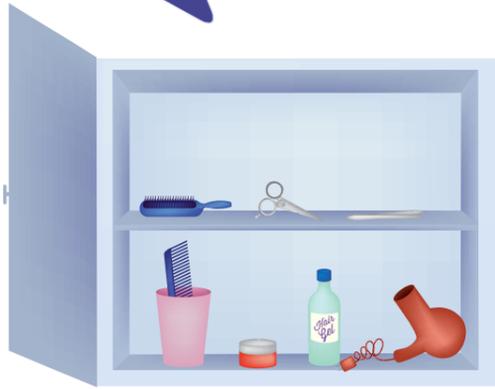


Hey Mom!
What's Your
HEAD LICE
Experience?

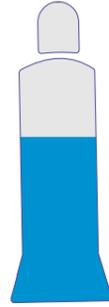
Get smart about head lice.



About **9** in **10** moms (**92%**) mistakenly believe that head lice are most commonly spread from hats, combs or other personal items, but head-to-head contact is actually the main culprit.



88% of moms mistakenly believe you have to comb out the nits to get rid of head lice, but the U.S. Centers for Disease Control and Prevention advises that removing all the nits after successful treatment is not necessary.



55% of moms incorrectly think that all head lice treatments require multiple applications, but there are numerous options with a range of application times and safety profiles.

Keep calm and consider your head lice treatment options.



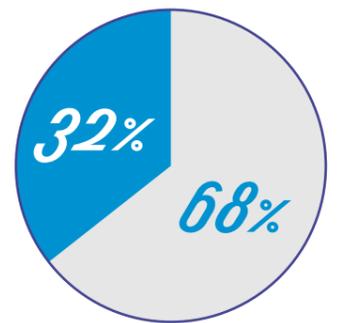
3x as many moms used an over-the-counter treatment (OTC) compared to an Rx treatment the most recent time a member of their household had lice.

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

91% satisfied **Rx**

79% satisfied **OTC**

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.



Fewer than **1** in **5** moms turned first to an HCP for treatment advice the last time they had a head lice infestation in their household. However, HCPs are able to definitively diagnose head lice and provide important information on treatment options.

Think it's head lice?
Talk to your healthcare provider (HCP).



Nearly **9** out of **10** moms who sought treatment advice from an HCP found it very helpful or helpful.

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>.