

February 14, 1975



CARTON COPY

Front

DOLEX LOTIONTM

Kills
Head, Crab and
Body Lice on Contact

CONTAINS VALUABLE
FINE TOOTH COMB
To aid in removing head
lice and nits

Money back guarantee
(see side panel)

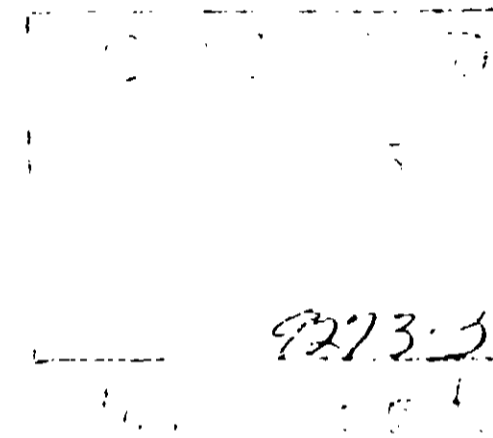
IMPORTANT BROCKET INSIDE

FOR EXTERNAL USE ONLY

CAUTION: KEEP OUT OF REACH OF CHILDREN
SEE BACK PANEL FOR OTHER WARNINGS

Net. Wt. 2.11 Oz. 59.2 ML.

EPA Reg. No. 9273-3



REGISTERED TRADEMARK

CARTON COPY

Back

DOLEX LOTIONTM

Kills

Head, Crab and Body lice on contact

PHOTO

Usually found in the pubic area; may also infest moustaches and underarm body hair.

Crab Louse

Usually lives on the scalp attached to the hair of the head. Sometimes infests beards or other hairy areas of the body.

PHOTO

Head Louse

Does not live continuously on the body. These lice only feed on the body and then leave the body to lay eggs in the seams of clothing.

PHOTO

Body Louse

Dolex Lotion kills head, crab and body lice on contact. Dolex Lotion does not leave a greasy film on the hair or skin, has no unpleasant odors, and does not stain skin or clothing. Plus, each kit contains a valuable fine tooth comb, to dislodge difficult to remove dead lice eggs and clean the hair.

Directions for Use: Apply enough Dolex Lotion to cover the infested area and surrounding areas completely. Vigorously massage into area for four to five minutes, but no longer than 10 minutes. Then wash with soap and warm water. Comb with the fine tooth comb in this package to remove any dead lice or nits.

Repeat application if necessary. However, do not apply more than two consecutive applications in a 24 hour period.

Caution: In order to prevent reinfestation, all clothing should be washed or dry cleaned concurrently with treatment; for head lice, all headgear, combs, and brushes should be disinfected.

Warning: Do not use near eyes or mucous membranes. If product should get into eyes, immediately flush with water. If infestation of eyelashes and eyebrows is present, consult a physician. If skin irritation or infection is present or develops, discontinue use and consult a physician. Harmful if swallowed. Do not inhale. Should not be used by ragweed sensitized persons.

CAUTION: FOR EXTERNAL USE ONLY, KEEP OUT OF REACH OF CHILDREN.

CARTON COPY

Side Panel 1

DOLEX LOTIONTM

Active Ingredients:

Pyrethrins 0.2%
Piperonyl Butoxide Technical - 2.0%
(Equivalent to 1.60% (Butylcarbityl)
(6-Propylpiperonyl) Ether and 0.40%
Related Compounds)
Petroleum Distillate - 1.8%

Inert Ingredients: 96.0%

Side Panel 2

DOLEX LOTIONTM

CAUTION: FOR EXTERNAL USE ONLY,
KEEP OUT OF REACH OF CHILDREN

GUARANTEE: DOLEX LOTION is guaranteed to kill Head, Crab or Body Lice on contact or your money back. After product has been given a fair trial, if not completely satisfied return the unused portion to the address below for a full refund.

Block Drug Company, Inc.
Jersey City, N.J. 07312

Made in U.S.A.

End Panels (2)

DOLEX LOTIONTM

Kills Head, Crab and Body Lice on Contact

BOTTLE COPY

FRONT

DOLEX LOTIONTM

Kills Head, Crab and Body Lice on Contact

FOR EXTERNAL USE ONLY

CAUTION: KEEP OUT OF REACH OF CHILDREN
SEE BACK PANEL FOR OTHER WARNINGS

EPA Reg. No. 9273-3

Net Wt. 2 Fl. Oz. 59.2 Ml.

BOTTLE COPY

Back

DOLEX LOTIONTM

Directions for Use: Apply enough Dolex Lotion to cover the infested area and surrounding areas completely. Vigorously massage into area for four to five minutes, but no longer than 10 minutes. Then wash with soap and warm water. Comb with the fine tooth comb in this package to remove any dead lice or nits.

Repeat application if necessary. However, do not apply more than two consecutive applications in a 24 hour period.

Caution: In order to prevent reinfestation, all clothing should be washed or dry cleaned concurrently with treatment; for head lice, all headgear, combs, and brushes should be disinfected.

Warning: Do not use near eyes or mucous membranes. If product should get into eyes, immediately flush with water. If infestation of eyelashes and eyebrows is present, consult a physician. If skin irritation or infection is present or develops, discontinue use and consult a physician. Harmful if swallowed. Do not inhale. Should not be used by ragweed sensitized persons.

Active Ingredients: Pyrethrins - 0.2%; Piperonyl Butoxide Technical - 2.0% (Equivalent to 1.60% (Butylcarbityl) (6-Propylpiperonyl) Ether and 0.40% Related Compounds); Petroleum Distillate - 1.8%.

