

The Facts of Lice™

What every parent should know



Fairy Tales

All Natural, Organic Hair Care for Children
Featuring Rosemary Repel® Hair Care Products



The Facts of Lice™

What Every Parent Should Know

The cycle of head lice

There are three stages in the life of a louse: the egg, the nymph and the adult louse.

What is an egg?



Eggs are laid at the base of hair because it is warmer and humid there. They are usually near the scalp and are stuck to the hair with a kind of glue. They are usually 1/2 - 1/4 inch from the top of the head and attached onto an individual hair shaft at an angle. The shells of these eggs are called nits. A female louse

lays 3-5 eggs per day. The egg takes 7-10 days to hatch. Eggs are hard to find. They are nearly colorless. Once they hatch in 7-10 days, they are easier to see.

What is a nit?

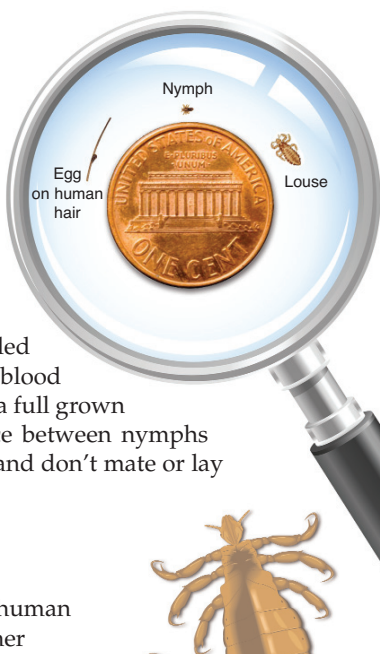
Nits are small, oval shaped eggs that have hatched. They start out a light yellow or whitish-gray color and turn brown as they develop. A nit is a bit smaller than a pinhead, approximately 0.01 inches to 0.03 inches. The shells are extremely tough and hard to remove.

What is a nymph?

After seven days, newborn lice are now called nymphs. Nymphs start to feed on human blood almost immediately. The nymph develops into a full grown louse usually in 9-10 days. The main difference between nymphs and adult head lice are that nymphs are smaller and don't mate or lay eggs.

What is a louse?

An adult louse can live for up to 30 days on the human head. A female louse will lay up to 100 eggs in her lifetime. A full grown louse is about the size of sesame seed. They are usually grayish brown in color.





More Facts of Lice

There are more than 12 million cases of head lice each year in the US.

Lice infest people regardless of social status and personal hygiene – in fact, they like CLEAN hair not dirty – its easier to attach to a clean hair shaft rather than a dirty one!

Lice are human parasites and need human blood to survive.

Lice cannot jump or fly. They crawl. Head to head contact is the most likely way to spread lice.

Lice infest children more than adults (mostly young, school age girls) because kids have more direct head to head contact with one another.



Pets do not carry the same type of head lice as children. Lice cannot be “caught” from pets – they are human parasites only.

A child’s head needs to be in contact with someone else’s for awhile. Lice move slowly and can take 30 seconds to move from head to head.

How are head lice spread? How did my child get head lice?

Lice are mostly spread thru head to head contact. They can also be transmitted by sharing personal items such as the following: Brushes, combs, hair ties, helmets, headphones, towels, hats, etc. Storing personal items within close proximity can result in transmission.

Lice cannot survive off the human head for more than 24-36 hours so there is a possibility they can survive on a pillow, head rest, couch, car seat or chair. Swimming carries no greater risk of transmission than any other activity.

Lice go into a state of suspended animation when in water and remain firmly attached to the hair shaft.





What to do when that note comes home from school saying there is lice in my child's school or classroom?

First of all, try not to panic. Lice are more of a nuisance than a health issue. Follow these simple tips to help keep your child lice free.

tips to help keep your child lice free.

- Teach your child never to share hats, combs, brushes, ties, towels, helmets, ipod earphones, pillows, sleeping bags, etc.
- Keep long hair up in a braid and coated with hair product. Studies have shown that herbs such as rosemary and citronella can help to repel head lice.
- Do NOT wash the hair every day. Lice can attach easier to a squeaky clean hair shaft than a dirty one. Build up of natural oils and hair products can "coat" the hair shaft making attaching more difficult.
- Store all jackets, backpacks, etc. in separate cubbies and in a sealed bag.
- Do weekly head checks. Focus on the hot spots - nape of neck, behind ears, part lines. Female lice lay their eggs at the top of the head - it's warm and humid. Using a metal comb specifically for lice removal is the best way to find and remove small nits.
- Recognize the symptoms of head lice which include itching at the scalp, small, red bumps or sores on the neck and/or scalp.
- If your child plays sports, do not share helmets - if they must, wipe down with a wet cloth. Do the same at "princess" parties. Tiara's, bod's and costumes can harbor lice - wipe down or wash properly.

