


FREE
WITH PURCHASE

**SPECIAL
HAIR
COMB**
INSIDE PACKAGE



BARC®
LIQUID
KILLS
HEAD LICE
CRAB LICE
AND
THEIR NITS

**SPECIAL
HAIR COMB**

FREE WITH PURCHASE

NDC 10310-003-03
EPA Est. 3238 NY 1 EPA Reg. No. 2314-3

BARC®
LIQUID

one
application
kills and
controls

**CRAB
LICE**

**HEAD
LICE**

and
their
NITS

CAUTION

For external use only. Do not use on children under 2 years of age.

Keep out of reach of children. Do not use on clothing.


For more information, see package insert.

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THEIR NITS

FOR EXTERNAL USE ONLY

DIRECTIONS

Apply to hair and scalp. Rub in thoroughly. Wash hair with soap and warm water. Repeat application if necessary.

WITH SOAP AND WARM WATER

CAUTION

Keep out of reach of children. Do not use on children under 2 years of age. For more information, see package insert.

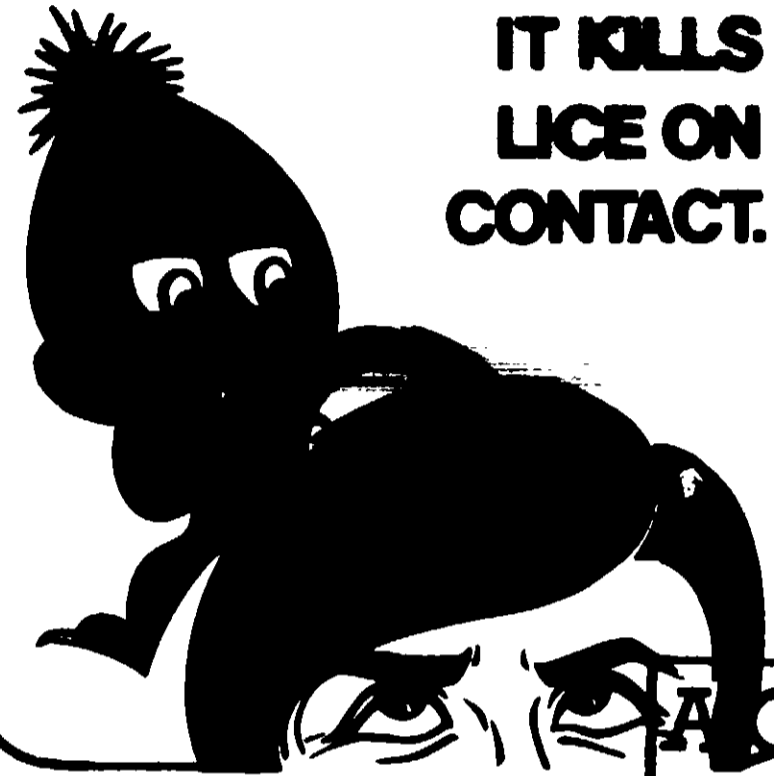
KEEP THIS AND ALL DRUGS OUT OF THE REACH OF CHILDREN. IN CASE OF ACCIDENTAL INGESTION, SEEK PROFESSIONAL ASSISTANCE OR CONTACT A POISON CONTROL CENTER IMMEDIATELY.

ACTIVE INGREDIENTS

ACCEPTED
26
MAY 25 1976

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 2314-3

DON'T LET MR. LOUSE
EMBARRASS YOU...
USE **BARC** LIQUID
OR CREAM
IT KILLS
LICE ON
CONTACT.



HOW TO
TREAT
LICE
INFESTATIONS



ACCEPTED
MAY 26 1976
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under
EPA Reg. No. 2378-3 *

CAUTION: Keep this and all drugs out of reach of children. In case of accidental ingestion, seek professional assistance or contact a poison control center immediately. Do not reuse container. Destroy when empty.



One Application
Kills and Controls
CRAB LICE, HEAD LICE
and their NITS

CAUTION KEEP OUT OF THE
REACH OF CHILDREN
SEE OTHER PRECAUTIONS
ON THE SIDE PANEL
CONTENTS 2 FL OZ

DIRECTIONS FOR HEAD LICE AND NITS
Apply to hair and scalp. Wash thoroughly with soap and water after use.
ACTIVE INGREDIENTS
Permethrin 1.0%
piperonyl butoxide 4.0%

ACCEPTED
MAY 26 1976

**NOW, YOU CAN KILL
AND CONTROL LICE.
THE DREADED PARASITES.**

When you find yourself continuously scratching your head even though you shampoo regularly—look out! It could mean an infestation of head lice. The National Drug and Therapeutic Index tells us that in just three years, lice infestations have increased five-fold! In some areas, entire local school systems have been shut down because of outbreaks of lice infestations. And it could happen to anyone—including you!

Being a victim of a lice infestation is nothing to be ashamed of. Rich or poor, young or old, male or female—lice can infect anyone. Our modern way of living... our social habits... our style of getting around from one place to another—all these can be contributing factors to anyone being infected with lice through no fault of their own.

The key to it all is the fact that lice are so highly contagious. They can spread through an entire family in no time at all; they can infect a whole school, involving thousands of victims.

**HUMAN BEINGS CAN BE THE
VICTIMS OF 3 DIFFERENT
SPECIES OF LICE: HEAD LICE,
CRAB LICE, BODY LICE**

Head lice live mainly on the scalp, can be spread easily by sharing combs, hair brushes, hair ribbons, or hats... by sharing the same bedding, towels.

