

“ *Dimeticone 4% lotion is efficacious at treating head louse infestation* ”

Efficacy



Hedrin is the UK's first licensed product specifically formulated to kill head lice without the resistance traditionally associated with neurotoxic insecticides.

Its revolutionary formulation is based on Dimeticone, which acts as a physical inhibitor by fully encapsulating the louse, preventing its ability to excrete surplus water.

One of the largest clinical studies ever conducted on head lice has proven that Hedrin is an extremely effective method of lice eradication.¹



Safety

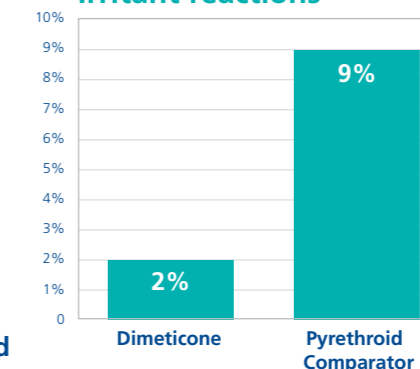


Hedrin is an odourless, colourless formulation which does not contain neurotoxic insecticides. Because it is not absorbed through the skin, it is ideal for use on children as young as six months and can also be recommended for asthmatics, pregnant and breast-feeding mothers.

Hedrin contains Dimeticone and Cyclomethicone silicones which are proven to be well tolerated and already widely used in the manufacture of cosmetics and toiletries.

In a clinical trial, only 2% of patients reported irritant reactions to Hedrin.¹

Irritant reactions¹



“ *Dimeticone is not absorbed transdermally and could be used more than twice* ”

“ *Its efficacy, lack of odour, and relative ease of use make 4% Dimeticone lotion a viable alternative to conventional treatments, especially for people who find combing laborious or impractical* ”

Ease of use

Hedrin is a two-dose treatment. In order to ensure that the lice are effectively eradicated, a second dose of Hedrin lotion should be applied after 7 days to deal with any eggs which may have hatched since the first application. If reinfestation does occur, Hedrin may be used again immediately.

The clear, silky formulation looks and feels similar to a cosmetic conditioner and is easy to apply to dry hair without mess, odour or residue.

Lice can be washed or combed out easily after 8 hours and any nits (empty egg cases) can be removed with the fingers or fine toothed comb.

The lotion is packaged in a convenient, shatterproof bottle with dropper applicator for accurate, economic treatment.



Resistance

In recent years, head lice have become resistant to many existing treatments resulting in long-term infestations within schools and communities.²

However, because Hedrin works in a purely physical way, resistance is no longer a factor in head lice control and efficacy is not diminished even in lice resistant to other treatments.

As a result, complex rotational or mosaic treatment policies are not necessary when Hedrin is used.



“ *Because Dimeticone lotion works by coating the lice, resistance to neurotoxic insecticides should not be an issue* ”

So here's what makes Hedrin different...



HOW TO APPLY HEDRIN

Hedrin should be applied to dry hair.

The hair should be fully covered with Hedrin from roots to tip and then left to dry for 8 hours or overnight.

The 'carrier' agent for Hedrin is Cyclomethicone which evaporates leaving the active ingredient (Dimeticone) coating the louse. Because the hair dries off, it is not at all unpleasant to leave Hedrin on.

Hedrin is then easily washed out.

A second treatment after 7 days effectively deals with hatched eggs.



ORDERING DETAILS

Product	Size	PIP Code
Hedrin 4% Lotion Dimeticone	50ml	317-4166
Hedrin 4% Lotion Dimeticone	150ml	317-4174

SUPPORT

Hedrin will be supported by a full marketing campaign including comprehensive PR targeting national newspapers, women's interest and parenting titles, national print and broadcasting advertising, and point of sale materials.

For copies of the product information leaflet and DVD please contact 01484 842217 or visit www.hedrin.co.uk for further information.



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1. BMJ, 18 June 2005; 330: p1423-1425
2. Downs et al. Br J Dermatol 2002; Jan; 146(1):188-93

Product Information Hedrin 4% Lotion. **Presentation:** cutaneous solution containing 4% Dimeticone w/w. **Indications:** for the eradication of headlice infestations **Dosage and administration:** Adults and children over 6 months: Apply sufficient lotion to cover dry hair from the base to the tip to ensure that no part of the scalp is left uncovered. Work into the hair spreading the liquid evenly from roots to tips. Allow hair to dry naturally. Hedrin should be left on hair for a minimum of 8 hours or overnight. Wash out with normal shampoo, rinsing thoroughly with water. Repeat the treatment after seven days. **Contraindications:** Hypersensitivity to any of the ingredients. **Precautions and Warnings:** Discontinue at the first appearance of a skin rash or any other signs of local or general hypersensitivity. For external use only. If accidentally introduced into the eyes, flush with water. **Side Effects:** Minor adverse events include an itchy or flaky scalp and dripping/irritation around the eyes. **Product Licence Holder:** Thornton & Ross Ltd. HD7 5QH **Legal Category:** P **Price:** (MRRP ex VAT): 50ml £4.25, 150ml £9.78 **Product Licence No:** PL00240/0137 **Date of preparation:** December 2005



Hedrin®

4% LOTION dimeticone

Product Training Guide

Conventional treatments for head louse infestation rely on a toxic action to kill the louse.

Some parents have moved away from these and towards alternatives, which has led to an increasing use of unproven and unlicensed therapies.

This can result in long term infestations within the community.

