

LiceMD[®]

Finally, a Real Alternative to Pesticide Lice Treatments



**Goodbye
Lice.
Goodbye
Pesticides.**

Introducing LiceMD[®]

A **PESTICIDE-FREE** Breakthrough in the Treatment of Head Lice

LiceMD is **EFFECTIVE**

LiceMD is pediatrician-tested and clinically proven to effectively eliminate eggs, lice and nits.¹ In fact, LiceMD uses a synthetic lubricant which makes comb-out smooth and easy, even for long, thick or very curly hair. LiceMD liquid gel allows the comb to glide effortlessly through the hair so you can concentrate on removing the lice and eggs, not struggling to pull the comb through tangled hair.

LiceMD is **SAFE**

Dimethicone, the primary ingredient in LiceMD, is used as a conditioning agent in many top selling shampoos and has a well-known safety profile. LiceMD is a clear liquid gel. It is odorless, non-irritating to the skin and hypoallergenic.

LiceMD is **SIMPLE**

1. Apply LiceMD to dry hair; wait 10 minutes.
2. With LiceMD still in the hair, section and comb hair to remove lice, eggs and nits.
3. Wash hair thoroughly with regular shampoo and warm water.

¹ List of studies on file at Combe Inc.



Consumers Like LiceMD[®]

Consumers who used LiceMD said they liked it because it was easy to use, effective and odorless. In fact:

- **90%** of consumers said lice removal was easy with LiceMD
- **83%** said egg and nit removal was easy with LiceMD
- **80%** said LiceMD was better than other treatments they have used
- **88%** said they would purchase LiceMD again in the future²

² Consumer Home Use Clinical Trial, 2007



Growing Evidence Suggests that Lice are Developing a Resistance to Pesticide Based Formulations.

The Pesticide-Free Advantage

The emergence of insecticidal resistance was found to occur in children who were chronically infested with head lice and treated with permethrin-based products in a study published in the Archives of Pediatrics and Adolescent Medicine.³

Since LiceMD® uses a physical instead of a chemical mode of action, resistance is not a factor. In addition, there is no treatment application limit.

3 Pollack RJ, Kiszewski A, Armstrong P, Hahn C, Wolfe N, Rahman HA, Laserson K, Telford SR III, Spielman A. "Differential Permethrin Susceptibility of Head Lice Sampled in the United States and Borneo." Archives of Pediatrics and Adolescent Medicine. 1999;153:969-973



For More Information:

To learn more about LiceMD®, please visit www.LiceMD.com/healthcareprofessionals and obtain clinical research information, download a patient brochure, school nurse materials, instructional combing video and more.



Compare for Yourself.

	LiceMD	Pesticide Treatments
Eliminates lice in 10 minutes	✓	✓
Pesticide free	✓	✗
Odorless	✓	✗
Reapply as needed	✓	✗
Super conditions hair	✓	✗
No pesticide resistance	✓	✗

Now You Can Recommend LiceMD® to Moms Concerned About Pesticides!

Direct your patients to www.LiceMD.com for more information about lice, as well as details on how to check for lice, how to effectively comb through children's hair and eliminate lice infestations with LiceMD.

Where to Buy

LiceMD is sold over-the-counter at food, drug, mass retail outlets and wherever lice treatments are sold.

Pesticide-Free LiceMD®

- **Effective**
- **Safe**
- **Simple**



www.LiceMD.com

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