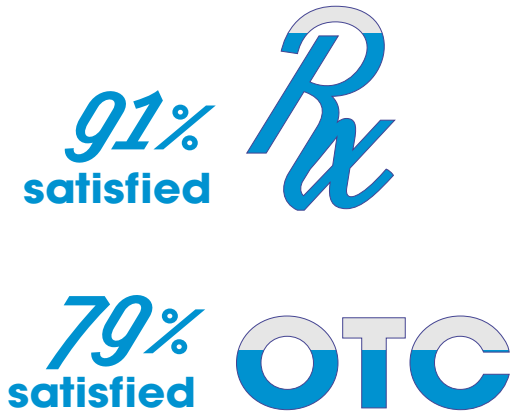




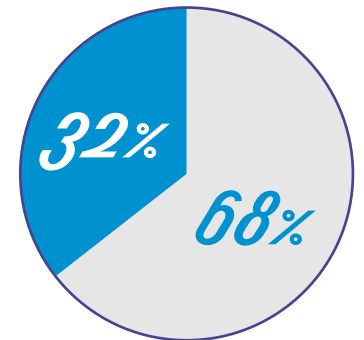
Keep calm and consider your head lice treatment options.

**3x** as many moms used an over-the-counter treatment (OTC) compared to an Rx treatment the most recent time a member of their household had lice.

Moms who used a prescription treatment were **more likely to be satisfied** with their treatment.



Only about **1** in **3** moms (**32%**) who used an OTC treatment the last time someone in their household had head lice say the infestation was eliminated after just one treatment; the remainder (**68%**) say they used two or more OTC applications to treat the infestation or report the treatment did not resolve the infestation.



Source: Online survey conducted by Harris Poll on behalf of Sanofi Pasteur from August 28 to September 11, 2013 among 2,002 moms age 25+ For more information, please visit <http://www.multivu.com/players/English/64622-sanofi-pasteur-hey-mom-what-s-your-head-lice-experience>.

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