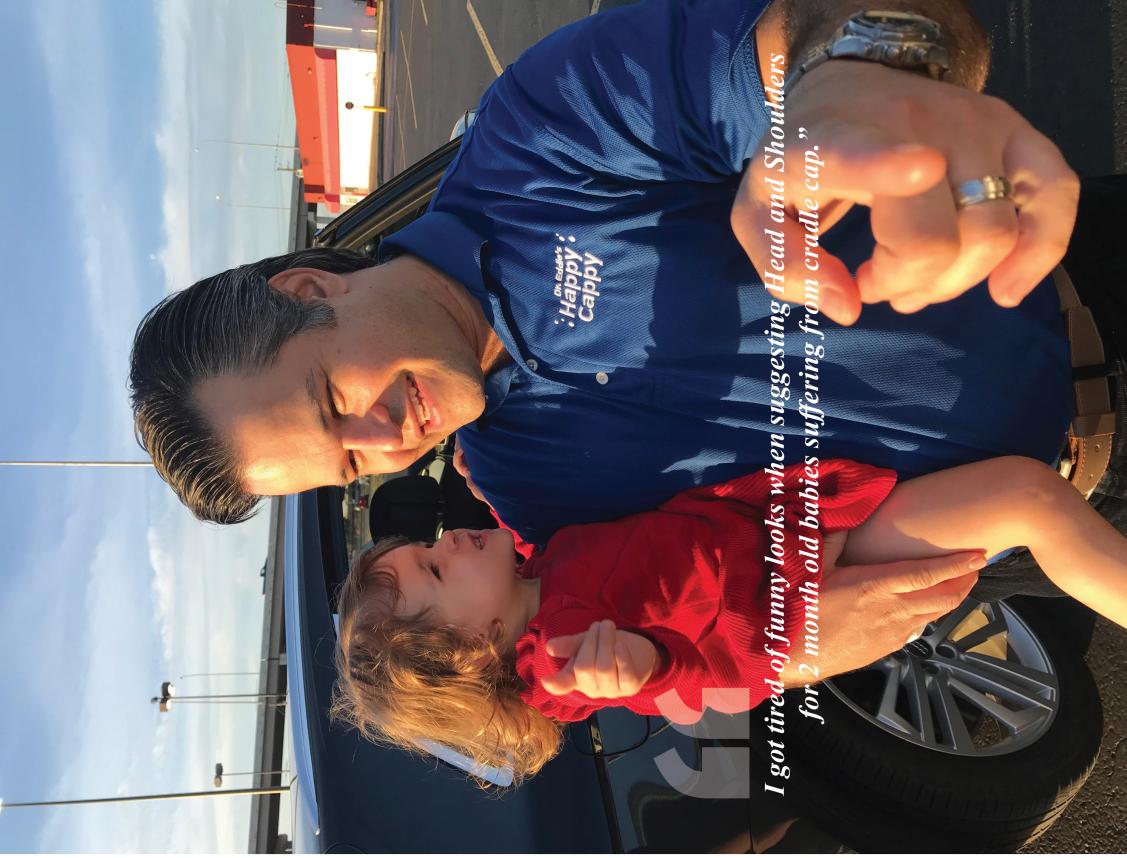
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FRESH MAGAZINE - 15

BABY CARE

Dr. Eddie's HAPPY CAPPY

Hey Dr. Eddie, thanks for sharing your time with us. As a pediatrician, what is one of your proudest accomplishments?

Tough intro question! Most recently, I have been very proud that two of my younger brothers have wanted to come to work with me to see what I do at the office. One brother just finished his first year in college and the other who spent a month in our office, just graduated medical school and has chosen to be a pediatrician as well! Many things went into his decision making equation on what he wanted to do with his life, but somewhere in his calculus, I may have had some influence... That is pretty cool.

When did you first know you wanted to be a pediatrician?

My mom is a nurse and my dad practices family medicine. I spent my elementary years in my dad's office throwing away expired samples and ray charts. As a teenager I cleaned my dad's x-ray developer and in college I started shadowing my dad seeing patients. I learned basic principles of taking care of patients from seeing him directly and listened for years at the dinner table while my mom talked about the ups and downs of life in the hospital. The seed was planted. During medical school one does rotations in all the major medical centers of medicine - surgery, ob/gyn, psychiatry... I liked many different professions, but I observed that my pediatricians and life goals aligned most with the pediatricians that I worked with.

You have to work not only with babies but also with their parents. How hard is it?

