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For Immediate Release

A Lousy Problem In Our Grade Schools

It begins with a little itch somewhere on your child's head. In a very short time, you realize he/she has been scratching their head A LOT.

Then the letter comes from the school. Lice! On your child's head! Oh no!

You feel panic. Then shame, anger, & revulsion. So how do you make them disappear?

Dangerous Cures At The Drug Store

Pesticides in the form of lotions or shampoo-like applications have been a long standing favored recommendation among health care professionals.

Consider these facts;

- Lindane & Ovide - common in many de-lousing applications - are nerve toxins. Banned in California & in some European countries.
- Over-the-counter (OTC) treatments use pyrethrin and permethrin poisons, in stronger concentrations than used in RAID FLEA KILLER.
- The use of pesticidal shampoos to kill head lice has been identified as a risk factor: Children have developed headaches, respiratory problems, and sometimes even seizures and convulsions.
 A county health nurse broke out in a rash just doing a head check on a child who had been treated with pesticides.
- Head lice are now becoming more resistant to the pesticide poisons that used to kill them. BUT OUR CHILDREN ARE NOT.
- Up to 40% of American Head Lice survive pesticide treatments."²
 Lice that survive one pesticide will likely survive others."³

Frustrated parents, who find that the pesticide is not working, frequently reapply these toxic treatments, again and again, unaware of the danger that is building. It is not unusual for parents to spend \$50 to \$300 for poisons that they put on their children's heads.

Most school systems quarantine children with lice until all traces of lice and their eggs, called "NITS," are removed, to prevent the spread of this infectious disease. "Estimates of the annual infestations are at the epidemic level of 10 to 12 million, making it second only to the common cold as the most common communicable childhood disease."⁴