

HEAD LICE STATISTICS: nearly half (47%) of all 4-11 year-olds will suffer at least one infestation this Autumn

Submitted by: Senso Communications Ltd

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Parents will be surprised to learn that over a third (36%) of children may have suffered at least one head lice (<http://www.nydasolutions.co.uk/Where-To-Get%20NYDA/Buying-NYDA.aspx>) infestation this summer. For families holidaying with children aged 3-11 the proportion rises to nearly half (48%). (1)

During term-time, 35% of parents claim to check their children's hair at least once a week; but a new survey by NYDA® 92% dimeticone (<http://www.nyda.co.uk/>) – scientifically proven to FREE 97 out of 100 children from head lice and eggs after two applications (2,3,4) – has found that the summer holidays bring a major drop in parental vigilance: just one in ten parents make regular checks during the long summer break, leaving lice and eggs undisturbed on kids' heads.(1)

The six weeks of the summer holiday pretty much match the 50-day lifespan of a female louse, and during that time she can lay up to 300 eggs.

It seems that parents don't associate holidays with the threat of head lice until they see their kids scratching their heads in the security queue at airport departures – which might explain rocketing sales of head lice treatments at airport pharmacies during the summer months, and the 14% rise in infestations in the first month after children return to school.(1)

Michael Close, UK spokesman for NYDA® 92% Dimeticone Dual Formula –scientifically proven to FREE 97 out of 100 children after two applications, commented: (2,3,4)

“The problem is that parents tend to associate head lice with the classroom, and mistakenly believe that their children are unlikely to become infested if they aren't socialising with other children every day. But unless parents check regularly for lice, they only become aware of an infestation if they spot signs of irritation, such as head scratching. Our advice is to keep up regular checks and to keep the whole year round.”

The NYDA® survey also found that parents who do discover lice and attempt to treat the infestation are frequently let down by their louse lotion, with 64% of parents reporting treatment failure. A high percentage of lice – up to 80% in certain cases – are resistant to long-established treatments based on neuro-toxic insecticides (5). Meanwhile, several branded lotions – though not NYDA® which is 97.2% effective at killing head lice and their eggs – claim to work in just one brief application.(2,3,4) The truth is that 10, 15 or 30 minutes is simply not enough time for a lotion to eradicate both the head lice and their eggs, which are just waiting to release a new and fertile generation of blood-sucking parasites.

Not all head lice treatments are the same and large-scale clinical trials have proven NYDA® 92% Dimeticone Dual Formula to be the most effective treatment for killing head lice and their eggs – beating all other leading treatments, including Hedrin 4% lotion and malathion-based lotions.(3,6,7,8,9) Two simple applications of pleasant, safe, easy-to-use NYDA lotion are scientifically proven to FREE 97 out of 100 children from head lice and their eggs (2,3,4), compared to just 70 out of 100 children

treated with Hedrin, 4% Dimeticone lotion (8).

HEAD LICE TREATMENT & CURE RATE

NYDA®:Dimeticone 92% Dual Formula - 97.2% cure rate day 9(3)

Full Marks: Isopropyl myristate 50% in cyclomethicone - 82% (day 9 and 14 (7)

Hedrin: Dimeticone 4% lotion - 69.8% cure rate day 8(8)

Lyclear: Permethrin 1% - 67.6% cure rate day 9 (3)

Bug-Busting kit: Wet combing - 57% cure rate after 14 days (9)

NHS-approved NYDA® is available on prescription or it can be purchased at Superdrug in-store pharmacies, or at www.nyda.co.uk.

NYDA® is available in two sizes

1. 50 ml pump spray + detection comb
2-3 treatments (RRP £14)
2. 100ml pump spray + detection comb
4-6 treatments (RRP £22)

NYDA® can change the outcome for families with head lice infestations

Instructions to parents

1. Identify the presence of head lice using the special NYDA® detection comb.
2. Use the pump spray supplied to apply NYDA® over the child's entire head of hair.
3. After 30 minutes, use the special NYDA® comb to remove the dead lice. Then, leave non-greasy NYDA® in the child's hair for 8 hours (overnight is ideal) to ensure that stubborn eggs (nits) are also dead.
4. Afterwards, comb and wash the hair with usual shampoo.
5. After 9 days, check for head lice; re-apply if required.

Ends

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Journalist Samples and Giveaways:

If you would be interested in trying NYDA and would like a free sample or would like to run a giveaway /competition, please contact penny@lukatsshapiro.com

About the NYDA® Survey

The NYDA® Head Lice Study was conducted using Ipsos MORI's face-to-face omnibus survey, Capibus between 3rd July and 14th August 2012. 999 interviews were conducted face-to-face in home amongst a national representative sample of Parents of children aged 0-15.

References

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