

# LICE

Do you know the difference between a head louse and a nit? Neither did I!

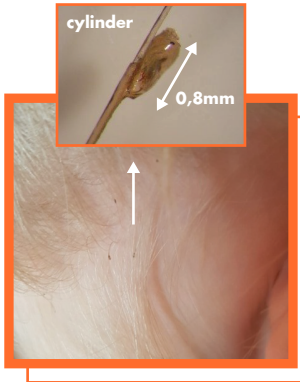
A head louse is a tiny insect. An adult is the size of a sesame seed and dark brown. They feed every 2 or 3 hours on your blood and can lay up to 100 eggs during their adult life cycle of 20 days.

When born, they are so small that they are extremely difficult to see. This is why you must treat twice.



# EGGS

- ♥ An egg is a light brown/tan colour and found attached to the hair shaft.
- ♥ When laying an egg, the louse secretes a liquid glue type substance that hardens on the hair
- ♥ The egg is on a cylinder that is attached around the hair shaft
- ♥ To remove an egg or nit slide the cylinder with the egg down and off the hair
- ♥ The sheath is made from a similar structure to the hair.
- ♥ An egg takes approximately six days to hatch, sometimes up to 9 days.



# FINDING NITS:



- ♥ Quite often, people think nits and head lice are the same things. The fact is a nit is an empty shell left attached to the hair after the baby louse (nymph) has hatched.
- ♥ They are white/cream in colour and can be mistaken for dandruff. However, unlike dandruff, you cannot remove a nit by flicking or rubbing it away from the hair.
- ♥ Nits are often challenging to remove as they are made of a glue-like substance stuck to the hair, again like eggs, they can only be removed by combing. Or by removing one by one by hand.
- ♥ Treatment will kill head lice, and some (like NitNOT) kill eggs.



But none will dissolve or remove the eggs and nits as they are made of a similar protein to human hair, so anything that could dissolve them would also inevitably severely damage hair.

# HOW TO PREVENT HEAD LICE

The truth is it is impossible to stop kids from getting head lice. Kids will always be in close contact with their friends, and head lice will not miss an opportunity to climb on board another host.

Keeping long hair tied back may help, however, if they rub their heads together, these little insects will crawl on board.



# WHAT TO DO?

CHECK ONCE A WEEK DURING HAIR WASHING.

- ♥ Wash and condition their hair, as usual,
- ♥ Brush all tangles out of the hair.
- ♥ Comb from the scalp to the end of the hair
- ♥ Continue till the hair has all been combed
- ♥ Wipe on a tissue or check the comb for lice, nits or eggs.



Full video instructions available on [www.nitnot.com/instructions](http://www.nitnot.com/instructions)

# NitNOT



for **BUSY PARENTS**  
with **LIFE SIZE LICE GUIDE**



None of us wants to have to deal with head lice, but if you have kids, you will inevitably have to at some point.



However, go on the internet, and there is so much conflicting advice. As a parent, I know how busy life can be. So, we at NitNOT have put together this easy to follow guide.



# WHAT, HOW'S and WHY'S



Head lice move quickly, hide from light and have evolved to evade detection perfectly. So, what do you look for when checking for lice?

## HOW TO CHECK FOR HEAD LICE:

### DO:

#### DRY hair,

- ♥ Check behind the ears, the nape of the neck and the crown of the head
- ♥ Look for small white or brown tiny lumps attached to the hair
- ♥ If it's nits or eggs they will not move if you flick or rub them.
- ♥ It is hard to see crawling lice in dry hair

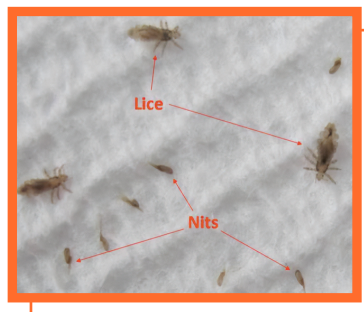
#### WET hair, use our Nit Comb in long sweeping motions,

- ♥ starting from the front of the head,
- ♥ working your way down to the nape of the neck.
- ♥ Comb behind the ears and then the side of the head.
- ♥ Make sure you run the comb down all the hair and off.
- ♥ Wipe the comb onto white tissue and see if you can see insects or eggs
- ♥ Are there small insects about the size of a sesame seed (0.8mm)?