What to do if my child has nits or lice?

First and foremost, try not to panic. Remember, lice are more of a nuisance than a health issue. You must remove all the nits so they do not hatch and re-infest. Make sure the child actually has lice. It's very easy to mistake pieces of dandruff, food, or hair products for louse eggs or nits. If the particle can be removed easily with your fingers it is not a nit.

Combing is the safest way to remove nits.

Find your child's favorite movie and sit them in front of it. Make sure you are using a bright light as nits/lice are hard to spot.

Pin up larger sections. Let down small pieces and comb thru. Comb each small section in different directions, making sure to wipe down the comb after each pass. Combing can take a couple of hours. Use a crème conditioner to help make the combing out process easier.

If you choose to use a lice treatment, choose carefully. Studies have shown that lice are becoming resistant to over the counter treatments – hence the new term “super-bug.” In addition, most OTC products contain harmful pesticides such as lindane. In a recent Welsh study, more than 80% of the lice had genes conferring resistance to pyrethroid insecticides. Pyrethroids are sold in the US under brand names including Pronto, Rid and Nix.

Make sure to wash all bedding in hot water each morning. Remember, a louse can live off the human head for 24-36 hours, so it can rest on the pillow and re-attach that evening.

Vacuuming is the safest and best way to remove lice from furniture, rugs, stuffed animals and car seats. Do not waste your money on furniture sprays; they are loaded with environmentally hazardous ingredients and are unnecessary.

Make sure to check everyone else in the house with a nit removal comb. Keep checking for up to 2 weeks as per the lice cycle of a nit. Remember, eggs hatch in 7-10 days and take another 7-10 days to mature into an egg-laying louse.





What about natural products to remove and prevent head lice?

As society becomes more aware of the potential dangers of chemicals and pesticides, products are currently being developed that will help eliminate and prevent head lice. Studies have shown that herbs such as rosemary, citronella, tea tree, lavender and geranium have been shown to help repel head lice. These herbs have been used as a natural insecticide for centuries. In addition, as lice are becoming resistant to chemicals that “kill” lice, products are being developed to dissolve the nit “glue” so nits are easily combed and washed out. Combing is the most effective method but these natural products do make it easier to release the nits and break down the exoskeleton (bodies) of live lice making the combing process faster and easier for parents and children.

The Facts of Lice are brought to you by Fairy Tales Hair Care™. FTHC are the makers of Rosemary Repel Lice Prevention Hair Care and Lice Good-Bye all natural nit removal system.

For more information or additional copies of this brochure, please visit
www.fairytaleshairecare.com
or www.licepreventionnews.com
or call Fairy Tales at 888-244-1990.

I am a true believer in your products and think they are fabulous . . . As a parent of two daughters who have very thick hair, I dread them getting lice. I religiously use the Rosemary Repel Shampoo and Crème Conditioner and spray my daughters hair with the Rosemary Repel Leave-In Conditioner and Spray and Shield every day before they go to school. Recently, one of my daughters friends had lice, I checked my daughters hair every night using the Terminator Comb. She never caught lice. Thank goodness for Rosemary Repel products — I am spreading the word that your products are amazing.



INDEPENDENT STUDY

Rosemary Repel® Hair Care Proven Effective
in 1st Ever Clinical Independent Study.

The Rosemary Repel® product-treated tufts of hair proved to be largely unfavorable to the head lice tested. In this 'in vitro' study, lice were repelled from the treated hair strands with averaged results over all time periods up to 24 hours as follows:

- Rosemary Repel® Leave-In Conditioning Spray – 92%**
- Rosemary Repel® Gel – 89%**
- Rosemary Repel® Crème Conditioner – 79%**
- Rosemary Repel® Shampoo – 71%**

Study showed when used in combination, Rosemary Repel Hair Care can be 100% effective.

The Rosemary Repel® Shampoo is washed out and therefore, was expected to have the least efficacy. When layered onto the hair, the organic herbs of rosemary, citronella, tea tree and lavender not only deep clean and condition hair, but are now proven to help repel head lice!





Rosemary Repel Hair Products

Rosemary Repel Hair Care™ has been shown to prevent head lice – naturally. Our products are all natural, organic and safe to use everyday.



Rosemary Repel® Shampoo

This unique shampoo uses pure rosemary, tea tree and lavender oils to help repel lice and other insects from the hair. Loaded with vitamins and minerals this great shampoo contains no harsh chemicals so its mild enough to use everyday! Available in 12 oz. and 32 oz. size bottles.



Rosemary Repel® Creme Conditioner

Created for those who like a creme conditioner, this rich formula can be washed out or left in for maximum lice protection. Leaves the hair silky smooth, soft and shiny. Available in 8 oz. and 32 oz. size bottles.



