

THE GOLDEN RULES OF HEAD LICE MANAGEMENT

Following the Golden Rules of Head Lice Management can help you take control of head lice in three simple steps.

CHECK

- Check your child's hair once a week
- Use a proper detection comb to trap head lice, it should preferably be white in colour so they can easily be seen
- If you find live lice, consult a pharmacist for treatment advice
- If head lice are spotted, take a careful look at all the family's hair, including your own, and ask close family and friends to check as well

TREAT

- Only treat if live lice are identified
- Use a clinically proven treatment with a 'physical mode of action' to which lice cannot develop resistance
- Leave the treatment on for the recommended time for maximum effect – leaving it on for longer will not make it more effective

COMPLETE

- If the pack instructions specify that a second application is required, repeat the treatment for a second time seven days after the first to kill any lice that may hatch from eggs during that time
- Check that all head lice have gone within 2-3 days of the final application to complete the treatment
- Continue to check for head lice on a regular weekly basis – remember **ONCE A WEEK, TAKE A PEEK**

For more information about managing head lice, visit onceaweektakeapeek.com



MYTHS VS FACTS

How well do you know the enemy? Read below and help dispel some of the myths that still exist about head lice.

MYTH	FACT
"Head lice jump from one head to another."	Head lice can only be passed by direct head to head contact – they cannot 'jump' or 'fly'!
"Lice like to live in clean hair."	The personal hygiene of their host is not a factor when a louse decides where to set up home. They have no preference.
"Head lice can be caught by sharing things like hairbrushes, towels or bedding."	Head lice only survive on heads. Any lice found on hairbrushes, towels etc will be either dead or dying and unable to infest a new host.
"Only children get head lice."	Head lice live just as well on adult heads as on children's so they can be spread easily between people of all ages.
"Schools still check children for head lice so parents don't have to."	There are no more 'nit nurses' in schools. But parents and carers really are the best people to check their family's hair for lice - once a week is ideal and the whole family should be checked, including adults.

HELPING YOU TAKE CONTROL OF HEAD LICE



Have you had trouble with head lice?

If so, we want to hear about your experience. Email Hedrin@thorntonross.com to share your story.



Hedrin® is a registered Trade Mark of Thornton & Ross Ltd.
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For further information about the Hedrin range and for expert advice about managing head lice visit www.hedrin.co.uk

A head lice treatment guide

A HEADS UP ON HEAD LICE

- Head lice are small wingless insects that hold on to the hair, feeding from blood on the head
- They live on, or very close to the scalp and don't wander far along the hair shaft unless stimulated to move to a new head
- They spread through close head-to-head contact and, contrary to common belief, head lice cannot jump!
- Anyone can get head lice, although they are most common amongst children aged 4 to 11 due to the greater levels of physical contact with peers
- Approximately one in ten children in the UK may have head lice at any one time
- The best known symptom of head lice is the itching, which can lead to a loss of concentration and sleep, but this is not necessarily a reliable indicator as many people may not itch when they have head lice



TAKING CONTROL OF HEAD LICE



Head lice are an established part of school life – as children spend so much time playing and learning together, it is very easy for them to spread.

If you are a parent, you probably know what a hassle it can be to treat head lice and just how frustrating is when your child comes home scratching their head yet again. But you have the power to stop lice in their tracks!

By following a few simple steps you can fight back against these bug bullies.

SELECTING THE RIGHT PRODUCT FOR YOU...

The Hedrin range

There are three products in the Hedrin range – each proven to be highly effective at killing head lice, but specially formulated to suit your preference and lifestyle.

All Hedrin branded treatments:

- Are shown to be effective in clinical trials
- Have a physical mode of action to which lice cannot develop resistance
- Do not require laborious combing in order to work
- Are skin-friendly
- Have no unpleasant odours and contain no known asthma triggers
- May be used on babies from six months old

Actual size of head lice in stages of growth



They range in size from a full stop to a sesame seed depending on their age.

Reassurance

Hedrin 4% Lotion

The original Hedrin product



- The only licensed -physically acting treatment in the UK for head lice
- Available without prescription from your local pharmacist
- Requires two overnight applications, seven days apart

Available in lotion and spray

Contains dimeticone. Always read the label.

Speed

Hedrin Once

A fast acting solution that takes only 15 minutes to work



- A thicker, gel formulation which contains Penetrol® to aid the penetration of the louse egg
- Fast acting to shorten treatment time
- Clinically proven to kill head lice and eggs with just one application

Available in spray gel and liquid gel

Convenience

Hedrin Treat & Go

A fuss-free solution great for children that just want to get out and play



- Water-based treatment which rinses out of hair easily, without any greasy residue
- When dry, remains on the child's hair while they play, go to school or sleep
- Requires two applications (eight hours or overnight), seven days apart

Available in lotion, spray and mousse