

ONCE!

WHY TREAT HEAD LICE TWICE?
NOW HEDRIN
IS ALL IT TAKES.



PHARMACY ONLY



USE YOUR HEAD USE YOUR HEDRIN



WHY TREAT HEAD LICE TWICE? NOW HEDRIN

ONCE! IS ALL IT TAKES.

Clinically proven to kill head lice and eggs in one 15 minute treatment.¹



- 🦗 ONCE only treatment, 100% effective.
- 🦗 No pesticides- Hedrin® is an odourless and colourless formulation - is kind to hair and scalp.
- 🦗 Clinically proven kills 100% of head lice and eggs in ONE 15 minute treatment.¹
- 🦗 No resistance as Hedrin® ONCE has a physical rather than a chemical mode of action.
- 🦗 No nasty smells.
- 🦗 Suitable for sensitive skins.
- 🦗 Suitable for children from 6 months.
- 🦗 Suitable for pregnant and breast-feeding mums.
- 🦗 No combing needed.

Hedrin® Once contains dimeticone which is proven to be well tolerated and already widely used in the manufacture of cosmetics and toiletries. Hedrin® Once also contains Penetrol® which helps the product to penetrate louse eggs in order to kill them. Hedrin's active ingredient, 4% Dimeticone, is delivered as a silicone-based lotion that effectively kills lice by coating the insects, and thus disrupting their ability to manage water. The unique and physical method of killing the lice by enveloping them means that it can kill insecticide-resistant lice.

Hedrin® 4% Liquid Gel eliminated the initial infestation in all participants in a clinical field trial. No live lice found on any participant at day 1 (after application), day 6, day 9 or day 14.¹

¹: http://www.icp4.org/Presentations/55.Burgess.Designing_a_treatment.pdf Presented at the **Fourth International Conference on Phthiraptera (ICP4)** June 13-18 2010, Urgup, Cappadocia, Turkey.



KEY ATTRIBUTES OF HEDRIN® ONCE

	USE ONCE	COMBING NECESSARY	100% EFFECTIVE	PHARMACY ONLY
Hedrin® ONCE Spray and Gel	YES	NO	YES	YES
Lyclear Spray and Gel	NO	YES	NO*	NO
Full Marks Spray	NO	YES	NO**	NO

*Lyclear Spray and Gel, 26% of people require a second application to remove all eggs. ** Full Marks Spray, Only 82% effective - two applications may be necessary.

HOW TO USE HEDRIN® ONCE LIQUID GEL

- Hedrin® Once Liquid Gel is suitable for adults and children aged 6 months and over.
- If a member of the family has live head lice, check the other family members and treat all other cases of live head lice which are discovered at the same time.

HOW TO APPLY:

