

Once a
week
take a
peek

The national campaign to beat school bug bullies

**AN EASY-TO-USE
GUIDE FOR PARENTS
TO FIGHT BACK
AGAINST HEAD LICE**



Produced by:

Hedrin

HEAD LICE – TOGETHER WE CAN FIGHT THEM!

Head lice are a normal part of childhood - surveys among primary school children have found that nearly 1 in 10 have them at any one time.

If you're a parent then you probably know what a hassle it can be to treat head lice and just how frustrating it can be when your child comes

home scratching their head. But, parents, you've got the power to stop head lice in their tracks!

By following a simple three step process, Check-Treat-Complete, you can fight back against these bug bullies.

The impact of head lice

Anyone can get head lice, although they are most common amongst children aged 4-11 who spend more time in close contact with friends and siblings.

The best known symptom is itching, but this is not the best indicator as many people may not itch with lice at all. Leaving lice untreated can be distracting and uncomfortable for the child, leading to a loss of self esteem and confidence and a general feeling of being unwell.

**NIT NURSE
KNOWLEDGE:**

1 in 4 parents believe
schools check for lice –

WRONG!

Your home is a lice free zone

Head lice do not survive away from the head. Therefore, there's no fear of lice spreading to clothes, furniture or bedding so excessive cleaning is not needed. If live lice are found on one member of your family, simply check everyone's hair and then treat as necessary.

Should the child stay at home?

If children are checked for head lice on a weekly basis and treated straight away when live lice are found, then they can attend school, child care and all other activities just as usual. However, ask them to avoid head-to-head contact with other children until all the lice are gone.



CHECK

You should check the child's hair regularly, ideally once a week – a good way to remember this is **ONCE A WEEK, TAKE A PEEK.**

How to diagnose head lice

To diagnose a case of head lice you need to find them alive. This is when you need to use a treatment. They move fast and are small, so they can be tricky to find!

Sizing up head lice

Head lice range in size from a full stop to a sesame seed.



Actual size in stages of growth.



Where to peek

- Close to the scalp
- Behind the ears
- The back of the neck
- The top of the head
- Under the fringe

What to for peek for

- Adult lice are 2-4 mm long, immature lice are even smaller
- Live lice remain close to the scalp
- Nits are dead or empty egg shells - if you have already treated for head lice then simply remove these by hand or by combing

MYTH:

Only dirty children get head lice

FACT:

Having head lice has nothing to do with personal hygiene

CHECK...

If head lice are spotted, take a close look at all the family, including adults and ask close family and friends to check as well
Consult the pharmacy team for treatment advice

How to check

- Checking for head lice shouldn't be considered a big deal, it's just a normal part of a family's personal hygiene routine like brushing teeth or washing hair
- It's best to check for head lice using a comb made for the purpose, ideally white so they can be easily seen and with teeth no more than 0.3mm apart in order to trap head lice
- Combing through the hair when wet, or after applying a conditioner, may make the process more comfortable
- Good lighting is important and so is comfort to ensure the child stays still. Perhaps distract the child with the TV or reading a book



TREAT

If you find live lice, don't worry. Head lice are a normal part of life and are nothing to be embarrassed about. You can deal with them quickly and easily if you take the right action.

How to get rid of head lice

There are **FOUR** types of head lice treatment:

- Non-pesticide treatments
- Pesticide lotions and liquids
- Wet combing with conditioner
- Alternative treatments

NON-PESTICIDE treatments work in a different way from conventional pesticide treatments. By coating the outside of the lice, they either disrupt their ability to manage water or attack the waxy cuticle on the louse causing them to die. These physical modes of action mean there is theoretically no chance for the lice to build up a resistance. There are three main active ingredient options currently in use, dimeticone, octanediol and isopropyl myristate.

PESTICIDE based treatments have been around for many years but there is evidence that head lice already have, and continue to, develop resistance to some of them. There are two main types which work by poisoning the lice.

WET COMBING can remove lice and nits, however it's labour intensive and requires a high level of commitment on behalf of the parent or carer, and co-operation from the child. It is recommended that the correct equipment, particularly a fine-tooth comb, is used to increase the chances of success.

ALTERNATIVE TREATMENTS and herbal options are available although their effectiveness varies.

MYTH:

Head lice can jump from one head to another

FACT:

Head lice can only transfer from a child's head through moderately prolonged head-to-head contact

Go to your local pharmacy for information and advice on which treatment is right for you.

