



# The Facts of Lice

Every parent needs to know the facts of lice. Why? Millions of North Americans will get head lice this year.

® Will you know what to do?

## WHAT ARE HEAD LICE?

Head lice are small grey or reddish brown bugs (1mm to 4mm Long) depending on their age. Baby lice are called Nymphs. Lice live on the human head. They do not live on pets or on other parts of the body. They feed on blood and cannot survive off the head for more than 24 to 48 hours without a blood meal. They also do not hop, jump or fly. Thank God! Lice lay eggs. These are tear-drop shaped and are glued to the hair shaft on an angle. They are also only glued to one side of the hair shaft. The viable eggs are typically brownish/yellow to caramel in color. Empty egg cases or dead eggs are called nits. These are clear, opaque, almost see through. Do not rely on a product that claims to kill lice and their nits as it is the eggs that need to be killed or removed. Viable lice eggs are never white in colour. Female lice lay 3 to 5 eggs per day and live for 30 days. They need a male to mate with. Lice eggs take 7 to 10 days to hatch and another 7 to 10 days to be mature enough to mate.

## WHAT DO I LOOK FOR

Look for lice and lice eggs in the hot spots. These are around the ears, at the crown of the head and at the nape of the neck. It is best to use bright lights and proper magnification when looking. Sunlight is best. Look for red scabs caused by scratching, lice eggs and lice crawling through the hair or sucking blood from the scalp. Lice lay their eggs close to the scalp but look along the whole hair shaft. Do not confuse DEC plugs, hair casts or other hair debris with lice eggs. **Remember if it is white like paper or snow. It is not a lice egg.**

## HERE IS AN EXAMPLE

As you can see, the lice egg is clearly attached to one side of the hair shaft. The DEC plug and hair cast surrounds the hair shaft. This dandruff like skin debris also sticks to the hair shaft like a nit but the difference is they are white and they slide easier. You need not concern yourself if you find these during a head check. Before you treat for lice or if you are uncertain, call for our free nit diagnosis. If you do discover live lice and eggs, don't panic. Before you run to the drug store call our hotline or visit our website. We can direct towards safer and effective treatment options. We are also available to assist you with in home head lice removal. Help is available.

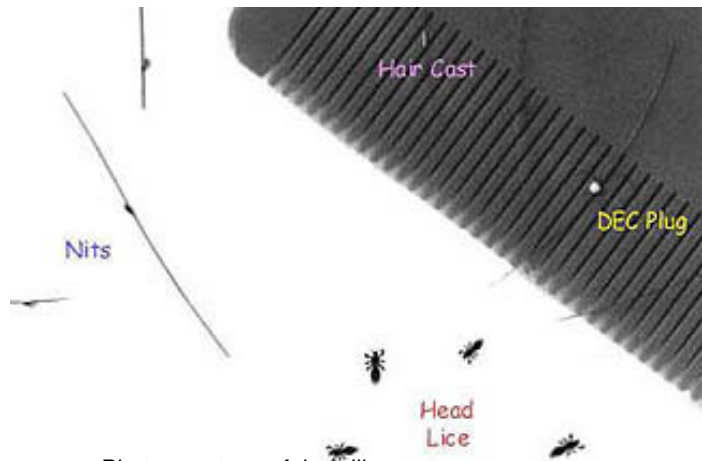


Photo courtesy of [headlice.org](http://headlice.org)

## A TYPICAL LICE EXPERIENCE

Most head lice sufferers have tried every product on the market, spent countless hours cleaning and have wasted both time and money on treatments and nit picking. They have torn out their hair with lousy nit combs and fried their hair with the use of chemical treatments. They have bagged up toys for weeks, missed work and social functions and have felt great stress and frustration. Especially if weeks and months go by without relief. You are not alone in your struggle. Scientific studies have shown that lice are building a resistance to most pesticide head lice products. Over use and abuse of these can also be potentially dangerous to young children and those administering treatment to them. It is our opinion that to be successful at eliminating lice one must take a systematic approach. This meaning that you must combine an effective topical treatment with thorough manual removal over the course of a two week period. If you're at your NITS END with head lice call our info line or visit our web site to learn more about how you can eliminate head lice safely and quickly without the frustration and the use of potentially harmful pesticides.

# LIFE CYCLE OF THE HEAD LOUSE



Adult female glues a nit to the hair with a cement bond.



Nymph resembling miniature adult lice hatches in 7 to 10 days.



Nymph molts or sheds skin 3 times to reach adult stage in 7-10 days.



Lice live for approx. 30 days and a female louse can lay between 3-5 nits per day.

## LICE FACTS

- Female head lice lay lice eggs.
- One female louse lays 3 to 5 eggs per day on the hair shaft.
- To succeed at eliminating a head lice infestation, one must remove all lice eggs and lice from the hair.
- The lice eggs are tear-shaped, usually brown in colour, and are attached to only one side of the hair shaft. Lice egg look-alikes, are white, they surround the hair shaft and are often misdiagnosed as lice eggs. Nits are empty or dead lice eggs. They are see-through and will stick to the hair shaft on one side.
- Most mothers waste both time and energy doing countless washing of bed sheets and clothes. Lice are not living in your environment. They are living on your head. See our 3 easy steps to cleaning your environment below.
- Pesticide sprays & treatments should be used with caution or in our opinion, not at all.
- Don't rely on products that claim to kill nits. Lice eggs must be removed by hand.
- We provide a **Free Nit Diagnosis Service**. Call us for details.

For lice pictures visit <http://www.licesquad.com/pictures.htm>

For lice removal and prevention products visit <http://www.licesquad.com/products.htm>

## 3 EASY STEPS TO CLEANING & ENVIRONMENTAL CARE

Head lice are not living in your home, on your furniture or in your bedding. They prefer to be on your head. The good news is a louse will die within 24 to 48 hours without a blood meal from you.

## HERE IS HOW TO CLEAN YOUR HOME OR ENVIRONMENT

#1 Place items that can safely be dried on high heat in a dryer for 20 to 30 minutes.

#2 Vacuum items that cannot be dried

#3 If an item can not be dried or vacuumed. Set it aside for 24 to 48 hours.

**That is it!** Remember, the focus of head lice elimination should be on the manual removal of all lice eggs and nits from the head. Remember lice are not living in the environment, they are living on you. Cleaning should be done initially after your first big nitpick and treatment. It can be repeated every 4<sup>th</sup> to 5<sup>th</sup> day after follow up nitpicks and treatments. See our web site for effective treatment and prevention products.

# The LiceSquad® Inc.

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