

From the Publishers of Parents Magazine

HEADS UP!

THE FACTS OF LICE

→ HOW TO DETECT,
ELIMINATE, AND
PREVENT LICE

Special Report

**SUPER
LICE!**

BROUGHT TO YOU BY

Nix



Coupons Inside!

SUPER LICE!

WHAT YOU NEED TO KNOW

OF THE 12 MILLION KIDS WHO GET LICE EVERY YEAR, MANY MAY HAVE SUPER LICE. HERE ARE MUST-KNOW FACTS ABOUT THIS GROWING PEST:

➔ Super lice are **lice that have become resistant** to the pesticides used in standard over-the-counter treatments.

➔ There is **no way to tell the difference** between super lice and regular lice just by looking at them.

➔ Super lice **continue to increase in the U.S.** and have spread to at least 48 states.

➔ The right treatment can eliminate super lice. **NIX® ULTRA** is a new over-the-counter product that is specifically **designed to kill both super lice and regular lice, including eggs.**

LICE ARE NOT HARMFUL, but they're inconvenient and highly contagious.



YIKES!

DOES MY CHILD HAVE LICE?

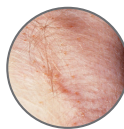
THERE ARE SOME TELLTALE SIGNS THAT YOUR CHILD HAS LICE. THE MOST COMMON IS ITCHING, WHICH IS THE BODY'S REACTION TO THE BITES FROM LICE. OTHER THINGS TO LOOK FOR:



← **Lice are tiny—about the size of a sesame seed.** They can be tan, brown, or gray. Using bright light and a magnifying glass, check your child's scalp, behind the ears, and around the nape of the neck.



← **Lice eggs (called nits) are easier to see than lice** because they're stationary and appear in larger numbers. Look for tiny, white, oval-sized eggs attached to hair near the scalp. They may look like dandruff, but unlike dandruff, nits can't be removed by shaking, brushing, or washing.



← **Small red bumps may result from scratching.** There may be scabs, blood spots, or red marks on the scalp, behind the ears, or on the back of the neck.

CHIN UP!
Lice actually prefer clean hair, so they don't signal poor hygiene.

NOW WHAT?

HOW TO LOSE THE LICE

ELIMINATING LICE IS ACTUALLY PRETTY EASY. IT JUST TAKES A LITTLE TIME, PATIENCE, AND THESE THREE STEPS:

Step 1

→ **Use NIX® ULTRA.** Follow directions for applying and rinsing **NIX® ULTRA** solution carefully. Proper use of the product is the first step to remove super lice and regular lice from your child's hair.

Step 2

→ **Use NIX Professional Lice Removal Comb (part of the NIX® ULTRA kit) to remove nits.** Part wet hair into sections and work one section at a time. Pin hair back after you comb out the nits so you know which sections are done. Clean the comb as you go by wiping the nits off with a tissue and throwing the tissue in a sealed plastic bag. Soak nit comb in hot water (above 130° F) before reuse. **Check hair after 7 days. Repeat steps 1 to 3 if necessary.**

SEE
NEXT
PAGE FOR
STEP 3

NIX® THE LICE!

NIX® ULTRA SUPER LICE SOLUTION is now available in a better-than-ever kit for treating heads and homes in **3 easy steps:** 1) Apply 2) Remove 3) Control.



Step 3

➔ Clean your home and your child's personal items.

This cuts down on her chances of catching lice again, and it protects other family members.

➔ **Vacuum** furniture, rugs, car seats, and throw pillows to remove lice or hair that's fallen from your child's head. Use **NIX® Control Spray** for hard-to-clean surfaces such as furniture and mattresses.

➔ **Soak** combs, brushes, clips, and headbands in hot water (above 130 °F) for 10 minutes.

➔ **Wash** personal items such as hats, clothes, and bed linens in hot water (above 130 °F). After washing, dry them in the dryer's hot cycle for at least 20 minutes.

➔ **Dry clean** items that can't be washed (blankets, stuffed animals) or seal in a plastic bag for 2 weeks.

BUY AHEAD!

Get **NIX® ULTRA** now, so you're prepared before the next outbreak.

HEAD TO NIXLICE.COM FOR MORE!



LICE INFO

How-to's for detecting and eliminating lice, plus an easy-to-follow video.



PRODUCT INFO

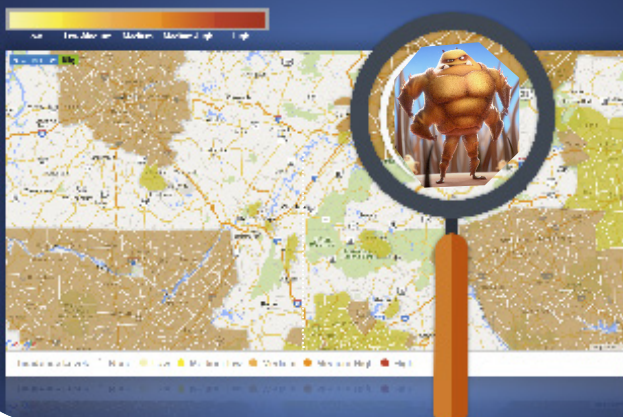
Everything you need to kill and remove regular and super lice. Check our store locator to find NIX® products at a store near you.



SPECIAL OFFERS

Coupons for NIX® products and more.

Lice Invading: FIND OUT WHERE



EXCITING NEWS!

NIX has developed the first and only nationwide lice tracker. Stay one step ahead by using the interactive **NIX® Lice Tracker** to check for and report outbreaks in your area:

NixLice.com/Lice-Tracker