Applying treatment

- Treatment should only be applied if a living, moving louse is found – never 'just in case'. Ask your pharmacist for advice on protecting against head lice
- When applying treatment, cover the full length of hair and ensure treatment is left on for the recommended time – following on-pack instructions carefully
- Keep lotion out of eyes and off the face – do not use the hair dryer and keep away from flames, stoves, cigarettes and other sources of heat



Treating head lice is straightforward, quick and easy if you get it right.

COMPLETE

The treatment has been applied but more action may be required to ensure the problem is dealt with.

Finishing off the job

- Check the child's hair a couple of days after treatment to ensure that all the head lice have been killed
- If the pack instructions specify that a second application is required, repeat the treatment seven days after the first application to kill any nymphs which have hatched since the first treatment was applied
- Continue to check for head lice on a regular, weekly basis – **ONCE A WEEK, TAKE A PEEK**

How to protect against head lice

A special, leave-in conditioning spray clinically proven to protect against infestations is available in pharmacies. The product, which contains the non-pesticide 1% octanediol, works by breaking the life-cycle of the head lice and preventing further breeding and migrating. There are various home remedies that parents claim can repel head

lice and prevent infestation, but evidence to support how effective they are is very limited. Speak to your local pharmacy for more information.

If the problem won't go away

If you still find live lice after you finish the treatment, either it's failed or there has been a re-infestation. If the treatment failed you'll usually find lice of all life stages, but a re-infestation will usually consist of a few adult lice. You'll need to treat again so make sure:

- You read the instructions carefully and follow them exactly
- You use enough treatment to cover the whole head and full length of hair
- You leave the treatment on for long enough
- You complete the treatment course
- Ask your pharmacy team for advice on other treatment options

Removing those stubborn nits

After treating for head lice, the eggs can be a major problem for parents. Despite what a lot of people think, it's these eggs that are called nits. Not head lice. Due to the strong bond with the hair, nits can be very difficult to remove without causing hair to break. There is now a gel-based product carrying lubricant oil, which chemically loosens the bond between the egg and the hair, allowing the egg to slide off easily using a comb.

THERE IS A REASON WHY HEDRIN IS THE NO.1 SELLING HEAD LICE BRAND*



Hedrin® Once SPRAY GEL

A fast acting solution that takes only 15 minutes to work.



Hedrin® Treat & Go MOUSSE

A fuss-free solution great for children that just want to get out and play.



Hedrin® Treat & Go SPRAY

A fuss-free solution great for children who just won't sit still.



Hedrin® Protect & Go SPRAY

A hassle-free conditioning spray, clinically proven to help protect against head lice.

The comprehensive and easy to navigate product range is popular with parents (earning the Mumsnet stamp of approval for Hedrin Once). The Hedrin range has been proven to work and is supported by published clinical evidence. All products are skin friendly and can be used from 6 months.

All it takes is three simple steps:

CHECK

- The child's hair once a week
- Use a detection comb to trap head lice, preferably white in colour so they can easily be seen
- If you find live lice, consult your pharmacy team for treatment advice
- If head lice are spotted, take a close look at all the family, including yourself, and ask close family and friends to check as well

TREAT

- Only treat if live lice are identified
- Use a clinically proven treatment. Those with a physical mode of action present no known risk of lice resistance
- Leave the treatment on for the recommended time for maximum effect – leaving it on for longer will not make it more effective

COMPLETE

- Check that all head lice have gone within 2-3 days of the final application to complete the treatment
- If the pack instructions specify that a second application is required, repeat the treatment seven days after the first application to kill any nymphs which have hatched since the first treatment was applied
- The remaining nits need to be removed, so to avoid hair breakage and for the easy removal of nits, try a gel-based product carrying lubricant oil, which chemically loosens the bond between the egg and the hair, allowing the egg to slide off easily using a comb
- Continue to check for head lice on a regular, weekly basis
- Regular use of a leave-in conditioning spray (1% octanediol), clinically proven to protect against head lice infestations, can help prevent future outbreaks by killing lice before they have chance to spread

What to do next

"We can fight the spread of head lice but we need to work together."

- ✓ Ask your school to get involved with the 'Once a Week, Take a Peek' campaign – they can order free materials
- ✓ Tell your friends and family about the campaign
- ✓ Go to the website below for copies of this leaflet as well as further information and sources of help:

www.onceaweektakeapeek.com

If you find live lice tell your school, friends and family straight away so they can check as well.



So just remember:
**Once a Week,
Take a Peek!**

Hedrin