Crab lice live mainly in the pubic area and are usually picked up through sexual contact or from toilet seats.

Body lice live primarily in the trunk or limb area and are often the result of sharing clothing with someone who is infested, since their favorite habitat is in the seams of clothing.

**GRAVID FEMALES OF HEAD LICE
LAY FROM 50-150 EGGS**

Once a single louse makes contact with you—look out! Gravid female head lice lay from 50-150 eggs. Crab lice lay relatively few eggs—not more than 30. Before you know it, you can have lice on your head... under your arms... on many parts of your body... and in your pubic hair. The itching is unbearable. The only thing worse than the itching is the em-

barrassment! And scratching only makes things worse, because it can lead to secondary infections. But while scratching won't help—BARC will.

BARC A SINGLE TREATMENT
MEDICATION THAT KILLS AND
CONTROLS HEAD LICE, CRAB LICE
AND THEIR NITS (LICE EGGS).

BARC is a scientific lice-killing formula, available in liquid and cream form. BARC contains a powerful medication that kills lice on contact. One application not only kills lice but controls them, too.

Remember, shampooing—even with medicated shampoos—can't kill and control head lice. But BARC can.

BARC IS EASY TO USE
HAS NO UNPLEASANT ODOR

And there's no shaving necessary when using it. Simply follow these simple directions and you'll get best results.

CAN LICE INFESTATIONS BE PREVENTED?

Medical science tells us that no person—man, woman or child—is totally immune from lice. The best you can do is avoid contact with anyone you suspect may be infested with these persistent parasites. That includes their clothing and their bedding. In addition, careful sanitary habits should be practiced to reduce the possibility of infestation.

Bedding should be changed and washed thoroughly with regular frequency.

Toilet seats must be scrubbed and kept scrupulously clean.

Upholstered furniture, rugs and carpeting must be vacuum-cleaned frequently.

Clothing—including night clothing—and undergarments should be changed every day. When washing clothes, use very hot water, with temperature of 130° minimum.

Children must be cautioned never to use brushes and combs that belong to anyone else. The same should apply to wearing clothing belonging to anyone else.

The hair of all members of the family—especially children—should be checked regularly for any sign of lice.

**WHENEVER THERE IS ANY DOUBT,
TREAT WITH BARC IMMEDIATELY FOLLOWING
INSTRUCTIONS SHOWN IN THIS BOOKLET.**

MAY 26 1976
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under
EPA Reg. No. 2318-3

CAUTION:
Keep this and all drugs out of
reach of children. In case of
accidental ingestion, seek
immediate medical attention
or contact a poison control
center. Do not reuse container. Destroy when
empty.



HEAD LICE AND NITS
CRAB LICE AND NITS
BODY LICE AND NITS

**DIRECTIONS FOR USING
BARC LIQUID:**

FOR HEAD LICE AND NITS:

Apply thoroughly to scalp and hair using small quantities at a time. Allow to remain 10 minutes. Wash hair and scalp thoroughly with soap and warm water. While still damp, comb hair with a fine comb.

**FOR CRAB LICE AND NITS
ON OTHER AREAS OF BODY:**

Apply thoroughly on affected parts. Allow to remain 10 minutes. Then wash thoroughly with soap and warm water. Do not reapply within a 24 hour period.

CAUTION:

Do not use near eyes or mucous membranes, broken, raw or infected skin, or where there is chronic dermatitis. If product should get into eyes, immediately flush with plenty of water. If skin irritation or signs of infection are present or if infestation of eyelashes or eyebrows is present, discontinue use and consult your physician.

In order to prevent reinfection with body lice, all clothing must be appropriately sterilized concurrent with the application of this preparation.

Keep this and all drugs out of the reach of children. In case of accidental ingestion, seek professional assistance or contact a poison control center immediately.

**DIRECTIONS FOR USING
BARC CREAM:**

FOR HEAD LICE AND NITS:

Apply contents of tube to the hair and rub in well. Allow to remain on scalp for 10 minutes and comb with fine comb. Shampoo the head with a bland soap and water. Rinse thoroughly to remove medication.

**FOR CRAB LICE AND NITS
ON OTHER AREAS OF THE BODY:**

Apply contents of the tube and rub in well. Allow to remain on for 10 minutes. Then wash off with soap and water.

CAUTION:

Do not use near eyes or mucous membranes, broken, raw or infected skin, or where there is chronic dermatitis. If product should get into eyes, immediately flush with plenty of water. If skin irritation or signs of infestation of eyelashes or eyebrows is present, discontinue use and consult your physician. NOT intended for veterinary use.

Keep this and all drugs out of the reach of children. In case of accidental ingestion, seek professional assistance or contact a poison control center immediately.

MAY 26 1976

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Fungicide, and Rodenticide Act,
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Keep this and all drugs out of reach of children. In case of accidental ingestion, seek professional assistance or contact a poison control center immediately. Do not reuse container. Destroy when empty.

CAUTION:



One Application
Kills and Controls
CRAB LICE - HEAD LICE
and their NITS

CAUTION - KEEP OUT OF THE
REACH OF CHILDREN.
SEE OTHER PRECAUTIONS
ON THE USE PANEL

DIRECTIONS FOR HEAD LICE AND NITS

ACTIVE INGREDIENTS

ACCEPTED
1976