



HEAD LICE MYTHS, FACTS AND OLD WIVES TALES EXPOSED

We at **Lice Squad Canada Inc.®** hope that by the time you have found us that you have not tried any of the following to rid yourself or your family of head lice. We know that you have already wasted enough time and money on treatments and tools that have not worked, but we do hope to be able to spare you from doing things that will cause you or your children further harm, embarrassment or frustration. Please note that the following old wives' tales, myths and suggestions will not help you. They will only cause further suffering and add stress to an already trying situation.

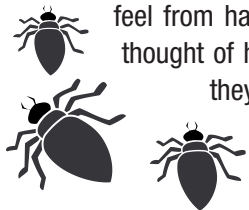
Someone told me to:

My friend, sister, mother, website or another source that I have looked into, told me to put Vaseline, kerosene, vodka, mineral oil or gel into the hair to kill lice. I have also been told to use Tea Tree oil or to make my own blend of essential oils. **Lice Squad Canada Inc.®** suggests that you do not do any of the above. Why? They may not work and can be potentially dangerous and embarrassing. Also, essential oils, although natural, are very potent and should only be used or recommended by a certified aromatherapist. You may also find many products on the market claiming to be 100% effective and labels that state that the product will remove all lice and kill lice eggs. Be cautious of any claims that sound too good to be true. Head lice products are big business. Read the fine print and don't buy into fancy product labels or packaging.



Shaving heads:

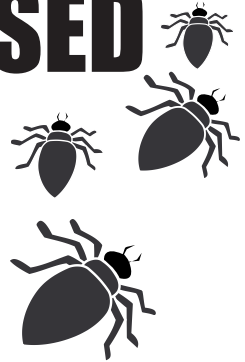
Well let's just say that if you have a boy who likes this style, go for it. But please do not ever consider doing this to your daughters. We know how frustrating head lice can be but take into consideration the long-term psychological affects that shaving a girl's head will have. Imagine the shame and embarrassment they may already feel from having head lice. Now add to that - the horrible thought of having no hair and how awful and embarrassed they will feel. This is not an option. Please do not ever consider doing it. No matter how frustrated or overwhelmed you are, other help is available. Please call us. We can help you.



Pesticide treatments:

If you choose to use these, be aware that you must still manually remove the lice eggs (nits). We are not big fans of pesticides but we do respect an individual's right to choose. If you do choose to use these treatments, do not think that leaving them on for a longer

period of time, or using them more than is recommended will help. These are serious chemicals that are absorbed directly into the blood stream. Studies have shown them to be potentially dangerous if over used or misused and they can create long-term health problems. These include; learning disorders, hormonal changes, cancer, epilepsy and even death in extreme cases. If a pesticide does not work for you as directed. Do not continue using them. We also recommend that you never use Lindane or spray your home with the chemical sprays sold for head lice. See our **Facts of Lice Sheet** for other options.



Lousy nit removal combs:

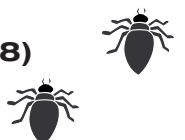
If the comb you have is not a **Lice Squad Louse Trap**, it is not going to do the job. Honestly, we have tried them all. It is our profession to do thorough nit removal in a short amount of time and we have tried many combs on the market. Even those provided to you in the pesticide treatment packages. The difference between a lousy nit removal comb and one that really works is simple, if you can't get it through the hair or the tines are too short, poorly spaced or flimsy, they will not get all of the nits out. If your child runs in fear when you try to comb them out, you know that this comb is causing them pain. The **Lice Squad's Louse Trap** is specifically designed to work with all hair types and it will not tear and pull out the hair, or pass over the nits. Trust in what we have tested. After all, it is our job to get you lice and nit free as quickly, painlessly and safely as possible. Kids really do love **The Nice Lice Squad ladies!** We think in part because of our gentle **Louse Trap** comb and because of our reassuring voice that having head lice is not a bad thing or something to be afraid or ashamed of.

Here are some of the common myths associated with head lice

Myth: You must bag toys and items for two weeks, throw them in a freezer, steam clean them or throw them away all together.

Fact: Lice die within 24 to 48 hours without a blood meal. See our facts of lice sheet for the real truth about cleaning your environment. It is easier than you think.

