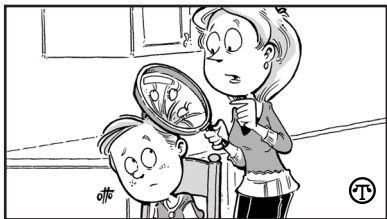


A B C D E F G H Children's Health

A Lousy Problem Affects Millions

(NAPSA)—Did you know that head lice have a life cycle, and if not properly treated can continue to lay eggs (nits) and hatch for several weeks? This can result in hundreds of lice nesting in your child's head relatively quickly.

“Even if you remove hatched and mature lice, if you don't eliminate all the live eggs, these eggs will hatch within the next seven



In many cases, lice have become resistant to commonly used, over-the-counter treatments.

to 12 days, ultimately becoming mature lice. The mature female lice will then lay more eggs—seven to 10 eggs per louse per day without intervention,” says Mary Ann LoFrumento, M.D., pediatrician and author and producer of the “Simply Parenting” books and DVDs. “That life cycle will continue to repeat until both lice and eggs are completely eliminated.”

Therefore, the first line treatment needs to kill both lice and eggs at the same time. One such treatment is Ovide (malathion) Lotion, 0.5%, which is an effective, FDA-approved, prescription-only product for adults and children six years and older.

Fortunately, if treated properly and effectively when you first notice lice, this cycle is more likely to end quickly. In addition, prompt action means the odds of the lice spreading to classmates or family members greatly decrease.

For more information, visit www.ovid4headlice.com.