

Dolex™
SHAMPOO
PEDICULICIDE
KILLS LICE ON CONTACT

ACTIVE INGREDIENTS: Pyrethrins—0.2%, Piperonyl Butoxide Technical—2.0% (Equivalent to 1.60% (Butylcarbityl) (6-Propylpiperonyl), Ether and 0.40% Related Compounds), Lauric Acid Diethanolamide—6.7%, Triethanolamine Lauryl Sulfate—6.0%, Petroleum Distillate—1.8%.

INERT INGREDIENTS: 83.3%

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.

CAUTION:

**FOR EXTERNAL USE ONLY
KEEP OUT OF REACH
OF CHILDREN
USE ONLY AS DIRECTED.**

**SEE BACK PANEL FOR DIRECTIONS FOR USE
AND OTHER WARNINGS**

EPA REG. NO. 9273-4 • EPA EST. NO. 9273-TN-1

2 FL. OZ. (59 ml.)

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

Dolex™
SHAMPOO PEDICULICIDE

DIRECTIONS FOR USE: Apply Dolex Shampoo liberally to completely cover the infested areas including the surrounding skin except eyelashes and eyebrows. Vigorously massage into infested area for two minutes to insure contact with any lice or their eggs. Mixture will become a rich foam.

Allow application to remain on skin for 5-10 minutes, but no longer than 10 minutes. Then, add a small amount of warm water to work mixture into a lather. Completely rinse area with repeated applications of warm water until mixture is completely removed. No additional shampooing is needed. Comb the area with the fine tooth comb in this package to help remove any dead lice or their eggs (nits).

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 do not use and consult a physician. If skin irritation or infection develops, discontinue use and consult a physician. Harmful if swallowed. Do not inhale. Should not be used by ragweed sensitized persons.

ACCEPTED

APR 8 1976

**Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under
EPA Reg. No. 9273-4**



Dolex™

SHAMPOO PEDICULICIDE

Dolex Shampoo kills head, crab and body lice on contact. The convenient shampoo formula washes out the medication when the treatment is completed. Dolex 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 fine tooth comb, as recommended by doctors, to help dislodge difficult-to-remove dead lice eggs (nits) and clean the hair.

DIRECTIONS FOR USE: Apply Dolex Shampoo liberally to completely cover the infested areas including the surrounding skin except eyelashes and eyebrows. Vigorously massage into infested area for two minutes to insure contact with any lice or their eggs. Mixture will become a rich foam. Allow application to remain on skin for 5-10 minutes, but no longer than 10 minutes. Then, add a small amount of warm water to work mixture into a lather. Completely rinse area with repeated applications of warm water until the mixture is completely removed. No additional shampooing is needed. Comb the area with the fine tooth comb in this package to help remove any dead lice or their eggs. Repeat application if necessary. However, do not apply more than two consecutive applications in a 24 hour period.

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



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 scalps 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. Head lice usually do not carry disease producing germs, however, continuous scratching may lead to secondary infection.



CRAB LICE: Crab lice are small and look like a tick on the skin. However, under a microscope, they are crabs with claws. They attach themselves to the hair and cling on to a person's body. They are usually found in the pubic area but they may also be found on the eyelashes, moustache, and (dermal) body hair. They are primarily transmitted through sexual contact, however, they can also be transmitted from clothes, or from other persons.

The female crab louse hatches in about 10 days and reaches maturity in two weeks. They are difficult to remove without the use of a fine tooth comb. Individuals who have been treated with one of the public registered medications for crab lice should be re-examined for crab lice. This species of lice is not known to transmit disease, however, the infested area should be examined for any secondary infection.

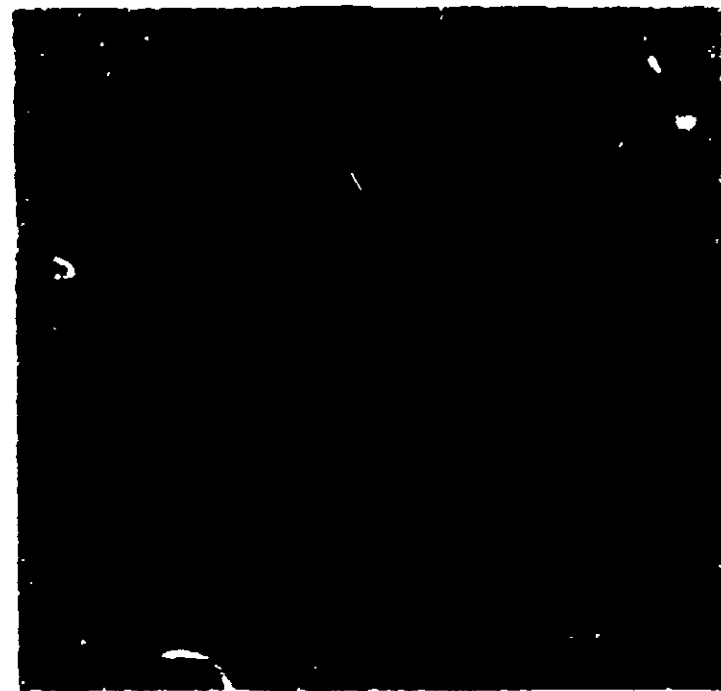
Head lice, crab lice and body lice have been creeping their way back into society at a very rapid rate during the past several years.

