Claims Defining the Invention are as Follows:

1. A topical composition comprising luteolin or glycoside derivatives thereof, wherein the luteolin or glycoside derivatives thereof is present in an amount of from 0.0001% to 0.02% by weight of the composition.

2. The topical composition of claim 1 which is formulated as a shampoo, conditioner, cream, ointment or other topical scalp or hair treatment.

3. The topical composition of either one of claims 1 or 2 further comprising 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 topical composition of any one of claims 1 to 3 wherein the composition is formulated as a shampoo, conditioner or hair tonic.

5. A composition comprising luteolin or glycoside derivatives thereof in an amount of from 0.0001% to 0.02% by weight of the composition, for use in treating or preventing dandruff, sensitive scalp, irritated scalp, atopic dermatitis or seborrheic dermatitis in a subject, wherein the luteolin or glycoside derivatives thereof promote 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.

6. Use of luteolin or glycoside derivatives thereof in the manufacture of a medicament for in 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 0.0001% 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.

7. A cosmetic method of scalp malodour reduction or treating or preventing hair loss or hair thinning, said method comprising promoting microbiome balancing by applying to the scalp of a subject a composition comprising luteolin or glycoside derivatives thereof in an amount of from 0.0001% to 0.02 % by weight of the composition; 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.

8. The cosmetic method of claim 7, wherein the microbiome balancing promotes scalp malodour reduction.

9. The composition, use or cosmetic method of any one of claims 5 to 8, wherein the subject uses a headdress or head covering.

10. The composition, use or cosmetic method of claim 9, wherein the headdress or head covering is a hijab, wig, burka or keffiyeh.

11. The composition, use or cosmetic method of any one of claims 5 to 10, wherein the subject resides in a hot and/or humid climate.

12. The composition, use or cosmetic method of claim 11, wherein the hot and/or humid climate is a tropical climate.

13. The composition, use or cosmetic method of any one of claims 5 to 12, wherein the composition comprises between 0.001% to 0.016% by weight of luteolin or glycoside derivatives thereof.

14. The cosmetic method of claim 8 wherein the malodour is caused by odour producing bacteria.

15. The cosmetic method of claim 14 wherein the odour producing bacteria are selected from one or more of *S.epidermidis*, *M. lutues* and *C. rigeilli*.

16. The cosmetic method of claim 15 wherein the odour producing bacteria are *S.epidermidis*.

17. The composition, use or cosmetic method of any one of claims 5 to 16 wherein the microbiome balancing promotes the growth of *Delftia* species.

18. The composition, use or cosmetic method of claim 17 wherein the *Delftia* is selected from *D. tsuruhatensis*, *Delftia acidovarans*, *Delftia lacustris* and *Delftia litopenaei*.

19. The composition, use or cosmetic method of claim 18 wherein the *Delftia* is *D. tsuruhatensis*.