Medical Device based on natural active principles suitable for the treatment and the eradication of head lice, larvae and nits on hair and scalp.
Head lice infestation (pediculosis) is still a major problem especially in schools.

- The number of cases has increased worldwide since the mid-1960s, reaching hundreds of millions annually. (1)
- About 6-12 million children between the ages of 3 and 11 are treated annually for head lice in the United States alone. (2)
- High levels of louse infestations have also been reported from all over the world including the most civilized European countries. (3,4)

Head lice infestation is a cause of some concern in public health; because although head lice are not carriers of other infectious diseases, it bites the skin causing itching and rash that may extend well down the back of the neck. (5)

LICE AWAY Kit allows with only few treatments the complete lice and egg’s elimination from the head in a full natural way, respecting hair and scalp’s tropism.
The main product is the **lotion Lice Away Spray**, designed to eradicate human lice on the head (Pediculus humanus capitis). Having been made entirely of **natural extracts** is to be considered as just one more advantage of many which the product LICE AWAY SPRAY has over the rest of the competitors’ products available on the market containing synthetic chemical antiparastic (Permethrin, Tetrametrine, and Phenothrin) which are toxic for the human neural membranes or they are based on organ phosphorus pesticides (Malathion).

The lotion is a new **oil-based product**, which contains coconut oil, anise essential oil and essential oil of ylang-ylang. These natural components have been selected for their high **efficacy** and **synergy** in treating human pediculosis, something already well known in the literature. (6-11)

The anti-parasitic action provided by the **coconut oil** is not chemical but physical and it is possible because of its molecular ability to **form a film** around the lice and the nits. That leads to a **surrounding and immobilizing effect**, which provokes respiratory difficulties and “suffocating” because it breathes from the back and uses its beak to get stuck with to the hair and sucking blood.

The product has physical effect rather than chemical, which disables the louse to develop any resistance. That is the reason why **Lice Away** can be used over and over again. (12)

**LICE AWAY works always in a SAFE and DEFINITIVE way**, as shown by the clinical efficacy trials carried on the products over some formations and market leader products. (13)

<table>
<thead>
<tr>
<th>Product</th>
<th>% Knock Down 15 min</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lice Away</td>
<td>100%</td>
</tr>
<tr>
<td>Market Leader product</td>
<td>96.70%</td>
</tr>
<tr>
<td>Dimeticon- based Formula</td>
<td>63.50%</td>
</tr>
<tr>
<td>Emulsion- based Formula</td>
<td>0%</td>
</tr>
</tbody>
</table>

The anti-parasitic action is identical for the rest of the **essential oils** included in the formula. The **pediculicide action** is accomplished by the oil of **anise** (Pinpinella anisum), which favorable effect has been demonstrated and described in numerous international studies. The **essential oil of anise and ylang ylang**, with their low molecular weight monoterpenic compounds, penetrate to the “cuticle coating” of the parasite, occluding the pores of its respiratory system and consequently causing the its death by suffocating it.

The same mechanism of action is identical for Dimeticon-based Formula.
LICE AWAY Shampoo has a new formula specifically developed to fulfill three functions:

The first, most obvious, is to remove the product distributed on the hair, which being based on oils, requires suitable degreasing agents;

The second function is to facilitate (thanks to its components) the separation of the nits (lice eggs) from the hair;

Finally, the shampoo has been enriched with natural oil-extracts such as Thyme, Rosemary, Lavender and Turkish Rose which in addition to the pleasant scent they have, they produce an unfavorable environment.

LICE AWAY Spray: innovative into the package too!

The lotion is available in a new 100 ml can which is designed following a new technology called bag-on-valve (BOV); this technology doesn’t use chemical propellants or gas for the distribution of the content; the distribution itself results from compressed air which could be found in the bag inside the can.

This method allows the product to be released in optimal dose and, thanks to the innovative spray nozzle, the flow gets through the hair in a direct way down to its inner layer. Thus the product doesn’t only “wet” the hair, as it often happens, but it really reaches the depth of the scalp.
Simple and detailed INSTRUCTIONS.
More, the package contains an illustrated leaflet about Head Pediculosis, making you fully understand the pathology and its correct treatment.

LICE AWAY Comb has a large handle with long steel teeth. The teeth have an innovative shape with attaching function which has been studied purposely. Their main function is to keep the lice on the comb while its running easily through the hair. The edges of the teeth are rounded so they do not hurt in any way the scalp.

LICE AWAY Plastic Magnifying Lens is large, easy and comfortable to use. It makes possible and easier the detection of the presence of parasites or nits on the head.
Medical Device based on natural active principles suitable for the treatment and the eradication of head lice, larvae and nits on hair and scalp.

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