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. Head lice should be suspected by constant itching of the scalp and tiny white specs on the hair shaft. Crab or pubic lice can be determined by itching or a stinging sensation in the groin area. 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.



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 scalps 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. Head lice usually do not carry disease producing germs; however, continuous scratching may lead to secondary infection.



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 specie of lice is not known to transmit disease, however, scratching of the infested area 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 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.

APR 8 1976

Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under
EPA Reg. No. 9273-4

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.

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INERT INGREDIENTS:
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MONEY BACK GUARANTEE

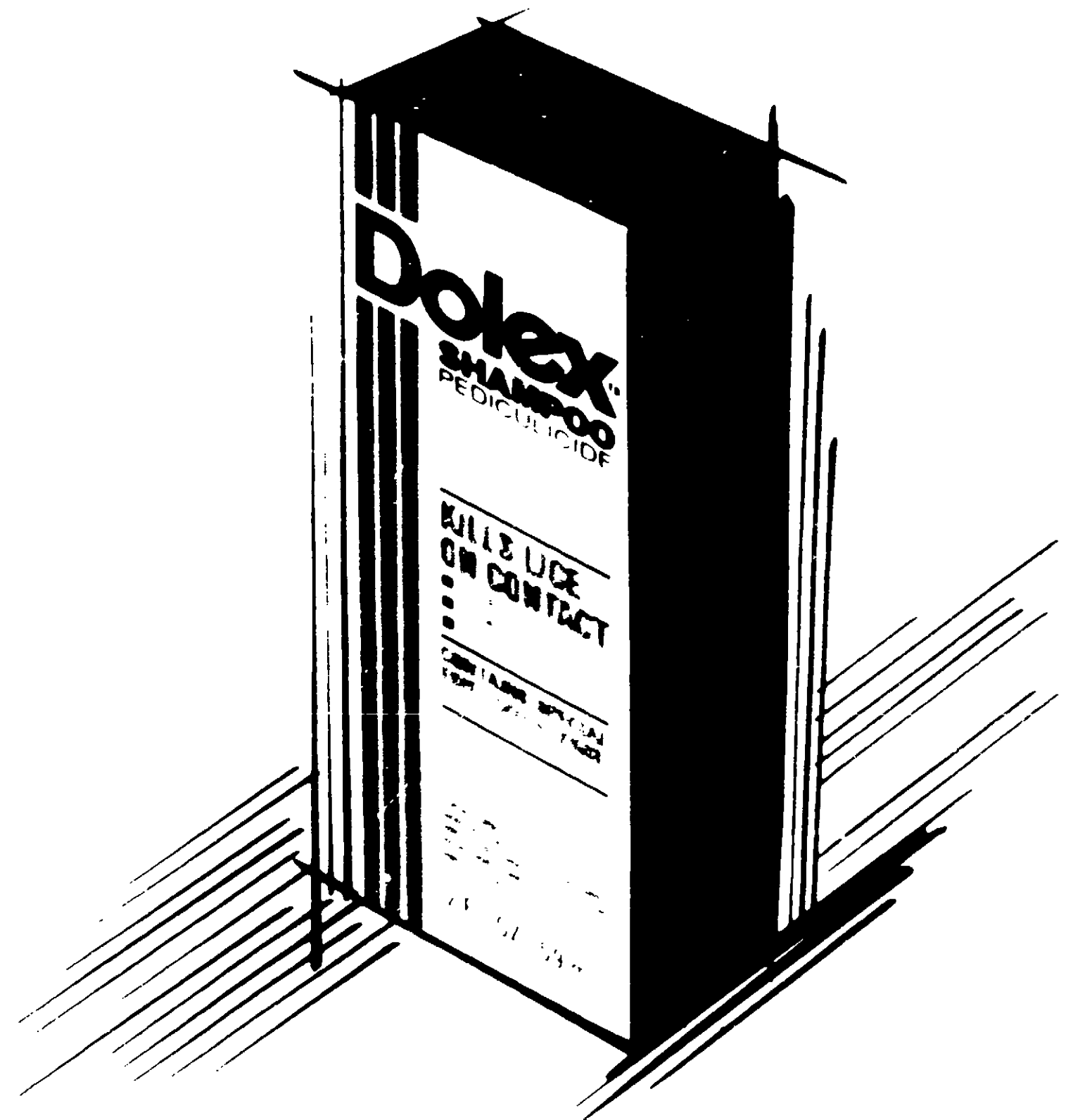
DOLEX SHAMPOO PEDICULICIDE is guaranteed to kill Head, Crab or Body Lice on contact or your money back. After product has been given a fair trial, if not completely satisfied return the unused portion to the address below for a full refund.