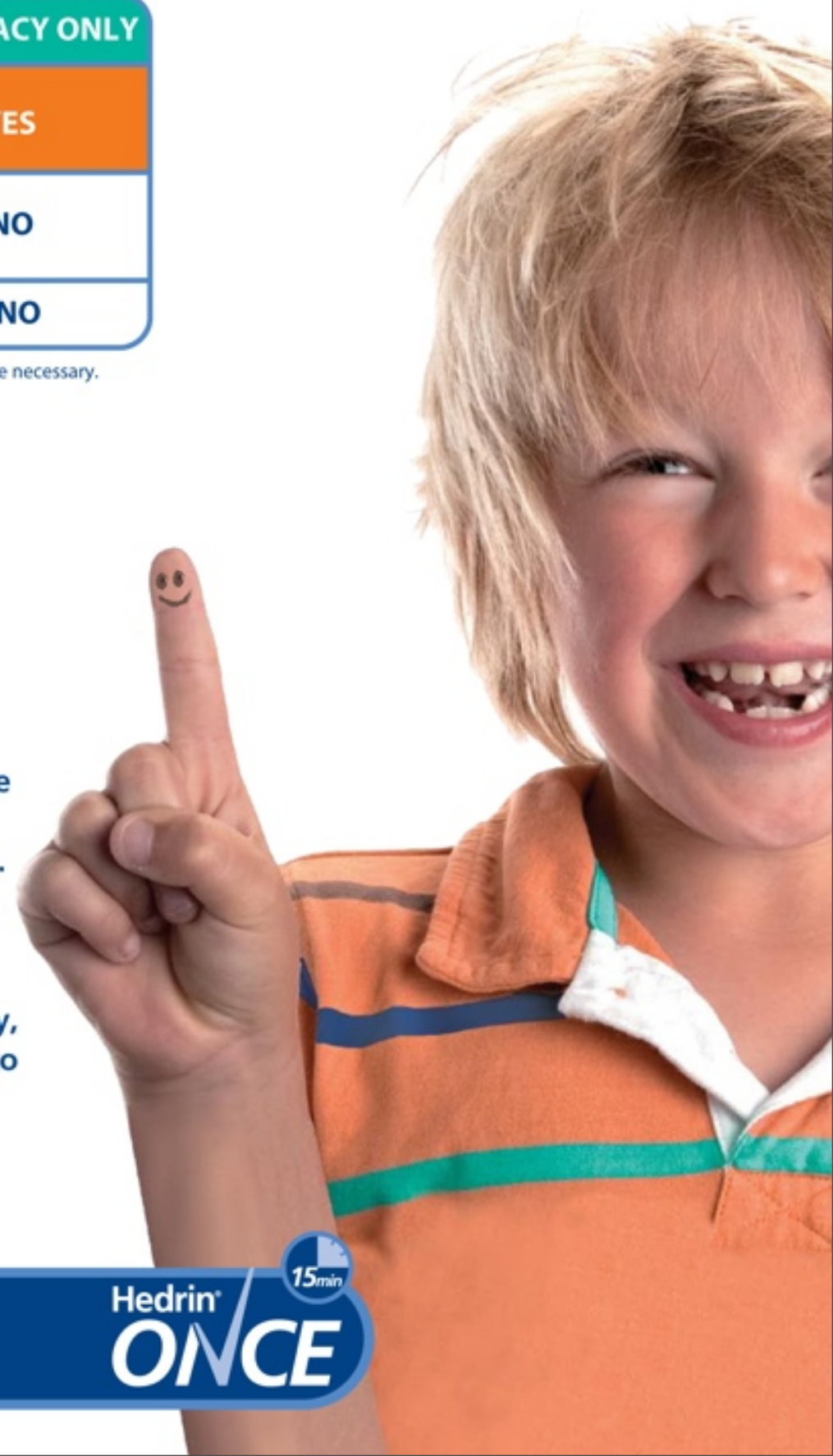
- Cover the shoulders with a towel.
- Shake the bottle well before each use.
- Apply sufficient gel evenly over DRY hair, to ensure that the scalp and hair are fully covered and the hair is SATURATED.
- Work into the hair with the fingers or an ordinary comb spreading the gel thoroughly and evenly from the roots to tips.
- Leave on the hair for at least 15 minutes (or longer if more convenient).
- Apply shampoo directly to the entire surface of the hair without first wetting it, shampoo thoroughly then rinse with water. Repeat the process, then apply conditioner, rinse and dry. Hedrin® Once Liquid Gel contains anti-foaming ingredients so the shampoo will not lather readily. If necessary, repeat the whole procedure remembering to apply shampoo directly to dry hair.
- There is no need for laborious combing out after use.



USE YOUR HEAD USE YOUR HEDRIN

Hedrin®
ONCE

15min



Advertising and Promotional Activity for Hedrin® ONCE

Consumer Campaign

January and August/September 2011

National T.V.

RTE 1, Network 2, TG4, TV3, Sky, E,
Comedy Channel, Discovery Channel

National Press

RTE Guide, Woman's Way,
Irish Independent, Irish Times

Targeted Key Influencer Campaign

PR activity - Primary school campaign - educating parents
and teachers on head lice
Public Health Nurse campaign
Practice Nurse programme

Pharmacy Education

Education talks for pharmacy assistants

Point of Sale Material

- Attractive shelf unit
- Wobbler



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