Rosemary Repel® Leave-In Spray

Created to work with Rosemary Repel® Shampoo, this breakthrough formula blends the purest oils of rosemary, tea tree, lemon-grass, cinnamon and anise. Our vitamin-rich leave-in spray detangles, conditions and seals and protects the hair from unwanted elements. Can be used on the body as a DEET free bug repellent. Safe for babies, too! Available in 8 oz. and 32oz. refill bottles.



Rosemary Repel Hair Products

Rosemary Repel Hair Care™ has been shown to prevent head lice – naturally. Our products are all natural, organic and safe to use everyday.



Rosemary Repel® Spray and Shield Hair Spray - NEW!

For the ultimate "seal" on the hair...Rosemary Repel Spray and Shield. Available in 8 oz. bottle.



Rosemary Repel® Gel

Infused with pure rosemary oil, this great gel is the final step to help repel lice and other insects from the hair. This alcohol free, non-sticky gel also calms cowlicks. Available in 8 oz. bottle.



Pumps for our 12oz and 8oz Bottle

Turn any 12 oz and 8oz bottle into a pump-style bottle!

"I am the outreach nurse for a large school district (30 years RN experience). I have never come across a product with such success as the Rosemary Repel Spray. Since I started using this product, I can tell you we have broken all kinds of records relating to non-recurrence of head lice infestations....just amazing. Attendance is crucial to learning and I can attribute better attendance and possibly better statewide testing results to this product. A huge THANK YOU!"



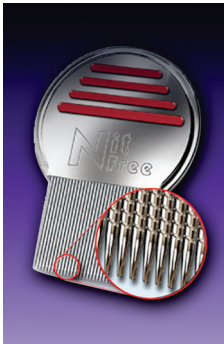
Lice Good-Bye

All Natural, Pesticide Free Nit Removal System

Fairy Tales Lice Good-Bye™



Fairy Tales Lice Good-Bye™ Mousse is a revolutionary new product to help remove lice and their eggs (nits). This is a non-toxic, pesticide free, enzyme based mousse that is safe and effective. For stubborn outbreaks, upgrade to the best selling nit removal comb, the Terminator Metal Comb. The grooved, metal teeth are extremely close together to remove more nits efficiently and quickly. 2-3 applications per bottle; good for 1 school age child.



Terminator Metal Lice Comb

#1 Metal Nit Removal Comb. Long metal teeth help drag nits out of the hair using micro-grooved teeth positioned in a tight spiral form with rounded ends to protect the scalp. With thorough combing, these cutting edges along with the dragging action of the teeth remove even the tiniest nit. Stainless steel design.





Fun in The Sun

All Natural, Organic Hair Care



Lifeguard Shampoo

Perfect for avid swimmers and beachgoers. This extra strength formula removes chlorine, salt water and minerals from the hair. Loaded with fruit enzymes and citrus extracts. Available in 12 oz. bottle.



Lemon-Aid Conditioner

Deep cleans and moisturizes hair. Removes chlorine "green" from the hair gently and completely. Can be left in for 3-5 minutes for extra cleansing. Available in 8 oz. bottle.



CoCo Cabana Leave-in Sun Spray

CoCo Cabana Leave-in Sun Spray is a rich conditioner in a spray pump to help keep hair conditioned and manageable. Take it to the beach and re-apply often for beautiful, easy to manage hair! Available in 8 oz. bottle.

"I am a school nurse, I had the opportunity to send home with a student some of the Fairy Tales Lice Good-Bye. She had some live lice and lots of eggs when she left school. When she came back the next morning there were not any live lice."



Hair Care & Styling Products

All Natural, Organic Hair Care



Super-Charge Detangling Shampoo

Detangles and cleans with extra rich super charge ingredients! Infused with jojoba and aloe vera to leave hair silky soft! Available in 12 oz. bottle.



Tear Free Conditioning Shampoo

Tear Free and so mild. Loaded with Vitamins E and B to restore shine and texture while gently cleansing the hair. Safe for babies and toddlers, too! Available in 12 oz. bottle.



Energizing Leave-in Conditioner

Energizing Leave-in Conditioner nourishes hair while detangling. Eliminates frizz and moisturizes. Available in 12 oz. bottle.

"We have now been lice free through 4 infestations at school! I was so impressed with your product I told the school nurse about it and she now recommends it to parents in the note that is sent home to let us know about an infestation at school."



Hair Care & Styling Products

All Natural, Organic Hair Care



Detangling Conditioner

A daily conditioner that cleans and moisturizes in just seconds – all with no greasy buildup. Extracts of rosemary, aloe vera, cherry bark and chamomile leave hair feeling like silk. Available in 12 oz. bottle.



Static Free Leave-in Detangling Spray

Static electricity no more! Rehydrates the scalp with pure vitamins and no greasy buildup. Enhances luster and pliability with aloe, rose hips, sage and Vitamin B. Available in 12 oz. bottle.



