

# Ditch The Nits!

*Don't Let Head Lice Get You Down!*



Repeated self-treatment with many over-the-counter products results in treatment-resistance to head lice and can also lead to residual toxicity from frequent over-exposure to pesticides.

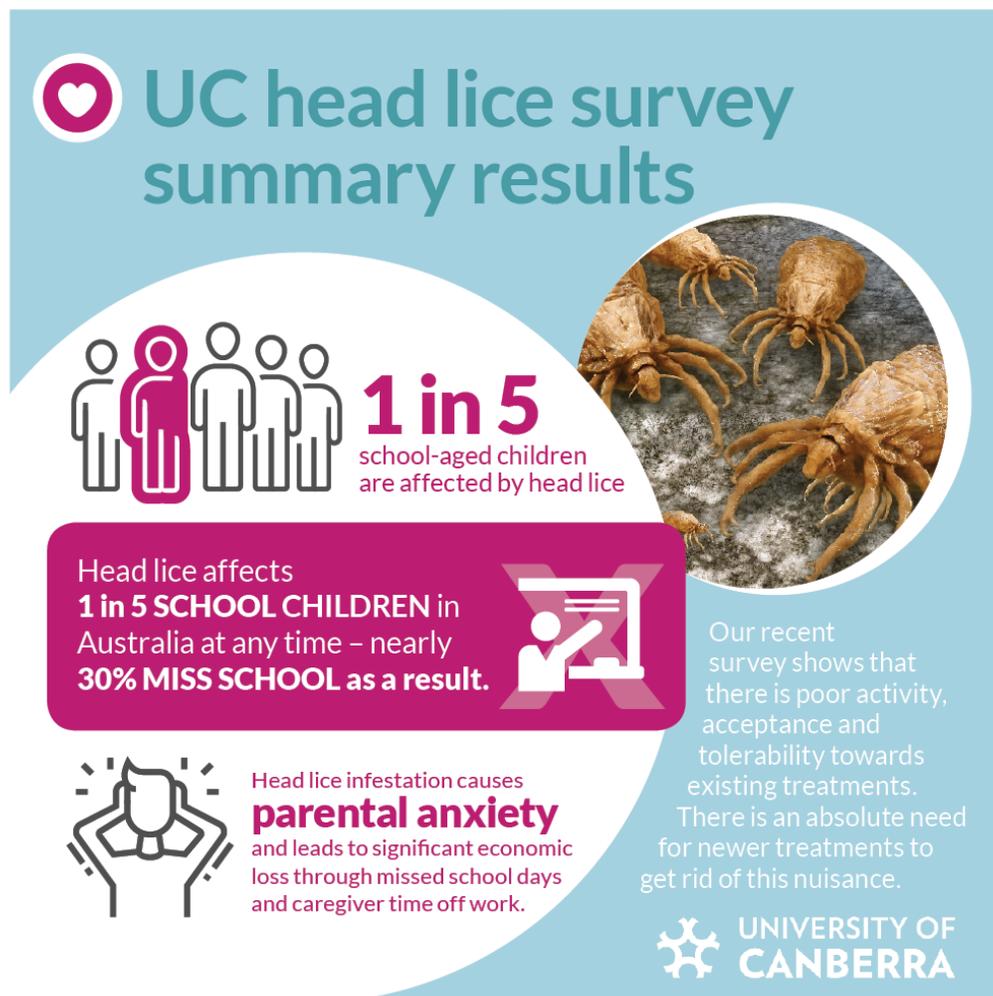
**Discover The Natural Solution To  
Head Lice That You Can Do At Home**

*NON-TOXIC — FAST — EFFECTIVE*

Head lice is a common health problem worldwide. Increased resistance by head lice is also rendering commercially available treatments largely ineffective and the repeated use of such over-the-counter medications can lead to residual, chemical (pesticide) toxicity in humans.

This lack of effectiveness, safety and tolerability of head lice products has resulted in the need for new alternatives.

Head Lice is a highly contagious, parasitic infestation that is a common health problem worldwide, affecting 6 to 12 million people annually in the USA alone. In Australia, head lice infestation is the 3<sup>rd</sup> most commonly reported outbreak in day care centers after diarrhea and conjunctivitis.



**UC head lice survey summary results**

**1 in 5** school-aged children are affected by head lice

Head lice affects **1 in 5 SCHOOL CHILDREN** in Australia at any time – nearly **30% MISS SCHOOL** as a result.

Head lice infestation causes **parental anxiety** and leads to significant economic loss through missed school days and caregiver time off work.

Our recent survey shows that there is poor activity, acceptance and tolerability towards existing treatments. There is an absolute need for newer treatments to get rid of this nuisance.

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Further, studies have revealed that about 25% of all school children in Australia have head lice at any given time. In some parts of Australia it can affect up to 60% of children, particularly in indigenous communities. As indicated above, one in five school-aged children in Australia are affected by head lice at any given time and almost 30% miss school as a result!

Here in Vanuatu, the prevalence of head lice can only be described as rampant. This is largely because the country is made up of some 83 islands in the middle of the South Pacific where the bulk of the population are indigenous communities living in villages.

Worse still, over the last 20 years these nasty critters (nits) have developed an increased resistance to most head lice products/treatments currently available on the market today.



Head lice are not responding to some of the usual chemicals and are becoming harder to kill. (ABC)

It's enough to make anyone start itching their heads — the world has a new strain of super nits! They're the scourge of the school playgrounds, childcare centres and school holiday playdates and parents know better than anyone how hard it can be to ditch the nits.

