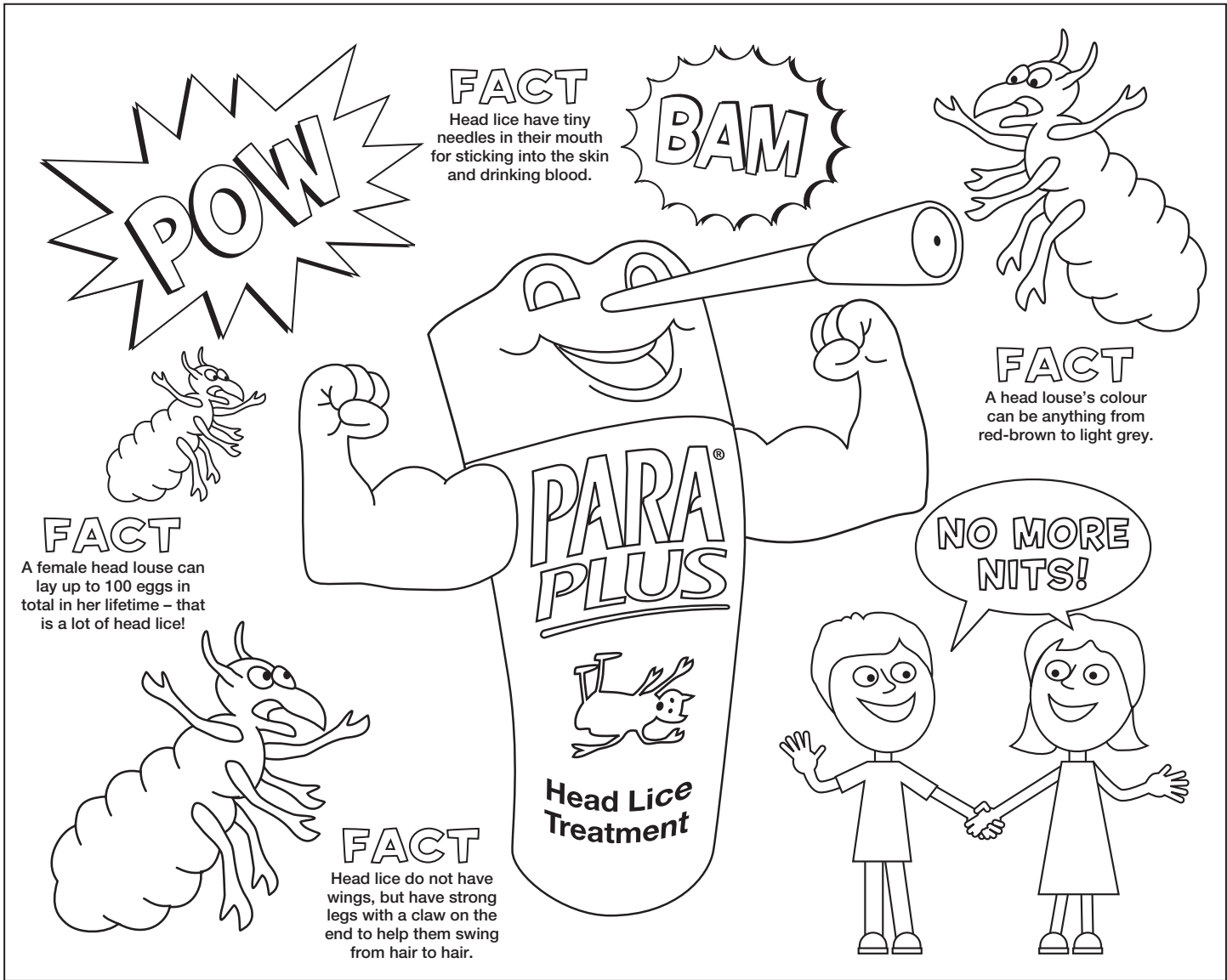


PARA[®]
PLUS

COLOURING COMPETITION

**PARA Plus Head Lice Treatment: Knock out formula with
TWO active ingredients & easy to use aerosol spray!**



WIN A \$50 TOYWORLD VOUCHER

There's one to be won every month until the 30th June 2009!



NAME: _____ AGE: _____

ADDRESS: _____

PHONE NUMBER: _____ PARENT NAME: _____

Drop your completed entry back into your local pharmacy or post to: Arrow Pharmaceuticals, PO Box 128 244, Remuera, Auckland.