EPA REG. NO. 9273-4 EPA EST. NO. 9273-TN-1

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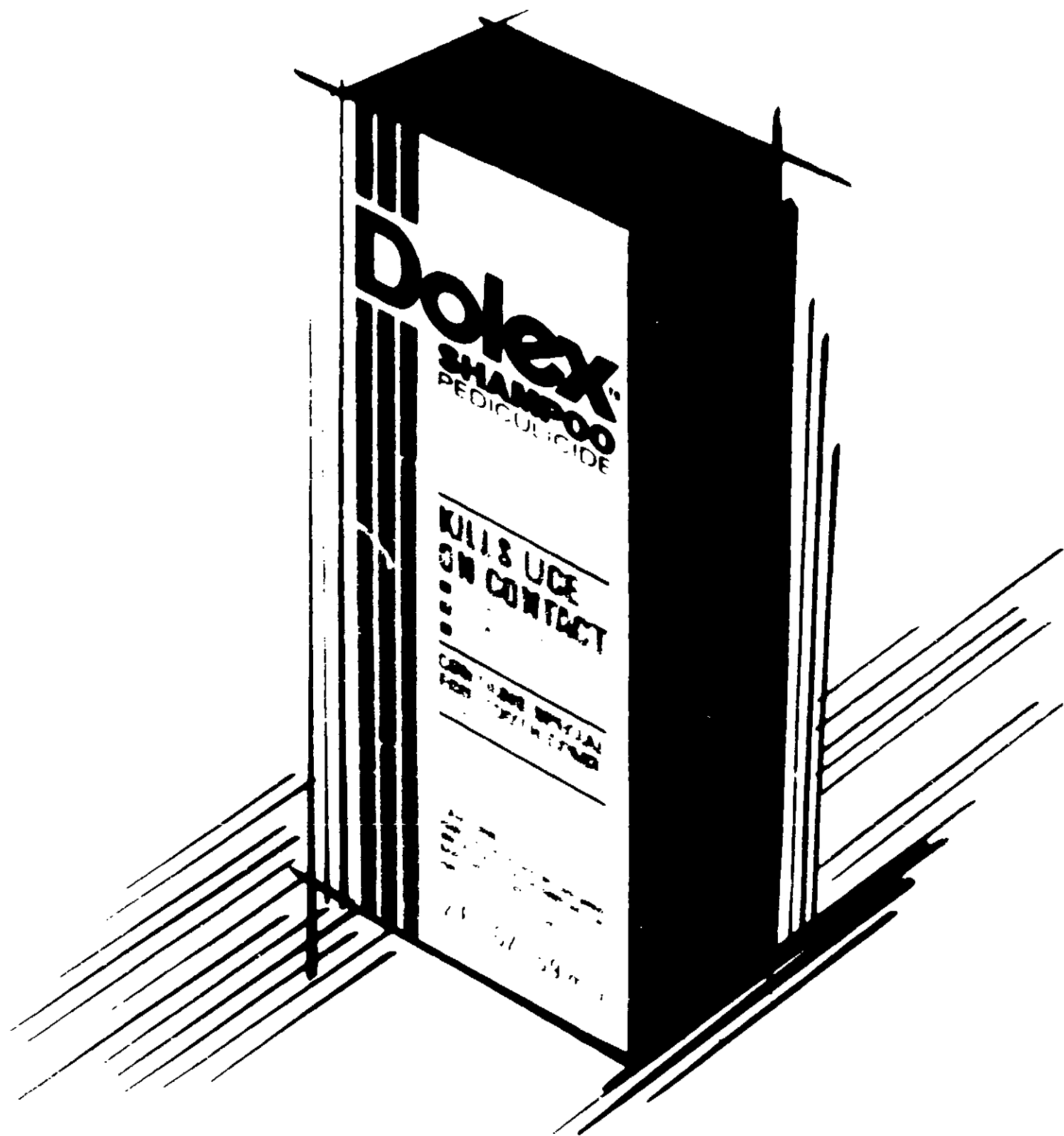
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Dolex™ SHAMPOO PEDICULICIDE



*Important
facts you
should know
about
infestation
of head,
crab and
body lice*

FRONT

Dolex™ SHAMPOO PEDICULICIDE



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BLOCK DRUG COMPANY, INC., JERSEY CITY, N. J. 07302

Attention Pharmacists:

DOLEX™ Shampoo Pediculicide will be supported by an unparalleled wide range of national consumer advertising and promotional programs aimed at your customers. To take maximum advantage of these programs, DOLEX™ should be prominently displayed with your pediculicide products and the enclosed free consumer educational literature, a reproduction of the package insert, displayed on your drug counter. Take advantage of this new profit opportunity by recommending DOLEX™ Shampoo Pediculicide. Thank you!

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