

# Quick guide



## Head lice help for you and your customers

Head lice are a common problem, particularly in children between 4 and 11 years old. Some customers may be embarrassed about asking for information on head lice treatments, so it's important to be sensitive to their needs and move them to a quiet area.

Perhaps you've had experience of head lice as a parent or patient, so you can empathise with the customer and pass on practical hints and tips. If not, it's easy to explain the Full Marks 3-step process.

Head lice are often passed on to friends, parents, siblings and other relatives. It is important to guide patients to try and get in touch with anybody who has been in contact with the infected person within the last four to six weeks so they can be checked for head lice and be treated to prevent re-infection.

## Full Marks solution



### Advising customers on Head Lice is easy with the Full Marks 3-step process...

- 1 Detection** – Detection combing is thought to be one of the best methods for detecting head lice. Using a Detector Comb, ideally a grey colour so white eggs really stand out, is the first stage in tackling the infestation. Weekly detection with a Full Marks Detector Comb is recommended as part of ongoing detection and prevention.
- 2 Treatment** – Treat any infected family members with a head lice treatment that suits their needs. Full Marks Solution is ideal for customers wanting to treat head lice quickly and easily. It is applied by massaging the entire scalp and dry hair with the solution and then leaving it on for 10 minutes before washing out. It is suitable for adults and children from 2 years, including people with eczema, asthma and sensitive skin.
- 3 Removal** – After treatment, any dead lice and eggs can be easily removed with a Removal Comb that has fine metal teeth. The Full Marks Removal Comb has been specially designed with fine metal teeth for the easy removal of head lice and their eggs. The Full Marks Removal Comb is ideal as part of a wet combing regime.

Make sure the customer knows that two applications of a head lice treatment, seven days apart, may be necessary to kill any lice that have emerged from eggs since the first application. Also point out that insecticide products should be used only when a live louse has been found – not for the whole family to prevent head lice.

# Full Marks has the solution in just 10 minutes\*



## WWHAM on head lice

When customers ask for information about head lice products, remember to ask them the WWHAM questions:

- **Who** is the product for?  
Don't assume that it is a child who has head lice
- **What** are the symptoms?  
They may have an itchy scalp or no symptoms
- **How** long have the symptoms been present?  
Have they seen any live lice or 'nits' (empty egg case)?
- **Action** already taken?  
Have they detected live lice or used any products yet?
- **Medication**?  
Are they taking other medicines?

## Head lice tips for customers

- Always read the information leaflet carefully before using any head lice treatment to find out about contact time and to check suitability.
- For prevention, examine your children's hair weekly with a grey detector comb. Planning the same night each week helps form an easy routine.
- Visit [www.headlice.co.uk](http://www.headlice.co.uk) for further help on treating head lice.

## Full Marks Solution

Full Marks Solution is clinically proven to kill head lice in just a 10 minute treatment time\*.<sup>1</sup> It contains no traditional pesticides, so head lice can't build up resistance, and it's odourless. It is easy to apply to the scalp and hair plus the pack includes a removal comb for added value.

Full Marks Solution contains cyclomethicone and isopropyl myristate – two non-toxic ingredients that work by affecting the lipids in the outer covering of the louse. This means the louse can no longer control water loss and dies through dehydration.

Find out more at [www.headlice.co.uk](http://www.headlice.co.uk), including information on the 3-step process.

\* 10 minute treatment time refers to two applications, seven days apart  
1. Burgess IF, Btrown CM, Lee PN, Pharm Jnl 2008; 280; 371-375

# Full Marks solution

[www.headlice.co.uk](http://www.headlice.co.uk)