Terms & Conditions: 1. The promoter is Arrow Pharmaceuticals NZ Ltd, 33a Normanby Rd, Mt Eden, Auckland. Your decision to supply information is voluntary. The information you provide in this form is collected and held by Arrow Pharmaceuticals (NZ) Ltd. You have a right of access and correction of any personal information you have provided under the Privacy Act 1993. 2. This promotion runs until June 30th 2009. 3. The winners will be notified by phone. 4. The prize is not transferable or redeemable for cash or other products. 5. Judges decision is final.

Head Lice

Head lice are a common problem all over the world. Anyone can catch head lice – it is not a sign of poor personal hygiene – in fact, head lice prefer clean hair and scalps! They are small, flat insects about 2 – 3mm long, that breed all year round. Head lice live on the human scalp, feeding on blood approximately 5 to 6 times a day. Without food head lice can only live for up to 48 hours. Once an infestation has been discovered, it is important that bed linen, hair brushes, hats and any other items that touch the head are washed – at temperatures greater than 60°C – so head lice are killed and cannot re-infest. Head lice do not carry disease.

Para Plus

Para Plus is a head lice treatment that is available from pharmacies.

Para Plus is the only registered head lice treatment that has two active ingredients. This confidently reduces head lice resistance to head lice treatments and makes it an effective treatment for head lice.

Para Plus is an aerosol spray, which is easy to use, and Para Plus is applied on dry hair – so you know you won't miss a spot!

Spray Para Plus evenly onto dry hair. Allow the hair to dry naturally in the air – do not use a hair drier. Allow Para Plus to act for a minimum of 10 minutes then rinse the hair well with water. It is important that you comb all dead head lice and nits out of the hair. Repeat the treatment in 7 to 10 days after the first application.

Always read the label and use as directed. For External Use Only.

*** Also available in the PARA range is PARA REPEL Head Lice Repellent.**



Self-care / How to Treat

- Speak to your pharmacist for advice about what treatment to use and how to use it.
- Topical medication containing permethrin, malathion or other insecticides in shampoo or lotion form will be effective in killing both the lice and their eggs.
- Before treatment, it is advised that you clear the hair thoroughly from protein. Products containing additives such as conditioners and colour enhancers coat the nits and lice in a protective layer, preventing the head lice treatment from working effectively. To remove the protein, rinse the hair with a stripping agent, such as sunlight soap or vinegar, before using the head lice treatment.
- Always follow the manufacturer's recommendations supplied with individual treatments. Normally 2 to 3 treatments are required, 1 week apart.
- After using shampoo, dead eggs are left. Make sure you thoroughly comb the nits out with a metal, fine toothed comb. Recheck your children's heads after a week and make sure they brush their hair every night.

Head Lice life cycle:

Female lice lay about 7–10 eggs each night. Eggs are laid close to the scalp. Each egg is firmly glued to a hair. The eggs (nits) are small and hard (like a grain of salt) and are normally pale grey in colour. After hatching, the nits (empty egg cases) are white. Eggs hatch in 7–10 days and a louse will live for 40 days.

Head lice are sometimes given other names like 'nits', 'kutu bugs' or 'headlouse'.

Signs of head lice:

- Itchiness and scratching – behind the ears, on the scalp and neck. This can be an allergic reaction to the lice saliva that is injected during feeding.
- White specks (nits / head lice eggs) found in your child's hair
- Lice on the scalp

Looking for head lice:

Look over the scalp especially around the nape of the neck, behind the ears and on the crown. Lice can be hard to spot because they crawl quickly. So, the most effective way is to follow these steps:

- Step 1** Comb hair conditioner onto dry, brushed (detangled) hair. This stuns the lice and makes it difficult for them to grip the hair or move around.
- Step 2** Wipe the conditioner from the comb onto a white tissue.
- Step 3** Look on the tissue and on the comb for lice and eggs.
- Step 4** Repeat the combing for every part of the head at least 4 to 5 times.
- Step 5** If lice or eggs are found, the person should be treated.

Prevent the spread:

- Check your children's hair every week. During outbreaks check their hair daily.
- If your child has head lice, begin using a treatment immediately. Tell your child's teacher so spreading is decreased.
- Tell your friends and other contacts of your child so that they can check for head lice.
- Tie back children's long hair to prevent it coming into contact with other people's hair and causing further spread of lice.
- Do not share hair brushes or combs with others.
- Clean all brushes, hats, sheets and pillow cases at 60°C or hotter to ensure all nits and lice are killed and do not reinfest.
- It is recommended that you use a repellent to prevent the lice from coming back.

Para Plus is available from all leading pharmacies.

For more information, phone ARROW PHARMACEUTICALS (NZ) LTD. on 09 630 4488 or 0800 800 097.