Good question... parents want the best for their children, and 95% of the parents that I see will do exactly as they are told to make their child well. This includes the parents putting themselves in unpleasant situations like giving medicines that taste bad, giving a medicine every 4 hours, or driving hours out of their way to see a specialist of eyes. At this point in my career I know that the verbal pagentry from an over-worried parent comes from a good place, so it doesn't really bother me too much.

How did you come up with the idea to create Happy Cappy Shampoo?

The short answer: In 2014 I got tired of funny looks when suggesting Head and Shoulders for 2 month old babies suffering from cradle cap. The long answer: I grew tired of parental skepticism when I would follow the recommendation of my trade which is to use an adult dandruff shampoo like Head and Shoulders or Selsun Blue for infants with seborrheic dermatitis. Many people refer to seborrheic dermatitis as "cradle cap." Parents are not keen on using an adult product on their baby. Seborrheic dermatitis is the scaling on a 3 month olds scalp, the flakes on their eyebrows, and the redness and moisture under the neck folds, behind the ears, in the armpits, and in the groin. About 1 in 3 infants are affected. The same percentage, about 33%, of children continue to be affected until 5 years of age. Adult anti-dandruff shampoos were suggested due to the lack of an OTC shampoo specifically designed for children of all ages. These shampoos work to address the issue, but they were designed for the skin of an adult and many times have strong fragrances or alcohol or dyes that are not suited to dry, irritated skin. I wanted a medicated shampoo that would take care of the scaling, flaking and redness of the skin made from the ground up with the sensitive skin of a child in mind. As a Pediatrician weary of using scented products on delicate skin, I developed Dr. Eddie's Happy Cappy Medicated Shampoo. The shampoo launched a short years later in January of 2018. Happy Cappy is the first OTC (Over The Counter) shampoo and body wash made specifically for children of all ages with an FDA approved active ingredient, pyrithione zinc, which has been proven safe and effective for many decades for relief of dandruff and seborrheic dermatitis. Happy Cappy's gentle, fragrance free, dermatologist tested formula eliminates flaking while still leaving the skin and hair soft and smooth. Happy Cappy is dye free, alcohol free, paraben free and contains the natural ingredient Licorice Root Extract to help soothe redness behind ears, under armpits, and in neck folds.



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"Amazon.com is the best place to purchase Happy Cappy's products. The Daily Shampoo & Body Wash should be available in the next few weeks."

Will you be expanding your product line in the future?

Yes! We are very excited to launch Happy Cappy Daily Shampoo & Body Wash. This is a moisturizing cleanser meant for people with sensitive skin. An example would be for kids with eczema or other dry skin conditions like keratosis pilaris (KP). KP is the extremely common condition that causes little flesh colored bumps on the backs of children and adults arms. Of course this product is also perfect for kids with normal skin. This high end daily cleanser has a luxurious lather and replenishes moisture by also incorporating Licorice Root Extract, Oatmeal Extract, Aloe Vera, and Hyaluronate. The daily shampoo is also of course fragrance free, dye free, alcohol free, paraben free, and sulfate free in a BPA free bottle.

What is the main difference between the daily shampoo / body wash and the medicated one?

The medicated OTC shampoo actually has an active ingredient, pyrithione zinc, that the FDA recognizes as an ingredient that when used at a

specific percentage will eliminate and prevent the recurrence of the symptoms associated with seborrheic dermatitis and dandruff. So, continued use of Happy Cappy's Medicated Shampoo at least twice a week will help prevent the recurrence of redness, flaking and scale. On the days families are not using the Medicated Shampoo we wanted to have a trusted brand available for daily use. Shampoo for kids has traditionally had smell and vibrant colors which are terrible for kids, or adults for that matter, with sensitive skin conditions like eczema. The options for sensitive skin are few and far between, the ingredients we incorporated in our Daily Shampoo & Body Wash just added us to the pantheon of truly great shampoos.

What do you feel is the most toxic ingredient used in common baby products today? What is the danger?

I am not a big fan of baby powders. Talc has been in the news recently as something that may cause ovarian cancer in adults. The jury is still out with that one. The reason I am not a big fan of baby powder is the puff of chemicals

that are blown into the air as the powder is directed to the groin area. I doubt it is good for baby and caregiver to repeatedly inhale those ingredients.

Final question: Besides working and creating products, what else do you like to do in your "off time"?

I love eating. Luckily here in Houston, where we reside, great cuisines from different countries abound! When not stuffing my face, when I get home from work I play with my two and a half year old daughter who currently loves "pool days" and will snap and go bonkers if she doesn't get what she wants. I spend a lot of time gardening on the weekends. When we can, I love traveling abroad with my wife, Windy, or visiting friends all over the country. Our last big trip was to London, we are actually heading to Miami next month - super excited!

Website: happyappyshampoo.com