



# Did you know?

A recent US Medical Review (Pediatrics, May 2007) states that Maldison should be used as a **first line treatment for head lice** as it is both pediculicidal and ovicidal (kills both lice and eggs) and has low resistance to head lice.

Unlike some competitors, KP24 only needs to be applied twice at 7 day intervals, when used in accordance with the directions.

The **KP24 range** provides fast and effective solutions for head lice and is Australia's #1 selling head lice treatment.



For more information, visit [www.kp24.com.au](http://www.kp24.com.au) or contact us on (02) 9997 1466



## Fast & effective head lice treatment in 3 easy steps

### Step 1: Treatment with Medicated or Natural range

**KP24 Medicated Lotion and KP24 Medicated Foam** are the best sellers in the range. They both contain Maldison, which has a double action that directly attacks both head lice and their eggs.

For best results, use **KP24 Lotion** first, then shampoo with **KP24 Foam**.

For a natural alternative, use **KP24 Naturals** to effectively treat head lice. Use **KP24 Natural Mousse** for a mess free application or **KP24 Natural Lotion** which is ideal for long hair.

The combination of 6 active ingredients provides a powerful treatment to treat both head lice and their eggs.



### Step 2: Elimination

Effectively remove eggs and lice by using **KP24 Metal Comb** with **KP24 Egg Remover** or **KP24 Combing Solution**. **KP24 Lice Egg Remover** is a clinically proven formula to greatly improve the removal of nits (head lice eggs).

**KP24 Combing Solution** is a natural conditioning combing solution to assist in lice and egg removal. It provides an excellent method to check the presence of lice and should be used regularly to help break the lice cycle.



### Step 3: Prevention

**KP24 Lice Spray** provides all day protection to prevent lice infestation. Simply apply 5 or 6 sprays to dry hair in the morning before school.

Keep a lice free home - soak all bed linen, towels, hats, clothes, brushes etc. in **KP24 Soaking Solution** to help eradicate head lice and prevent re-infestation.



## Fast & effective head lice treatment



Australia's #1 selling head lice treatment

**KP24 provides fast and effective head lice solutions in 3 easy steps:**

### 1. Treatment

Treat with **KP24 Medicated Lotion** and **Foam** or treat with **KP24 Natural Mousse** or **KP24 Natural Lotion**

### 2. Elimination

Remove lice and eggs by using **KP24 Metal Comb** and **KP24 Egg Remover** or **KP24 Combing Solution**

### 3. Prevention

Use **KP24 Lice Spray** for all day protection to prevent against head lice infestation. Soak all bed linen, towels, hats, brushes etc. in **KP24 Soaking Solution** 30 minutes prior to normal washing to eradicate and prevent re-infestation of lice.

## What are head lice?

- Head lice are blood-sucking insects that live exclusively on humans, usually on the head, nape of the neck and behind the ears, and are particularly common in school children between the ages of 3 and 12
- First indication of head lice is itching and scratching, however lack of itching does not mean the person is not infected
- Nits are the eggs, and are yellow/white in colour, and are attached close to the scalp, and can sometimes be mistaken for dandruff
- Lice are a white/grey colour, about the size of a sesame seed but with 6 legs
- Head lice do not hop, jump or fly – they crawl
- 95% of lice are transmitted by close head to head contact and can also be transmitted through sharing objects such as hats, combs, brushes, furniture etc.
- To live, adult lice need to feed on blood from the scalp. If a louse falls off the scalp, it weakens and dies in about 1 or 2 days.
- Head lice can occur in both clean and dirty hair, therefore infestation should not be seen as a reflection on personal hygiene, home environment or social status
- Head lice are insects and go through a life cycle
- The first stage is an egg that is laid on the hair shaft – these eggs are called nits
- Eggs hatch within 7 to 12 days
- The lice that emerge are called nymphs. Nymphs grow and molt 3 times before they become adult lice after 16 days
- After 18 to 19 days the female and male begin to reproduce. The female lays approximately 4 to 8 eggs each day in the next 16 days.
- Having lived 33 to 35 days since being laid as a nit, the louse dies

## Life cycle of a louse



## Break the cycle with KP24

Once lice infestation is detected (**KP24 Combing Solution** is an excellent method to check the presence of lice and should be used regularly), it is important to use **KP24 Medicated Lotion and Foam** or the **KP24 Natural Range** to break the life cycle.

Eliminate eggs and lice by using **KP24 Metal Comb** with **KP24 Egg Remover** or **KP24 Combing Solution**.

To prevent re-infestation, use **KP24 Lice Spray**, a medicated antibacterial formula that provides all day protection against head lice. Soak all bed linen, towels, hats, clothes, brushes etc. prior to washing in **KP24 Soaking Solution** to help eradicate head lice and prevent re-infestation.

**KP24 provides fast and effective head lice solutions, which is why we have been the market leader for over 40 years.**