

Head lice are now the number one elementary school attendance problem nationally.<sup>4</sup> Getting rid of head lice keeps children out of school for days and weeks - - sometimes months. HOW CAN THAT BE?

- "Up to 80% of all nits (louse eggs) survive pesticide treatments." <sup>5</sup>
- Pesticides require a 7-14 day wait between treatments, during which the survivors continue to lay new eggs.
- Survivor nits & survivor lice keep students & classrooms infested.

CONCLUSION: PESTICIDES INCREASE ABSENTEEISM.

The sad fact is that "SCHOOLS WITH THE LOWEST ATTENDANCE SCORE LOWEST ON STANDARDIZED TESTS." <sup>6</sup>

WHEN YOUNG STUDENTS ARE KEPT OUT OF THE CLASSROOM, THEY CAN'T BE EXPECTED TO SCORE HIGH ON TESTS THAT MEASURE LEARNING. Through no fault of their own, they've missed learning opportunities.

Low Income families are penalized the most. They can get free lice treatment products through Medicaid. But it only covers nerve toxins or pesticide poisons.

Under the "No Child Left Behind Act," lower test scores can result in loss of students from public schools to private, parochial or charter schools. The loss of that funding will reach throughout the school district and community for years in the future.

Typically, there are no school district funds or county funds for head lice treatments.

### **A Better Choice For Parents**

In response to concerns about pesticide dangers, many school and health care professionals throughout the mid-west are recommending non-toxic products. While there are a variety of products available, the (ABC)school district has discovered De-Bug© Shampoo Kit to be safe, economical and very effective.

- De-Bug© is an organic product, that can be used as often as you like.
- It's safe for children, expectant and nursing mothers.
- There is no built up resistance in the lice population.
- It does not dry out or damage the hair.
- It softens the glue over 50% that cements the nits to the hair shaft.
- De-Bug "Lice Oil" © keeps the glue soft during combing.
- By using De-Bug twice a week for 2 weeks, if any nits are missed during combing, when they hatch, they are eliminated before they can lay their own eggs. It's a kind of NIT insurance.

One 16 oz. De-bug Shampoo provides up to 10 applications for shoulder length or longer hair. And, up to 16 treatments ear length, or shorter hair.

CONCLUSION: USING DE-BUG,© CHILDREN CAN BE BACK IN SCHOOL IN ONE DAY.