



## **A new safe, effective weapon in the war against head lice used as an alternative lice treatment to chemical pesticides**

A complete line of products which have been the top selling **non-toxic treatments against head lice** in the United States for more than 10 years, and which are gaining a strong presence in the European and South American markets.

Reports of head lice at school frequently cause fear and confusion amongst parents, and concerns are raised about exposing children to the powerful pesticides commonly used to kill head lice, and lately, medical experts have begun to worry that head lice are developing resistance to these pesticides.

### **Product range**

#### **An electronic head lice detector & remover**

- As the comb slides through DRY hair, it makes a soft humming sound until it encounters a louse. At that time, the sound stops and a small electrical charge passes from one of the comb's teeth through the louse and instantly killing the louse. Using the small brush included in the package, the user removes the dead louse from the comb's teeth and resumes combing. The comb can be stored and used repeatedly by the entire family
- As the #1 available lice repellent in the world, this comb has become THE BEST tool in lice prevention. It is an important innovation in the process of detecting the presence of head lice and their elimination
- Designed especially with kids in mind
- The blunt (rounded) edges provide extra comfort and prevent abrasions of the scalp
- Teeth are made of a Heavy Duty AISI 302 Stainless Steel
- Comfort grip handle ABS Styrene Polymer handle is Boilable
- Contains no cavities for guaranteed hygienic cleaning

#### **A head lice repellent spray**

- A safe product for all those who want to **AVOID** getting infested with Lice or prevent re-infesting



- This Repellent Spray provides a strong repellent effect to help guard against lice infestation for up to 24 hours per application
- Extensive clinical tests prove that children treated daily with Head Lice Repellent Spray remain lice free even in a Lice infested environment
- For children already infested, this Spray can help end infestations faster and prevent re-occurring infestations

### **An egg remover shampoo**

- An effective product for use in the removal of lice eggs (nits)
- Nit removal is a difficult process and often painful as well. Because nits hatch up to 10 days after being laid, their continued presence in the hair can lead to an ongoing infestation, even after treatment with a lice killing shampoo. Lice attach nits to hair with a very strong “glue”, requiring use of a fine-toothed nit comb to strip the nits off the hair
- In a clinical trial, this Egg Remover / Loosener removed 85% of the nits after 5 minutes of combing with a fine-toothed comb compared to only 25% when not used. It also helps hair to recover its original bounce which can be lost after treatment with a lice-killing shampoo
- Can be used DAILY as an everyday Shampoo - Triples the number of Nits removed - Pleasant Fragrance
  
- **Private label**
  - All products can be made available for private labels
- **Marketing**
  - Assistance available to the distributor in customizing its marketing program to create a unified graphic look that will fit the market(s) the distributor plans to develop.
- **Side effects**
  - None were observed in the studies, and there have been no adverse events reported during its several years on the market.

All products have a CE mark.

The product line is classified in the EU as cosmetics