Inert Ingredients - 96.0%

CAUTION: FOR EXTERNAL USE ONLY, KEEP OUT OF REACH OF CHILDREN

Block Drug Company, Inc.
Jersey City, New Jersey 07302

PACKAGE INSERT

IMPORTANT FACTS YOU SHOULD KNOW
ABOUT INFESTATION OF CRAB, HEAD AND BODY LICE

Crab lice, head lice and body lice have been creeping their way back into society at a very rapid rate during the past several years.

At one time lice infestation was thought to be a condition that only affected individuals who lived in depressed or poverty areas, where sanitary conditions were poor. This, however, is not the case today. Lice have no way of determining the rich from the poor; therefore, individuals from all walks of life are vulnerable to infestation.

Although lice infestation is not considered a major problem it can be very uncomfortable and if left untreated, may cause infection. At the first signs of itching, or a stinging sensation in the groin area, one should check for possible crab lice infestation. Head lice infestation can be determined by constant itching of the scalp and tiny white specks on the hair shaft. Body lice on the other hand, can be detected by small bite marks on the back of the neck, between the shoulders and about the waist.

Types of Lice

Crab Lice: Crab or pubic lice are small and look almost like black dots on the skin. However, when seen under a microscope they resemble sea crabs with claws for attaching themselves to the human body. Crab lice attach themselves to the body by clinging on to a strand of hair. They are usually found in the pubic region but they may also infest the eyelashes, moustache, and axillary (underarm) body hair. Infestation occurs primarily through sexual contact, however, they may sometimes be transmitted from toilet seats, bedclothes, or clothing of infested persons.

The female lice lay eggs which hatch in about 10 days, and grow to maturity in two weeks. The eggs are difficult to remove from the hair shaft without the use of a fine tooth comb. Individuals who suffer from itching of the pubic region should be examined for crab lice. This particular species of lice is not known to transmit disease, however, scratching of the infested area may lead to secondary infection.

Head Lice: Head lice live mainly on the scalp but also occasionally infest the beard and eyebrows. Head lice are usually transmitted through personal contact or by contact with infested hats, hair brushes, combs, pillows, etc. Individuals with constant itching and/or infected scratch marks on their scalp should be examined for head lice. The head louse lays its eggs on the hair shaft close to the scalp. These eggs are difficult to remove without the use of a fine tooth comb. The head lice usually does not carry disease producing germs; however, continuous scratching may lead to secondary infection.

Body Lice: Body lice and their eggs are generally found in the seams of clothing, especially underwear and heavy outer garments. Since the body louse clings to the clothing when not feeding it may be entirely absent from the body of an infested person. Their tiny bite marks often can be found between the shoulders or about the waist. Body lice have been known to transmit such diseases as typhus fever, trench fever, or relapsing fever.

All three types of lice may produce a skin rash by means of the saliva and the waste they deposit during feeding. An infested person's scratching may lead to secondary bacterial infection. Severe infestation may result in a hardening or discoloration of the skin. When eyelashes are infested, the eyelids may become inflamed. Swelling of the lymph glands may accompany heavy infestation of head lice.

DOLEX LOTIONTM

Dolex Lotion kills head, crab and body lice on contact. Dolex Lotion does not leave a greasy film on the hair or skin, has no unpleasant odors, and does not stain skin or clothing. Plus, each kit contains a valuable fine tooth comb, to dislodge difficult to remove dead lice eggs and clean the hair.

Directions for Use: Apply enough Dolex Lotion to cover the infested area and surrounding areas completely. Vigorously massage into area for four to five minutes, but no longer than 10 minutes. Then wash with soap and warm water. Comb with the fine tooth comb in this package to remove any dead lice or nits.

Repeat application if necessary. However, do not apply more than two consecutive applications in a 24 hour period.

Caution: FOR EXTERNAL USE ONLY, KEEP OUT OF REACH OF CHILDREN.

Caution: In order to prevent reinfestation, all clothing should be washed or dry cleaned concurrently with treatment; for head lice all headgear, combs, and brushes should be disinfected.

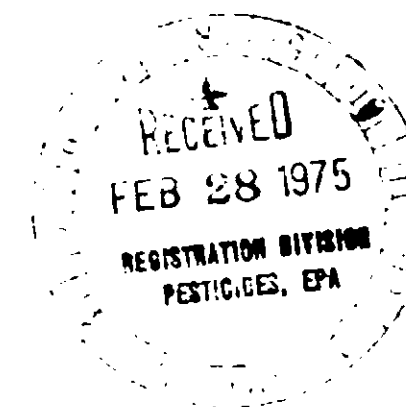
Warning: Do not use near eyes or mucous membranes. If product should get into eyes, immediately flush with water. If infestation of eyelashes and eyebrows is present, consult a physician. If skin irritation or infection is present or develops, discontinue use and consult a physician. Harmful if swallowed. No not inhale. Should not be used by ragweed sensitized persons.

Active Ingredients: Pyrethrins - 0.2%; Piperonyl Butoxide Technical 2.0% (Equivalent to 1.60% (Butylcarbityl) (6-Propylpiperonyl) Ether and 0.40% Related Compounds); Petroleum Distillate - 1.8%.

Inert Ingredients - 96.0%

Net Weight 2 Fl. Oz. 59.2 Ml.

EPA Registration Number 9273-3



Money Back Guarantee

If after using DOLEX LOTION, you are not completely satisfied with results, return the unused portion to the address below for a full refund:

BLOCK DRUG COMPANY, INC.
JERSEY CITY, NEW JERSEY 07302