Claims Defining the Invention are as Follows:

1. Use of luteolin or glycoside derivatives thereof in the manufacture of a medicament for treating or preventing dandruff, sensitive scalp, irritated scalp, atopic dermatitis or seborrheic dermatitis, wherein the luteolin or glycoside derivatives thereof are present in an amount of from 0.001% to 0.02 % by weight of the medicament, and wherein the treating or preventing results in scalp microbiome balancing, wherein the microbiome balancing selectively eliminates, kills or reduces harm-causing microbes existing on the scalp while keeping beneficial microbes at substantially the same level or having minimal or less effect on the beneficial microbes.

2. The use of claim 1, wherein the medicament is formulated as a shampoo, conditioner, cream, ointment, hair tonic, or other topical scalp or hair treatment.

3. The use of either one of claims 1 or 2, where in the medicament further comprises one or more ingredients selected from preservatives, emollients, humectants, rheological modifiers, surfactants, foaming agents, natural extracts, essential oils, scalp soothing agents, and scalp healing agents.

4. The use of claim 1, wherein the microbiome balancing promotes scalp malodour reduction.

5. The use of any one of claims 1 to 4, wherein the subject uses a headdress or head covering.

6. The use of claim 5, wherein the headdress or head covering is a hijab, wig, burka or keffiyeh.

7. The use of any one of claims 1 to 6, wherein the subject resides in a hot and/or humid climate.

8. The use of claim 7, wherein the hot and/or humid climate is a tropical climate.

9. The use of any one of claims 1 to 8, wherein the medicament comprises between 0.001% to 0.016% by weight of luteolin or glycoside derivatives thereof.

10. The use of claim 4, wherein the malodour is caused by odour producing bacteria.

11. The use of claim 10, wherein the odour producing bacteria are selected from one or more of *S.epidermidis*, *M. lutues* and *C. rigeilli*.

12. The use of claim 11, wherein the odour producing bacteria are *S.epidermidis*.

13. The use of any one of claims 1 to 12, wherein the microbiome balancing promotes the growth of *Delftia* species.

14. The use of claim 13, wherein the *Delftia* is selected from *D. tsuruhatensis*, *Delftia acidovarans, Delftia lacustris* and *Delftia litopenaei*.

15. The use of claim 14, wherein the *Delftia* is *D. tsuruhatensis*.