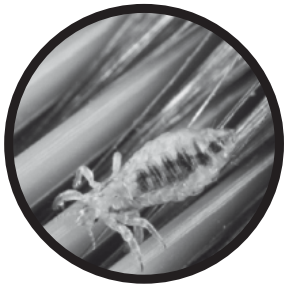


SOME SCHOOL VISITORS AREN'T WELCOME

HEAD LICE: They're the words no parent wants to hear. Every year, as many as 12 million children are affected by these small pests. They attach to hair and feed on blood from the scalp, which causes itchiness. The good news is that lice are not harmful, but they're inconvenient and highly contagious. To treat and prevent lice, it helps to know more about them. Due to a lack of awareness, a child can be treated but unintentionally re-infested numerous times, much to their discomfort and to the frustration of their parents. But armed with the correct information, lice can be effectively treated and eliminated using the proper medication and following a few simple rules.



FIRST: If a valid case of lice is detected, whether by the school nurse, teacher, or at home, the course of treatment must be immediate. School nurses or pharmacists can recommend proven treatments such as Nix®. Nix continues to be the number one pharmacist recommended OTC product for head lice. Nix, once available only by prescription, contains the proven ingredient permethrin and is available over the counter at local stores.

SECOND: Avoid an increased chance of an infestation through constant examination of children's hair by parents, teachers and school nurses. Know that lice only spread through contact. Combs, brushes, hats, scarves, hair clasps, even though they look clean, can be unsuspecting carriers of lice. Additionally, lice can hide on pillows, upholstery, car headrests, etc. waiting for the next person to make contact.

THIRD: To protect other members of the family, every item that has come in contact with the child and the child's head must be cleaned, thoroughly. Visit nixlice.com to download a Lice Free Home checklist, which can be found in the downloadable brochure.



For more information about each product, the proper and most effective way to remove nits, and answers to your most frequently asked questions, go online to www.nixlice.com.