Curly-Q Natural Curl Maker Gel

Curly-Q Natural Curl Maker is a great non-sticky gel for kids of all ages! Available in 8 oz. bottle.

"I bought the Rosemary Repel combo pack and started using it right away on my oldest daughter, but not on my youngest, thinking that she wasn't in school and didn't need to get. Well, my youngest daughter ended up getting lice from the gym. My girls are constantly together and I was certain that the oldest would get it—they even sleep together but she didn't! I am positive that it is because of Fairy Tales. I cannot say how much of a believer I am in this product!"



Fairy Tales Lice Good-Bye™

Fairy Tales Lice Good-Bye™ Mousse is a revolutionary new product to help remove lice and their eggs (nits). This is a non-toxic, pesticide free enzyme based shampoo that is safe and effective. It has been clinically proven to dissolve nit “glue” and to break down the exo-skeletal system of a louse to help parents remove lice and nits from the hair more efficiently.

Directions for use:

1. Wet hair with warm water. Do not use this product while taking a shower or in the bath. Place a clean wash towel over eyes for protection.
2. With child in a comfortable sitting position cover entire top of wet hair with separate “puffs” of mousse. Use about 1 oz. – 2 oz. now and approx. the same amount in Step 5.
3. Using mild pressure with your hands and fingers, work Fairy Tales Lice Good-Bye™ Mousse through the wet hair down from the scalp to the ends of the hair.
4. With product still in hair, use the nit comb to comb through hair from roots to end. To help with the combing process, use Fairy Tales Rosemary Repel Crème Conditioner, this will assist you in removing the nits that are released. Comb each section four ways. From above, below and each side to ensure all eggs are removed.
5. **DO NOT RINSE!** While continuing to protect the eyes with a cloth, leave the product on the hair for at least another 5-10 minutes. Apply a second application of Lice Good-Bye™ Mousse (approx. 1 oz.-2 oz.) Leave on an additional 5-10 minutes with eye protection still in place.
6. With eye protection in place, rinse product out with a strong spray of warm water. The lice and nits will rinse out.
7. Inspect hair and scalp under a bright light and remove any remaining nits or lice. Fairy Tales Lice Good-Bye™ Mousse can be repeated immediately if some lice/nits remain.

Now you are ready to keep lice away – use the Fairy Tales Rosemary Repel® Hair Care system every day.

Ingredients: Naturally occurring, non-bacterial, readily biodegradable enzymatic solution derived from safe yeast strains, water (aqua), mild non-ionic surfactant blend.

USE RESPONSIBLY AS DIRECTED.



Directions for Use:

Rosemary Repel® Shampoo: Apply enough shampoo to create a rich foam but don't use too much, our products are concentrated and will last a long time! Work shampoo into hair starting at the scalp down to the ends. Rinse thoroughly. Don't shampoo every day – lice like clean hair not dirty. Every 3 days is sufficient.

Rosemary Repel® Crème Conditioner: After shampooing, add a small amount and finger comb it thru the hair. Work it thru each layer from top to bottom. Can be left in or washed out. This lightweight crème will not create build up.

Rosemary Repel® Leave-in Conditioning Spray: EACH MORNING BEFORE SCHOOL, DAYCARE OR CAMP spray the Rosemary Repel Spray. Lift up layers of hair and spray thoroughly. Spray back of neck, behind ears, tops of shoulders and part lines – these are the hot spots where lice begin to lay their eggs. Use it on the body, too. It is a safe and effective DEET free bug repellent for children and babies. Can be applied frequently for maximum lice protection. Using this spray each day is a must for school age children.

Rosemary Repel® Styling Gel: Put the final seal on the hair with this non-sticky, alcohol free gel. Apply a small amount and comb thru into desired style. For best results, isolate each section of hair and comb thru hair from roots to end. For girls, we recommend a pony tail or braid and coat the top of head and braid with the Rosemary Repel Gel.

Rosemary Repel® Spray & Shield: For those who want a quick and effective "seal" this is for you! The Rosemary Repel Spray & Shield acts like a hair spray to seal off the hair from unwanted elements. Shield the eyes and spray over entire head for maximum lice protection.



Fairy Tales



All Natural, Organic
Hair Care for Children
Featuring Rosemary Repel®
Hair Care Products

The Facts of Lice is brought to you by Fairy Tales Hair Care™, makers of Rosemary Repel® Lice Prevention Hair Care and Lice Good-Bye™ all natural nit removal system.

For more information or additional copies of this booklet, please visit:

www.fairytaleshaircare.com

or **www.lice preventionnews.com**

or call Fairy Tales at **888-244-1990**

To locate a store near you visit:

www.fairytaleshaircare.com

To purchase these Fairy Tales Products contact:

Use this area for company stamp, business card or label.