

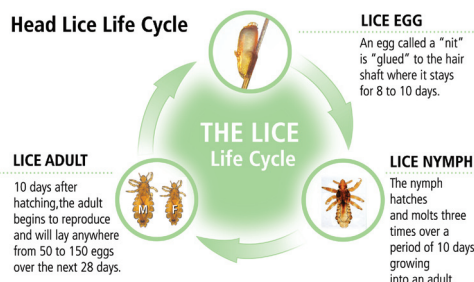
Head Lice: Know the Facts

They're itchy and annoying, and you may find yourself going head-to-head with these bothersome insects during the elementary school years. The professionals at LiceMD, together with curriculum specialists Young Minds Inspired, have teamed up to provide this handy head lice reference to help you understand how children get head lice and how to treat them.

The Basics:

- Head lice are parasitic insects that live solely on the scalp hair of human beings, usually on children 10 and under.
- Like all insects, head lice develop in stages from egg (nit) to nymph (smaller version of an adult) to louse (fully grown).
- Head lice can reproduce rapidly and should be treated immediately with special treatment products such as **LiceMD** that can be purchased at your local drugstore.

Head Lice Life Cycle



What To Do:

Step 1 - INSPECT

Carefully inspect the child's head. Have the child sit in a chair under good light from a window or lamp. Part the hair in many places with fingers or a standard comb so that you can see the base of the hairs as you inspect for nits and lice. A magnifying lens is also helpful.

STEP 2 - IDENTIFY

Remember that not all insects found on the hair are head lice. If a moving insect is found, it should be captured and affixed by clear tape to a sheet of white paper for later examination and identification.

Use the pictures below to help identify lice.



Nits

- colorless, or with white or tan tints
- about the size of a poppy seed
- located close to the scalp



Louse

- darker in color than nits
- about the size of a sesame seed
- can be found crawling anywhere within the hair

STEP 3 - TREAT

LiceMD offers two head lice treatment products. Both guarantee fast, easy, and effective lice elimination. Both products eliminate lice in 10 minutes.

LiceMD® Complete Kit comes with everything you need to kill lice and eliminate 100% of their eggs. It comes with a pediculicide treatment gel

containing pyrethrins that kills lice within 10 minutes. It also includes a comb for the mechanical removal of head lice and lice eggs.



LiceMD® Pesticide Free offers an alternative to pesticide lice treatments. It is a non-pesticidal, non-medicated product containing a gel that lubricates the hair and a comb to facilitate removal of nits and lice. It is fragrance free, clear, and non-irritating to the skin.



Head Lice Myths

Myth: Head lice fly and jump from head to head.

Fact: Nymphs and adult lice cannot jump. They also cannot fly as they do not have wings. Nits cannot move at all and are not transmissible.

Myth: Kids get lice from sharing a comb or brush at school.

Fact: Lice are almost always spread through direct head-to-head contact from someone who has lice. This includes contact such as sharing a bed or playing together. Louse eggs (nits) cannot move and are not transmissible. Head lice are rarely transferred or transmitted on a shared comb, brush,

hat, headphone, helmet, jacket, coat hook, or in cubbies or storage lockers. Head lice do not live on pets.

Myth: Only children who do not bathe regularly or live in unclean homes get head lice.

Fact: Anyone can get head lice, no matter how clean their hair or home.

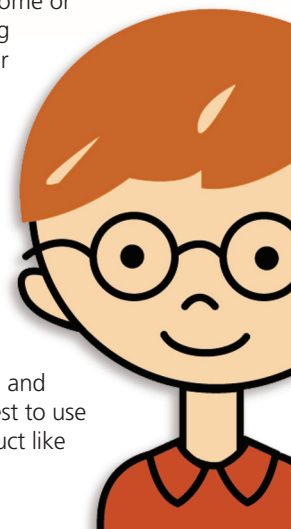
Myth: Head lice can live for days on end.

Fact: Head lice live for about three weeks. Head lice that fall off a person quickly starve and usually die within a few hours, so head lice that fall on a desk, floor, or coat at school will not be alive the next day. Clothing, stuffed animals, theater seats, and other items are not threats to spread

head lice. Cleaning the home or bagging toys and clothing won't help you prevent or get rid of head lice.

Myth: I can treat head lice with a home remedy.

Fact: Home remedies ranging from mayonnaise to kerosene to house and garden pesticides can be ineffective, dangerous, and potentially harmful. It's best to use an over-the-counter product like LiceMD Complete Kit or Pesticide Free.



For information on how to prevent, check for, and treat head lice, go to www.LiceMD.com