

**HEDRIN'S TURNING
THE MARKET ON
ITS HEAD AGAIN!**



Introducing the fuss-free head lice treatment developed for kids

- **NEW** - A highly effective new kind of head lice treatment developed with children in mind.
- **REVOLUTIONARY** - Clinically proven, highly effective mode of action.
- **FRIENDLY** - No pesticides, non-oily, no nasty smells and no asthma triggers.
- **SIMPLE** - Apply it – leave it – rinse it off.
- **HUGE SUPPORT** - £3M TV-led launch campaign.

STOCK UP NOW!

www.hedrin.co.uk

Hedrin Treat & Go® is based on Activdiol® (1,2-octanediol) which has been clinically proven to kill lice and eggs and shown to be significantly ($p < 0.001$) superior to malathion over 2 treatments in a large 520 patient, three centre study. (Data on file). European Patent: EP 1731035. Manufacturer: Thornton & Ross Ltd, Huddersfield, HD7 5QH. Tel: 01484 842217.

