



IT'S HIGH NOON FOR HEAD LICE!

A sharp shootin' new treatment for head lice - new Vamousse® kills 100% of head lice and eggs within 15 minutes

30th July 2014 – There's a new Sheriff in town! Today, Vamousse launches in the UK - a new head lice treatment which, for the first time, is proven to kill 100% of lice and eggs within just 15 minutes of contact meaning there is no need to reapply.¹ This is great news for families as head lice is a common problem - more than 1 in 3 children in the UK will get head lice at some point during the year.²

Vamousse Head Lice Treatment, developed by TyraTech, is an easy-to-apply, non-greasy mousse for maximum scalp coverage providing quick and accurate application, and is safe to use in adults and children aged 2 years and older. It is available to buy from Boots, Superdrug and pharmacies nationwide at a recommended retail price of £14.99.

Say goodbye to those pesky head lice!

Vamousse's fast-acting, unique formulation works by dissolving the waxy layer surrounding the lice, leading to water loss and quick death by dehydration. This mode of action differs from most current head lice treatments, many of which work by coating the lice, preventing them from eliminating water, which eventually causes them to die.^{3,4}

"Having head lice has a huge impact not just on children but on the whole family. They are becoming increasingly common, are very easy to catch and can be very difficult to treat - over the years we're seeing them become more and more resistant to treatments. Thanks to Vamousse, parents can say goodbye to those pesky varmints!" says Sarah-Jane Durman, School Nurse.

Vamousse Head Lice Treatment is a non-toxic and pesticide-free product that represents years of scientific research and development, which is 100% effective against pesticide-resistant lice, killing all lice and eggs on contact, with just one application when used as directed.¹ So now parents can give head lice the treatment they deserve!

"Vamousse Head Lice Treatment is an innovative new treatment that has a unique mode of action that is scientifically proven to be 100% effective," said Sultan 'Sid' Dajani, Community Pharmacist, and member of the Royal Pharmaceutical Society. "With one simple application all head lice, even the resistant ones, and their eggs are eradicated in just 15 minutes of contact, which is great news for families everywhere."

Alongside the Vamousse Head Lice Treatment, the Vamousse Protective Shampoo (RRP £9.99) launches to protect from head lice before they lay eggs. Its gentle formulation means it can be used as often as needed, whenever an outbreak occurs at school, in advance of a sleepover or trip away, or if someone in the family is affected with head lice.

For more information about the Vamousse product range, visit www.vamousse.co.uk

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For pharmacy press

Under embargo until 00.01 17th July 2014



Editors Notes

Vamousse Products



Vamousse Head Lice Treatment is indicated for the treatment of head lice, packaged in a convenient 160 ml canister with a RRP of £14.99 per pack.



Vamousse Protective Shampoo protects from head lice by killing them before they lay eggs, and has a RRP of £9.99 for a 200ml bottle.

About head lice

Head lice are tiny wingless insects that live in hair and are a common problem, particularly in school children aged 4 - 11 years.² A female louse lays eggs by cementing them to hairs, after 7 to 10 days the nymph louse hatches out of the egg, leaving a shiny white empty eggshell (or nit). The lice nymphs feed by biting the scalp and feeding on blood. They take 6 to 10 days to become fully grown. Once mature, they can move from head to head if direct contact is made. Head lice typically live for about 25 to 35 days and a female head louse can lay eggs as early as 7 days after she has hatched and will produce 4 to 6 eggs per day.

TyraTech

TyraTech, the creator of Vamousse, is a life sciences company focusing on nature-derived insect and parasite control products. TyraTech's Nature's Technology[®] effectively controls insects and parasites while providing a new level of safety for people, animals and the environment. TyraTech leverages scientific platforms to develop nature-derived products that are as effective as traditional chemical options and provides a full range of biocides, head lice and insect repellent solutions. To learn more about TyraTech, visit www.tyratech.com

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For consumer press

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