



HEAD LICE?

Electric Blue Removes Headlice & Nits... FAST

Head lice is a very common childhood problem. They are 'caught' by head-to-head contact with people who have them. Adults can also get them. They affect rich and poor people, and live on clean or dirty hair. If you leave them they will not go away. As head lice become more prevalent and persistent, there is concern about reapplying pesticides to children's hair.

ACCURATE DIAGNOSIS (DETECTION)

Accurate diagnosis of head lice is important because: (1) Infestations can be detected and treated before they become established and spread. (2) Fewer lice-free children will receive unnecessary treatment. Experts agree that carefully sweeping a fine-tooth comb through conditioned hair is more effective for detecting lice than usual, dry scalp visual inspection. Do it weekly.

WET COMBING / DETECTION COMBING

Electric Blue Natural Hair Conditioner, when applied to dry hair, stuns head lice for about 20 minutes, making them easier to trap and comb out with a fine-tooth comb (nit comb). Systematic and thorough fine-tooth combing is also known as 'Bug-Busting'.

Do it every day or 2 for 10 days to get rid of head lice in long hair. Do it weekly for detection combing. Use on dry hair.

ORIGINAL **Electric Blue** NATURAL HEADLICE CREAM

For Fast Knock-Down. Proven in Long-term and Resistant Problems.

- "Easy-to-use, pleasant smelling & gentle on the hair"
- Non-irritating (no alcohol)
- Leaves Hair Soft & Shiny
- Contains Essential Oils
- Loosens Nits (eggs)
- No Animal Products
- Pesticide Free



Electric Blue NATURAL HAIR CONDITIONER

For Bug-Busting Method & Weekly Detection Combing

- Suitable for Long Hair & for families
- Apply to DRY HAIR. No Need to Pre-Wash
- Use Weekly for Detection Combing
- Stuns Lice & Loosens Eggs

SCHOOL PROJECTS

For Educational updates
Phone: 0411-772-778 or
Email: pharmacist@ketorac.com

Electric Blue products contain natural plant oils. No poisons. No Animal Products. No Alcohol.
Consumer Helpline: 0411-772-778 Email: pharmacist@ketorac.com Website: www.ketorac.com

DISTRIBUTORS: W.A: SWAPS / Mediclean, Tel: 9478-1166 / N.S.W: 3P Pty Ltd, Tel: 9232-7820 / VIC: Ketorac Pty Ltd, Tel: 0411-772-778
S.A & N.T: Searcy Marketing, Tel: 8352-2926 / QLD: Ketorac, Tel: 0411-772-778 / TAS: Millen Wholesale, Tel: 6326-1055 / NZ: Apotex NZ Ltd, Tel: 0800-657-876

Here's **NEWS**

100% SUCCESS IN CONSUMER TESTS

"When we asked a Perth day-care centre to test the product on 11 children with long-term head lice, parents in each case reported 100% success with a follow-up application seven days later. They described it as easy-to-use, pleasant smelling and gentle on the hair". Reporter's test on **Electric Blue** cream in *The West Australian 'HEALTH+MEDICINE' 24/05/00*

YOU NEED TO KNOW

(1) No product will eradicate head lice and eggs in one application. (No matter what the label claims). (2) The aim of the first application is to remove lice, including adult breeding lice. (3) Remaining (viable) eggs will hatch over the next 7 days. Do not panic! These baby lice are too young to breed. (4) It is vital to do another application after 7 days to remove the baby lice that have hatched. This is the key to head lice control with **Electric Blue** natural products.

CARING FOR HAIR AND SCALP

Hair health (gloss, strength & texture) is affected by chemicals, which can also cause itchy, flaky scalps. **Electric Blue** products moisturise, condition, and revitalise stressed hair. No alcohol to irritate scalp, or inflame eczema, (nor alcoholic fumes to trigger asthma).