

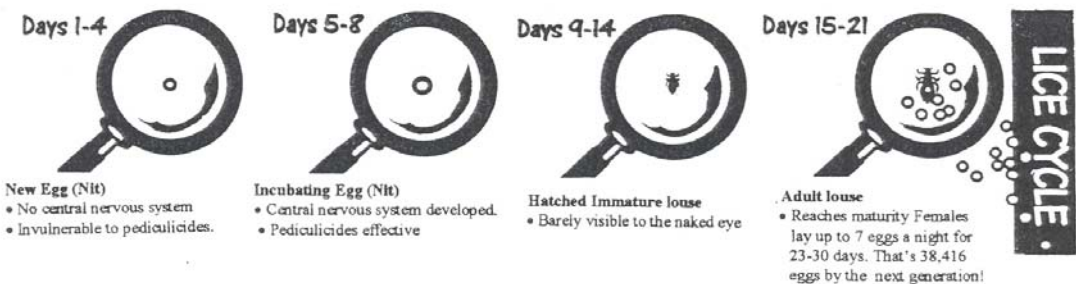
The 4-Day Rule
No pediculicide can kill lice eggs under 4 days old, because the central nervous system has not yet developed.

Dear Parents:

If more parents understood this simple 4-day rule, their job would become a lot easier overnight.

One of the biggest obstacles to preventing lice infestations is misinformation. For instance, most parents expect lice killing products to kill all lice and all lice eggs (nits) – certainly a reasonable assumption. However, that's *simply not the case*.

Nits less than 4 days old, which have not yet developed a central nervous system, remain unaffected by pediculicides. Left in the hair, a single nit can grow, hatch, and produce an astonishing 38,416 "grandchildren" in a few short weeks. **That's why complete removal of all nits is so important.** A pediculicide (a lice killing shampoo or crème rinse) used in conjunction with the proper comb, reduces reinfestation dramatically.



Parents are the first line of defense against lice infestation. Without thorough egg removal, reinfestation is virtually guaranteed.

All children are important to us.