

(I.) OVER THE COUNTER REMEDIES Vs. NON-TOXIC ENZYMES

On an ongoing basis, there are articles dominating social media regarding super-strains of head lice prevalent in 25 states throughout the U.S. O.C.'s Hair Police would like to address the consistently similar main points of these articles and interviews in order to diminish the intense anxiety driven stranglehold that this parasite seemingly maintains on our communities of families throughout our great nation.

In HealthDay online Alan Mozes reported that, "At least 25 states host lice populations that don't respond to common over-the-counter treatments, a new analysis reveals."

There is an effective treatment to address any lice population that is not responding to over-the-counter and/or prescription remedies. O.C.'s Hair Police offers Non-Toxic Absolute Clear proprietary enzymes as a formidable foe to head lice. Our enzymes are odorless and do not require a shower cap.

Non-Toxic Absolute Clear Proprietary Enzymes (32 oz.)



Absolute Clear is derived from naturally sourced materials. The human head louse cannot become resistant to natural enzymes EVER because it breaks down the exoskeleton of the louse versus attacking the nervous system. The nervous system incorporates the ongoing evolution of specific genes within its gene pool to ultimately develop the necessary resistance in order to solidify its existence. The skeletal structure of the head louse is unable to evolve in this manner and thereby cannot ward off its demise by natural enzymes.

Absolute Clear is a non-toxic, non-abrasive, and hypoallergenic mix. These naturally occurring materials are combined with surfactants and other biologically stimulating ingredients. Further, the enzymes are successful in loosening the glue that attaches the nits to the hair shaft thereby moving the nit away from the scalp so that it will not be able to thrive while making their removal much easier.

(II.) OVERUSE OF PRESCRIPTION REMEDIES Vs. NON-TOXIC ENZYMES

In an online article titled “Super-Strains of lice spread to 25 states: Are they in yours?”, Linda Carroll wrote, “Yoon was part of the research team that initially discovered the new ultra-resistant strains. The finding doesn’t mean you can’t kill lice with pyrethroids, Yoon said. But you will need a higher dose.”

O.C.’s Hair Police would like to encourage our patrons to regard the concerns of overuse of chemically based products for the purposes of head lice eradication as reflected by the Mayo Clinic. They state, “...improper use of pediculicides’ and/or pyrethroids ‘raise concerns about unsafe use of these products specifically...when products are used excessively.”

In fact, prescription based remedy Ivermectin (Sklice) may cross the blood/brain barrier and block essential neural transmission with young children at a potentially higher risk than its prescribed intent while Lindane has been linked to cancer, seizures, and even deaths.

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Non-Toxic Absolute Clear Proprietary Enzymes (16 oz.)



(III.) POTENTIAL SIDE EFFECTS OF PRESCRIPTION REMEDIES vs. NON-TOXIC ENZYMES

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Pediatric Dermatologist Dr. Robin Gehris advised the following in the online article, "Super-Strains of lice spread to 25 states: Are they in yours?". She stated, "If your child still has lice after all that, you may need to see your pediatrician to get a prescription of one of the treatments that lice haven't yet become resistant to."

O.C.'s Hair Police would like you to consider that "...treatments must prove safe to ensure that the adverse effects of therapy are not worse than the infestation." This advise is well noted coming from Barbara L. Frankowski, MD, MPH and Joseph A. Bocchini Jr., MD from the Council on School Health and Committee on Infectious Diseases.

Further, O.C.'s Hair Police believes that each family should know that many over-the-counter remedies seem to still be in their infant stages of development. As Patrick J. Skerret, Executive Editor of Harvard Health discusses, "The trials compared Ivermectin (Sklice) with a placebo not another treatment known to be effective against head lice. It makes sense that any treatment with an active ingredient would do better than a lotion with no medications at all. We will undoubtedly learn more about the drug-its effectiveness, side effects, safety, and interactions with other drugs-now that it is available for widespread use."

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Non-Toxic Absolute Clear Proprietary Enzymes, Shampoo, Conditioner,
and The Terminator Comb™ - 32 oz. Power Punch Package



(IV.) VARYING TREATMENT METHODS

Per Linda Carroll's online report in "Super-Strains of lice spread to 25 states: Are they in yours?", Professor of Pediatrics and Dermatology at the John Hopkins Children's Center Dr. Bernard Cohen infers, "And bad news for parents who rely solely on "nitpickers," or commercially available fine-toothed combs-there's no evidence suggesting combs are successful."

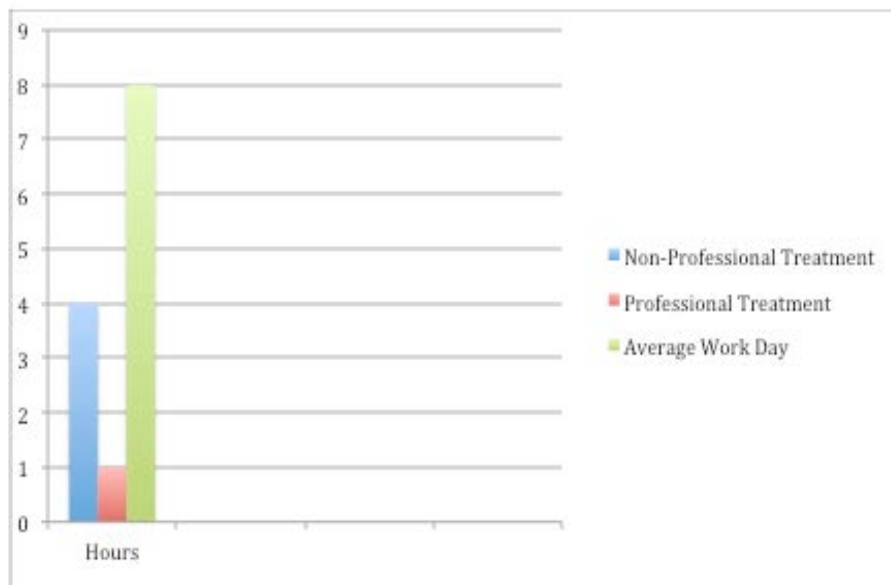
O.C.'s Hair Police provides a contrary viewpoint offered by Dr. Claire McCarthy on the topic of head lice infestation, a pediatrician at Harvard-affiliated Boston Children's Hospital. She states, "Combing Works. It takes patience and perseverance, but not only does it get rid of both live lice and eggs, it's completely non-toxic and without side effects."

