

Not Nice to Lice: safe, quick and easy to use

Not Nice to Lice, a shampoo to combat the problem of head lice, was developed by Mr Steve Tvedten of Michigan (world-renowned pest control expert). Mr Tvedten's pest control career was cut short when he became very ill from using traditional chemical pest control methods

Mr Tvedten decided to dedicate his career to finding effective alternative pest control approaches. He says: "After searching for a better way of insect control, I hit upon the idea of using protease enzymes, which are associated with the moulting of the skin. I then spent the next seven years developing Not Nice to Lice through various stages of development."

Not Nice to Lice was awarded a US patent in 2003, and Mr Tvedten is in the process of applying for an EU patent. Not Nice to Lice was launched in the USA, and following its success was introduced into the UK. Since its introduction the product has proved to be very popular and has received many testimonials (see Box 1).

Not Nice to Lice works due to its unique formula

containing:

- Purified water.
- Anionic/non-anionic surfactant blend.
- Glycerin.
- Protease enzymes.
- Peppermint oil ... and peace of mind.

As Not Nice to Lice contains no harmful pesticides, it can be

used by the whole family, including pregnant mothers and newborn babies. Not only is it gentle on the skin but on the "nose" too, with a pleasant peppermint fragrance.

Not Nice to Lice should be applied to the hair and massaged for 10–15 minutes – approximately 10ml of Not Nice to Lice is sufficient to treat shoulder-length hair. The hair should then be rinsed thoroughly with warm water and a nit comb used to comb through, leaving the hair clean of nits and eggs.

To ensure that your child is head lice free at all times, Not Nice to Lice can be used as a preventive on a weekly basis. Not Nice to Lice offers an effective alternative to conventional preparations where resistance is a growing problem.¹

Not Nice to Lice has full class one CE-mark approval under the Medical Devices Regulations 2002, Regulation 19, issued by the Medicines and Healthcare products Regulatory Agency, and also complies with all other legal requirements.

Marketing of the product continues with an application shortly for inclusion on the NHS drug tariff.

Future trials of the product are planned in the medium term, and any interested parties wishing to help in this should contact Naturallydoesit. ❖



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Box 1. Testimonials for Not Nice to Lice

- Freelance Hair and Beauty Federation – independent trial of Not Nice to Lice in Bedfordshire schools (March 2003): "I found it easy to use, very effective with excellent results. It had a pleasant smell, very convenient because it is a shampoo unlike some lotions that you have to leave on overnight or a few hours to work."
- "I was very impressed by its efficiency – I have tried over-the-counter remedies which haven't worked." Mrs R, Norwich (December 2004)
- "It's brilliant and so easy. I don't use anything else and use it weekly as a preventative. Can't put a price on it – it works!" Mrs P, Edware (January 2005)

"I highly recommend NNTL Shampoo to my patients because it is nonharmful, natural and extremely effective. All who use it, both adults and children, are delighted with the results." Berenice Benjelloun, Homeopath RSHom, Welwyn Garden City (July 2005)

Reference

1. Hill N, et al. *BMJ* Aug 2005. Available from <http://bmj.bmjournals.com/cgi/rapidpdf/bmj.38537.468623.E0v1>