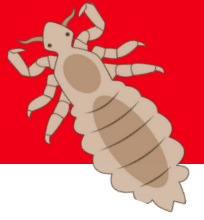




Facts of Lice



WHAT ARE HEAD LICE?

Head lice are small, wingless, greyish-white insects (they turn a darker grey after they have fed on blood) that live on the human scalp. They have flattened, elongated bodies with oval heads and when fully grown are 2-3mm (about the size of a sesame seed).

WHY ARE THEY SUCH A PROBLEM?

Every civilisation in human history has tried to get rid of head lice. But they're still here. That's because head lice are very, very good at what they do - and because most over the counter treatments prove ineffective at removing an entire infestation (head lice, nits AND 'live' eggs) quickly and easily. And if you don't get rid of the 'live' unhatched eggs, you end up right back where you started. That's why the Nitty Gritty NitFree Comb really is such a huge breakthrough - because it's the only product to get rid of the 'live' unhatched eggs as well as the live head lice.

HOW DOES SOMEONE GET HEAD LICE?

Head lice are very good at moving from one host to another during head-to-head contact. When your hair is touching someone else's, even for a few moments, there is an opportunity for head lice to migrate. This is why they are so prevalent amongst primary school children, as they tend to have lots of head-to-head contact.

WHERE CAN HEAD LICE BE FOUND?

Head lice spend their entire 30-35 day lifespan in our hair, clinging tightly onto it as soon as they emerge from their eggs. They tend to stay very close to our scalps in order to feed directly from our blood. They often lay their eggs near the temples, behind the ears or at the crown or nape of the neck where it is nice and warm.

WHAT IS THE DIFFERENCE BETWEEN EGGS AND NITS?

Most people refer to all eggs, both live and hatched, as nits, this is technically incorrect. You have 'Live' head louse eggs, which are found very close to the scalp (within a few millimetres), each egg is glued to an individual hair strand as soon as they are laid, they are brownish in colour so can easily be camouflaged in the hair. Nits are the empty egg cases, which are a white or cream colour, they remain glued in place on the hair as it grows out after the lice have hatched. They are usually found slightly further away from the scalp. Nits are often the first visible sign of a head lice infestation.

WHAT DO THE EGGS LOOK LIKE?

They are very small (about the size of a pin head) tiny teardrop shapes, that will be securely fastened to the hair shaft. Before they hatch the 'live' egg will be a brownish colour, making them very difficult to spot in dark hair. Once they hatch the 'nit' which is the empty egg case is a white or cream colour. Nits are often mistaken for dandruff or flaky scalp, the easiest way to know if it is a nit is to try and slide it down the hair shaft between your fingers, if it won't move without using your nails then it is a nit.

WHERE DO HEAD LICE LIKE TO LAY THEIR EGGS?

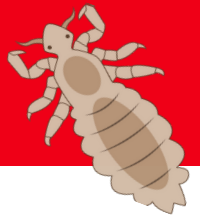
Female head lice attach each egg with a glue like substance to the root of an individual hair strand, very close to the scalp, so that when they hatch out, they are close to their food source. They like to lay their eggs near the temples, behind the ears and at the crown and nape of the neck. Any eggs found more than about 1/2" from the scalp will be the nits (the empty egg cases), which remain glued to the hair shaft and grow out as our hair grows

HOW MANY EGGS DOES A HEAD LOUSE LAY?

Once a female head louse has matured (which takes about 15 days from the egg being laid) it will continue to lay eggs throughout their full 30-35 day lifespan. When any infestation is left untreated each head louse can lay up to 150 eggs in their life cycle. Not everyone itches, and there is sometimes no visible sign of infestation until the nits (empty egg cases) grow out in the hair, so there can be hundreds of head lice on one person's head during a prolonged infestation. However, most infestations are picked up earlier on once the eggs begin to hatch, the average number of lice found on an infested person is around 30.



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HOW LONG DO EGGS TAKE TO HATCH?

Eggs take approximately one week to hatch but can take anything from 6-10 days.

WHY DO YOU ITCH WHEN YOU HAVE HEAD LICE?

When head lice feed on a human scalp their saliva and faeces often cause an itching allergic reaction. Scratching can then lead to broken and inflamed skin, which can cause further discomfort. Not everyone gets this allergic reaction and has the itch, this is why it's important to do regular checks on primary school age children and on all members of a household when a known infestation is detected on one member.

HOW LONG DO HEAD LICE LIVE?

Head lice typically live for about 30-35 days. They can only survive for around 24 hours once removed from a human head, though.

WHO IS MOST LIKELY TO GET HEAD LICE?