Additionally, O.C.'s Hair Police would like to cite from the Pediatrics Journal Vol. 126 No. 2 the following, "Nit removal can decrease diagnostic confusion. Nit removal can decrease the possibility of unnecessary retreatment; and some experts recommend removal of nits within 1 cm of the scalp to decrease the small risk of re-infestation."

As directed by Dr. McCarthy the prescription to adhere to is "...to use a shampoo or solution that contains natural enzymes and then use a head lice comb."

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Charting O.C.'s Hair Police
Professional Technician and Lice Consultants (P-TLC's) Treatment Time



(V.) OUR RESPONSE TO THE TODAY SHOW WITH DR. NATALIE AZAR- Cont'd

On an ongoing basis, there are articles dominating social media regarding super-strains of head lice prevalent in 25 states throughout the U.S. O.C.'s Hair Police would like to address the consistently similar main points of these articles and interviews in order to diminish the intense anxiety driven stranglehold that this parasite seemingly maintains on our communities of families throughout our great nation.

The following discussion is in response to the Today Show's interview with Dr. Natalie Azar referencing the American Academy of Pediatrics new head lice guidelines which say kids should not be kept out of school.

O.C.'s Hair Police contends that it is irrelevant to debate whether head lice infestations predominantly originate within the home or while a child is at school. The bottom line is that head lice exist because humans do. We are the host to this pesky parasite. Unarguably, head lice spreads. Period. Further, head lice is non-discriminatory in its advancement.

In saying this, O.C.'s Hair Police agrees that children that have had the unfortunate experience of contracting head lice can and often do feel humiliated.

Due to this fact, O.C.'s Hair Police encourages every parent and caregiver to address the situation swiftly and with diligence.

O.C.'s Hair Police believes contacting the Pediatrician may not lend to eradicating the case of head lice you are battling.

The Pediatrician is not set up to provide ongoing consultation of each specific incidence of head lice.

As previously discussed, the development of new chemically based head lice products, many without proof of efficacy or safety, has landed us at a turning point with regard to head lice eradication and calls for a reevaluation of the current clinical approach.

Head lice is not the common cold. It does not run its course to finally subside. It requires attention and follow through.

Whether a child is at home or in the classroom with a head lice infestation, the child runs the risk of being distracted and not able to focus on their academics due to the degree than they otherwise would be able to because of the discomfort that their itchy scalp may cause them.

Compounding this irrefutable possibility, is the internal struggle the youngster may be experiencing with their self esteem. There is a natural tendency to distance oneself from an individual who has head lice.

(V.) OUR RESPONSE TO THE TODAY SHOW WITH DR. NATALIE AZAR- Cont'd

This fact is not specific to the school setting. No one wants bugs in their hair whether they are in a classroom, extra-curricular, and/or home environment. They will subconsciously place an invisible barrier between them and the source of the head lice. This in its innocence can be emotionally hurtful to the recipient.

O.C.'s Hair Police believes it to be more prudent to initiate genuine education on the topic of head lice than to attempt to alter the natural tendencies of human nature.

O.C.'s Hair Police is guided by the faith that Knowledge is Power!

Our skilled Professional Technician and Lice Consultants or P-TLC's are sound proponents of thorough nit picking, intensive combing, and treatment with our non-toxic enzymes.

Our fully staffed Treatment Center is available 24/7 to assist in guiding you through the daunting task of a possible future head lice re-infestation by educating our patrons on the lifecycle of head lice and effective eradication methods.

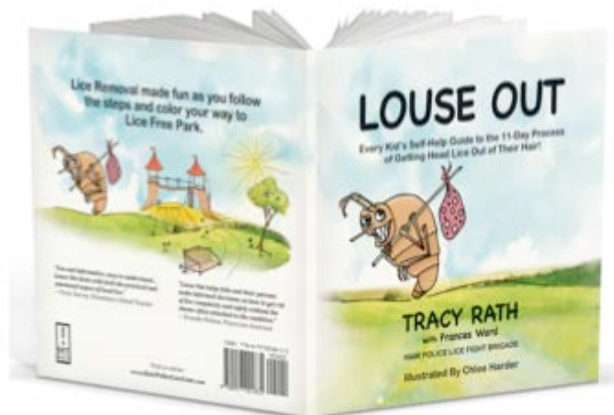
With our Self-Help Guide, we speak to children on the topic of head lice on their level.

We encourage preventative measures versus a reactive approach.

Our non-toxic enzymes can be used daily while remaining 100% effective due to the fact that head lice cannot EVER become resistant to the enzymes we use.

O.C.'s Hair Police is truly "In It To Win It With You" as a United Lice Fight Brigade!

Louse Out Every Kid's
Self-Help Guide to the
11-Day Process of Getting
Head Lice Out of Their Hair!



(V.) OUR RESPONSE TO THE TODAY SHOW WITH DR. NATALIE AZAR- Cont'd

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