



IT'S HIGH NOON FOR HEAD LICE!

**A sharp shootin' new treatment for head lice –
*new Vamousse® kills 100% of lice and eggs within 15 minutes, so there
is no need to reapply***

17th July 2014 – There's a new Sheriff in town! From today, Vamousse, a new head lice treatment which – for the first time - is proven to **kill 100% of head lice and eggs within just 15 minutes of contact and in one application**,¹ is available to order by calling 0800 7526150. Developed by TyraTech, Vamousse Head Lice Treatment is an easy-to-apply, non-greasy mousse for maximum scalp coverage that provides quick and accurate application, and is safe to use in adults and children aged two years and older.

Head lice are a common problem, particularly in school children - in fact more than 1 in 3 will get head lice at some point during the year.² Head lice can be difficult to treat due to a high re-infestation rate and their ability to develop resistance to traditional insecticides contained in some medicines.³ New Vamousse is pesticide-free, so if head lice come to your town, you tell your customer to **Vamousse those varmints!**TM and give the head lice the treatment they deserve!

Vamousse's unique formulation contains an optimised blend of ingredients, including isopropyl myristate and isopropyl alcohol, which kills head lice *and* their eggs in one easy 15 minute treatment, meaning there is no need to reapply. The new formulation works by dissolving the waxy exoskeleton, leading to water loss and quick death by dehydration. Vamousse's fast 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.^{4,5} Vamousse has a recommended retail price of £14.99. Please speak to your Ceuta contact or call 0800 752 6150 to place your forward order.

"Finding head lice has a huge social impact not just on children but on the whole family. They are becoming increasingly common and very easy to catch," says Sultan 'Sid' Dajani, Community Pharmacist, Wainwrights Chemist, Bishopstoke. "Pharmacists play a key role in providing free support, confidential advice and critically fast access to effective head lice treatments before the infestation gets any worse and grips the whole household. Customers want treatments that work quickly and effectively and it's great we can now recommend Vamousse because uniquely it does both. With just one application, Vamousse kills the lice and the eggs essentially breaking the "cycle of reinfestation". It is by far the most powerful treatment I have ever seen and will revolutionise how we deal with head lice...even the resistant ones."

Alongside the Vamousse Head Lice Treatment, TyraTech is also launching the Vamousse Protective Shampoo (RRP £9.99 for 200ml bottle) which protects against the spread of head lice, by killing them before they lay eggs. Designed to be used every day for two weeks, instead of normal shampoo, its gentle formulation means it can be used as often as needed, whenever an outbreak occurs at school, after a sleepover or during trip away or if someone in the family is affected with head lice.



For pharmacy press

Under embargo until 00.01 17th July 2014

Launching with a sharp-shooting national TV advertising campaign, new Vamousse Head Lice Treatment and Vamousse Protective Shampoo come in boxes of six packs. A clear and easy-to-use customer information leaflet and training guide will also be provided to help the pharmacy team provide appropriate advice and support on head lice treatment.

“Vamousse Head Lice Treatment is an innovative new product that has a unique mode of action, using a formula which is scientifically proven to be 100% effective at killing head lice including resistant head lice on contact.” explains Brooke Bissinger, Director of Research & Development at TyraTech. “It’s non-toxic, pesticide-free formulation is not only highly effective but also safe for children 2 years and older and easy to use with no need to reapply.”

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

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Editors Notes

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Vamousse Products:



Vamousse Head Lice Treatment (160ml canister) is indicated for the treatment of head lice, RRP £14.99 per pack.



Vamousse Protective Shampoo (200ml bottle) prevents the spread of head lice before they lay eggs, RRP £9.99 per pack.

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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National advertising campaign: There's a new sheriff in town



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