



**Tough on lice.
Gentle on kids.**

LiceMD® is a pesticide-free breakthrough!

- LiceMD is an effective, safe and simple treatment, free of dyes, perfumes and harsh chemicals.
- LiceMD is a clear, odorless, hypoallergenic formula.
- LiceMD uses a physical mode of action vs. a chemical one.¹ With this type of lice removal there is no danger of developing pesticide resistance. Lice pesticide resistance does occur in the U.S.²

LiceMD is clinically tested and proven

- LiceMD is pediatrician-tested and clinically proven to eliminate lice, eggs and nits.
- In consumer testing, 95% of consumers needed only one treatment to eliminate lice completely.³
- Consumers who used Lice MD liked the ease of comb out, effectiveness and the odorless formula.⁴

LiceMD is a simple and effective three-step process

- Apply LiceMD to hair and wait 10 minutes.
- While hair and scalp are wet with LiceMD, use the enclosed comb to comb out dead lice, eggs and nits.
- Wash hair thoroughly with your regular shampoo and warm water.

LiceMD makes comb out easier

- LiceMD contains dimethicone, a synthetic lubricant that makes it easy to comb through even the thickest, curliest hair to remove lice, eggs and nits. LiceMD allows the comb to slip easily through the hair like no other product!
- LiceMD conditions hair so it is left soft and silky smooth.

LiceMD is the practical solution for everyone

- A 4 oz. of treatment of LiceMD and patented lice comb are sold for a suggested retail price of \$14.49.
- LiceMD is available over-the-counter at food, drug and mass retail outlets such as Wal-Mart, Rite-Aid and Duane Reade.
- LiceMD is for all hair types and lengths. For short hair use 1-2 oz. of the treatment, for medium length hair use 2-3 oz. and for long hair use about 3-4 oz.
- One bottle will treat a person with medium-length hair twice.

LiceMD will give you peace of mind!

- LiceMD can be used repeatedly as necessary to prevent any further re-infestations.
- Also, because LiceMD is pesticide-free, it is safe for all household members. This is important because more than half of lice-infested children have infested another family member at home.⁵

For more information, visit www.LiceMD.com

1. 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

2. "Treating Head Lice Infestation Fact Sheet." CDC Division of Parasitic Diseases, Aug. 19, 2005. http://www.cdc.gov/ncidod/dpd/parasites/lice/factsht_head_lice_treating.htm

3. Clinical Data on file, Combe Incorporated, 2001.

4. Consumer Home Use Clinical Trial, 2007

5. Potter, Mike. "Management of Head Lice." Department of Entomology, University of Kentucky College of Agriculture. 1997.

<<http://www.emedicinehealth.com/lice/article_em.htm>>