1 888 LICESQUAD (542-3778)
www.licesquad.com





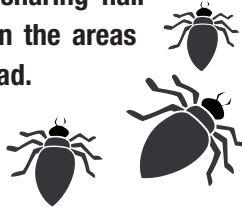
Myth: Topical treatments will kill both lice and their eggs.

Fact: Nothing kills lice eggs as far as we know. They must be manually removed. Do not be fooled by product labels claiming to be 100% effective at ridding a head lice infestation. Some lice may in fact survive topical treatments and nits must still be manually removed. Read the fine print. There is no 10 minute cure. If it sounds too good to be true, it probably is.

Myth: Lice jump, hop or fly.

Fact: Lice can only crawl. The best way to avoid getting them is to avoid head to head contact, sharing hair items or sleeping or placing your head on the areas where an infested person has laid their head.

Myth: Lice are living in my environment. That is why we can't get rid of them.



Fact: Lice die within 24 to 48 hours once off the head and unable to feed. Lice are living on you and secondary to that they may have fallen off the head and can then get on others heads via the environment as described above. Again see our Facts Of Lice sheet for details. If you are seeing head lice re-occur within 1 to 3 weeks of treating, chances are this is the same infestation and not a new occurrence. If any lice eggs were missed due to ineffective combs or not following up on repeat treatments. The cycle starts again. Many parents get caught up in this vicious cycle when dealing with this problem. It is nothing to feel badly about. To help you understand the lifecycle of the head louse, you must read the Facts Of Lice to understand how you can beat the bugs. You can always call on us for help as well.

Myth: Lice are found on dirty people or it is this or that person's fault that I have them.

Fact: Getting head lice has nothing to do with cleanliness or lack thereof. It has nothing to do with economic status or race. I am almost certain that no parent or person has intentionally given you head lice or failed to mention to you that they had it. They most likely did not know and are probably feeling ashamed.

Did you know that head lice are the second most communicable affliction among school-aged children next to the common cold? Millions of people around the world will get head lice each year. You are not alone and you have nothing to be ashamed of. Also keep in mind that the person you suspect of giving it to you or your family should be treated with the same understanding and respect that you would want from others when you let them know that you have it. Yes, you must let other family members, friends, the school

or daycare know if you have been in contact with head lice. I know it sounds hard and embarrassing but if you don't do this, you stand a good chance of getting the lice back from one of the sources that you have come into contact with.

Don't let the stigma, fear and shame of head lice get the better of you. Let the **Lice Squad**® professionals educate you and help you so that you can be empowered to deal with head lice. Our information is free at www.licesquad.com and our services are confidential. We are here to answer your questions.

We think it is time to see head lice for what it really is.

A common human condition. Not, something to be ashamed or afraid of.

Myth: Dying my hair or putting large amounts conditioner into it will kill lice.

Fact: No. This will not help and aside from having a lovely new hair style, you will not get rid of the bugs this way.

We hope that this information has helped you and will further help to spare others from doing things that will waste time and money. We also want to spare people from frustration and most of all from the potential dangers associated with pesticides use. The main thing we hope for is to spare you and your family from undue frustration and embarrassment based on the stigma, myths and old wives tales associated with head lice. If you have found this information helpful, why not subscribe to our newsletter at www.licesquad.com. Four times per year, we will send out updates on new products, and information relating to head lice. We will also send discount coupons and information on changes or innovations within our company.

A Note for Schools or Childcare Agencies:

It is important that we all work together to learn the facts of lice and to assist one another in dealing with this common affliction. **Lice Squad Canada Inc.**® offer school seminars, lice screenings and can help you train up your lice committee volunteers. We also provide special pricing on all of our products that may be needed for screenings or lice removal. See the school section on our home page to learn more at www.licesquad.com.

If you have any feedback for us, please do use our feedback form at www.licesquad.com. We certainly do appreciate you passing this information onto a friend in need or anyone suffering with head lice. If you were my friend, I would appreciate having this information.

All the best for a lice free world.

Sincerely,

Lice Squad Canada Associates and Supporters. Please feel free to circulate this information

1 888 LICESQUAD (542-3778)
www.licesquad.com