Anyone who has hair on their head is able to be a host to head lice. School-age children tend to spend time in large groups, with lots of head-to-head contact, so they are the most likely to become infested, but they then pass it onto the other members of their household.

DO HEAD LICE JUMP OR FLY?

No. They can't fly, jump, hop or skip. But they do crawl very swiftly from one human head to another during everyday head-to-head contact.

DO HEAD LICE BITE?

Technically speaking head lice don't actually bite. They attach to the scalp and use needle-like feeding tubes to suck blood multiple times a day, this is what keeps them alive. Head lice can only survive 1-2 days without feeding on a human scalp.

DO HEAD LICE PREFER CLEAN OR DIRTY HAIR?

Head lice have absolutely no preference for clean or dirty hair. They are tough, resourceful little creatures. You can't wash them out, and there is no scientific evidence to indicate that either washing or not washing the hair will do anything to prevent an infestation.

HOW CAN YOU DETECT IF SOMEONE HAS HEAD LICE?

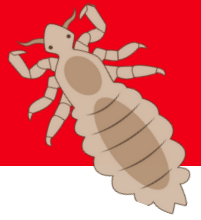
Sometimes there is no sign of infestation until nits – the hatched empty egg cases - start to become visible as they grow out in the hair, often these little white specks in the hair are the first thing that parents notice. Once the lice have hatched they will start feeding on the scalp, which can cause itching, so if you see a child itching their scalp this is often a tell-tale sign that they have live lice in their hair. BUT it's important to know... not everyone itches. So it's important to carry out regular checks for nits, eggs and head lice as part of your child's haircare routine.

We suggest daily sight checks when doing your child's hair for school. A quick look around the scalp (in good light), paying particular attention behind the ears and nape of the neck. Look for eggs glued to the roots of the hair very close to the scalp. Nits are often mistaken for dandruff or flaky scalp, the easiest way to know if it is a nit is to try and slide it down the hair shaft between your fingers, if it won't move without using your nails then it is a nit.

We then suggest doing a weekly check with our comb and regular conditioner when you are washing your child's hair. Do not use our comb on dry hair it is completely ineffective on dry hair and will get stuck in the hair. Get the full low down on Checking for Head lice on our Lice School page of our website.



Facts of Lice



DO I NEED TO CHECK EVERYONE IN THE HOUSE?

Other than primary school aged children you do not need to routinely check all members of the household unless you have reason to suspect they have been in contact with someone with head lice. If you do find any signs of head lice, eggs or nits on your child we always recommend that you check every member of the household, as well as other close family members or anyone they come into regular contact with such as grandparents or childminder - Remember, not everyone itches when head lice are present.

If you find signs of an infestation do not panic, using our Nitty Gritty NitFree Comb with either hair conditioner or our Nitty Gritty Aromatherapy Head Lice Solution is the easiest and most effective way to remove all head lice, nits and 'live' eggs from anyone who shows signs of being infested.

HOW DO I TREAT AN INFESTATION ONCE DETECTED?

Treating an infestation is quick and easy using our Nitty Gritty NitFree Comb with either your regular hair conditioner or our fantastic Nitty Gritty Aromatherapy Head Lice Solution. Unlike other over the counter treatments, our comb is the easiest and most effective way to remove all head lice, nits and 'live' eggs from anyone who shows signs of being infested. Watch our short video to see how easy it is to use and for full guidance on making sure you comb effectively to remove all signs of live lice and unhatched eggs.

Do remember...

Head lice are annoying, but they are not dangerous. Don't ever let them make you or your children unhappy. With Nitty Gritty you have a safe and effective way to not only treat head lice but to keep them away for good, without any pain or drama!

Our Nitty Gritty Aromatherapy Solution, Nitty Gritty NitFree Comb and Nitty Gritty Conditioning Defence Spray has helped over 3 million families finally beat the bugs!

DO I HAVE TO NOTIFY MY CHILD'S SCHOOL?

If you haven't already been notified by your child's school about a head lice case in the class then we do recommend that you let them know that you have found and treated head lice on your child and ask them to notify all parents of that class so that they can check and treat their own children to put a stop to it spreading further. You can also direct them to the SCHOOLS page on our website where they can download a PDF on how to check, treat and prevent head lice, which they can pass on to all parents in the school.

DO REMEMBER

Head lice are annoying, but they are not dangerous. Don't ever let them make you or your children unhappy. With Nitty Gritty you have a safe and effective way to not only treat head lice but to keep them away for good, without any pain or drama!

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**Advice provided by head lice experts Nitty Gritty.
Scan the QR code for lots more information about head lice**

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