But the battle is about to become a lot tougher.

A recent US study published in the *Journal of Medical Entomology* showed super nits had become resistant to most common treatments. Scientists analyzed over 14,000 head lice from across 48 States in the US and found that more than **98 per cent** of these head lice were not susceptible to the head lice treatments currently available.

As a result, there has been an increase in the worldwide infestation of head lice. Having said that, this increase has temporarily dropped off during the Covid pandemic due primarily to day care/school closures and lockdowns generally. However, as these

restrictions are lifted, the incidence of head lice infestation is back on the rise and expected to reach pre-covid levels rapidly.

## CURRENT HEAD LICE TREATMENT METHODS



One of the most widely recommended treatment methods is “wet combing”. This method involves combing hair conditioner through the wet hair and physically combing out the head lice. This process has been found to be highly time-consuming and often quite ineffective with a reported cure rate of only 30 to 60%. While herbal-based, head lice treatments seem like an appealing alternative to many people a review by the Therapeutic Goods Administration in Australia found that there was no evidence as to efficacy or safety of the herbal head lice products available on the Australian market.

The lack of reliable, head lice treatment products is becoming a health and safety issue for many children. Repeated self-treatment at home with over-the-counter head lice products results in **treatment-resistance** to head lice. Some parents will even use these products up to five times and still find they haven’t solved the head lice problem. Even more frightening is that this repeated use of such products can also lead to residual toxicity from over-exposure to pesticides.

Some concerned parents even look to more drastic alternatives to the available head lice medicines in a desperate attempt to deal with recurring head lice infestation. Some of these products include kerosene, gasoline, bleach or even veterinarian products which can be **very dangerous**.

Time for a new, non-toxic and natural head lice product that really works to get rid of head lice fast and that you can do at home!

We've developed an innovative, pharmaceutical solution to head lice infestation. Our product is an environmentally friendly, natural alternative to the harsh head lice products currently on the market.

## INTRODUCING OUR PATENT PENDING,



**GO AWAY LICE**  
**Natural Head Lice Shampoo Bar**  
BEAUTY FROM DEEP WITHIN THE EARTH

**NON TOXIC, KILLS LICE and EGGS**  
Specifically formulated with Quassia Wood, Apple Cider Vinegar, Coconut Oil, Cocoa Butter, Lavender, Rosemary and Peppermint Essential Oils.

About the Natural Active Ingredients and why they work...Specifically formulated with Quassia Wood and Apple Cider Vinegar for a natural lice treatment.

Quassia is a medicinal plant from Brazil. The latest research by the American National Centre for Biotechnology on Quassia Amara Extract has shown that it destroys eggs and delivers lice asphyxiation. It is not toxic, non-irritating, biodegradable and environmentally friendly. Apple Cider Vinegar is magic, the properties of this dissolve the lice 'glue'.

Our **GO AWAY LICE** Shampoo Bar contains a plant-derived, bio-active ingredient that really works to kill both head lice and their eggs. This natural shampoo bar is free of pesticides (such as DDT) or other harmful chemicals. They are also environmentally friendly and if used regularly as a normal shampoo bar, act as a head lice deterrent AND you'll also have luxurious, healthy hair!



### **NATURAL HEAD LICE SHAMPOO BAR NON TOXIC, KILLS LICE AND EGGS**

**This natural Head Lice shampoo bar is so... good. Here are the reasons why:-**

- ✓ These shampoo bars are natural and contain no nasty chemicals like DDT that can cause harm and are toxic.
- ✓ If kept dry, each bar is long lasting (equal to 3 normal shampoo bottles) and so each bar is very cost effective.
- ✓ Easy to use. Just wet hair, foam up with bar and leave on for 10 to 20 minutes while combing through with a lice comb from roots to tips.
- ✓ You can use **GO AWAY LICE** as a normal, daily hair shampoo and as a great preventative head lice deterrent.
- ✓ Bio-degradable ingredients and Vegan Friendly.
- ✓ The shampoo bar is available by itself or in a kit that also contains a wooden drying rack (to keep the bar dry) and a proper head lice comb.
- ✓ For thicker hair, we also recommend our **GO AWAY LICE** Conditioner Bars which are also non-toxic, natural, vegan friendly and again, contain bio-degradable ingredients.

For all of the above reasons, our **GO AWAY LICE** products are expected to positively influence the lives of millions of children and their families around the world! You can be part of this process, especially if you are in the business of offering head lice products.

## WHERE CAN I BUY THE PRODUCTS?

We are working on having our **GO AWAY LICE** products available for purchase from a pharmacy near you so you can pop down, pick the product(s) up and say goodbye to these nasty little critters. However, this is a big job so until then, you can buy online at:

[www.liceshampoo.com](http://www.liceshampoo.com) or [www.volcanicearth.com/natural-products-for-hair.html](http://www.volcanicearth.com/natural-products-for-hair.html)

### It's time to Ditch The Nits!

#### ATTENTION ALL PHARMACIES

Become a stockist of these amazing **GO AWAY LICE** products specifically formulated and manufactured by VOLCANIC EARTH in Vanuatu in the South Pacific. When a child or an adult has contracted head lice, they want to get rid of them quickly and this is why you should have these unique products on your pharmacy shelves.

Contact: [enquiries@volcanicearth.com](mailto:enquiries@volcanicearth.com)