### DON'T:

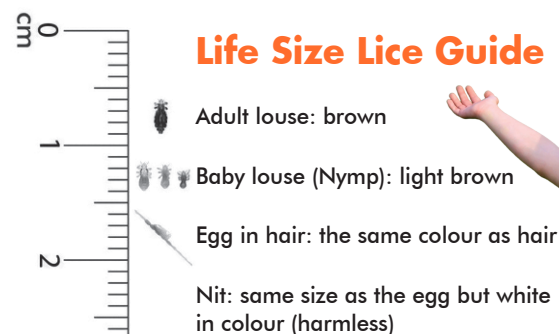
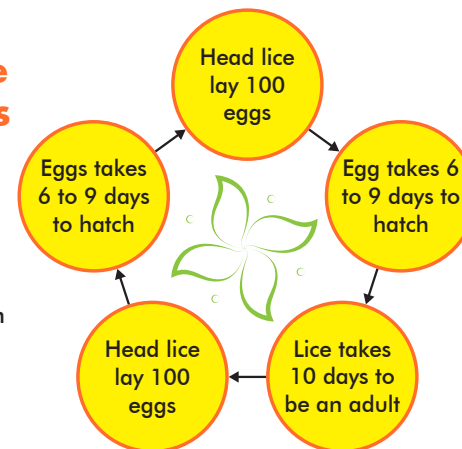
- ♥ Rely on an itchy scalp – Only one in three people get itchy with lice.
- ♥ Think they will go away? It will only get worst!
- ♥ Believe that head lice are down to poor hygiene? They like CLEAN and DIRTY hair.
- ♥ Share hairbrushes.



# HOW TO GET RID OF HEAD LICE:

**The secret is to break the life cycle – but what does that mean?**

1. Head lice only mate once but can lay up to 100 eggs throughout their short lifespan of 20 to 30 days.
2. The egg takes seven to nine days to hatch
3. The nymph (Baby louse) takes ten days to become an adult



For more advice visit [www.NitNOT.com/instructions](http://www.NitNOT.com/instructions)

- ♥ When applying a treatment, it is easy to miss the tiny eggs.
- ♥ The result if not treated twice is often a worse case of head lice.
- ♥ When this happens, (understandably) people may blame other families for not treating their kids. When in fact, it is the same infestation.
- ♥ I recommend you ALWAYS treat twice for peace of mind and a clear head (no pun intended).
- ♥ If it is a heavy infestation, then I always recommend three treatments.
- ♥ Each treatment spaced no less than seven to nine days apart.
- ♥ "I understand the desire for it all to be done in one treatment that takes just a few minutes. But in the long run it is better to nip in the bud and break the life cycle early with two treatments"

## THE COMBING METHOD

Often used with conditioner or oil (neither of these will kill the lice or eggs)

You will need to comb every two to three days for a minimum of three weeks. (With a heavy infestation, it will take longer.)

The other issue with this method is that it gives the lice plenty of time to spread to others, and if the comb you use has wide gaps, you may miss some completely.



## ALTERNATIVE METHODS:

People often suggest essential oils. However, these can cause serious side effects when used directly on human skin. Just because they are natural does not mean they are safe.

In addition, there is no serious clinical evidence that they work. As a parent, I would approach with extreme caution.

## HEAD LICE TREATMENTS:

There are so many products on the market, so why did I bring out my own?

I ran a head lice clinic and tried all the products, but as a parent I wanted

A 100% effective treatment for LICE and EGG

- ♥ NON-FLAMMABLE
- ♥ NO FALSE CLAIMS
- ♥ HYPO-ALLERGENIC
- ♥ ENVIRONMENTALLY FRIENDLY

