

Nationwide Super Lice Infestation Meets its Match in a Brand New Over-the-Counter Remedy That Kills Super Lice and Their Eggs

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Nix® Ultra Kills Super Lice and Their Eggs Without Patients Having to Visit a Doctor or Clinic

TARRYTOWN, N.Y., April 21, 2016 /PRNewswire/ -- Parents, School Nurses and children rejoice! Super Lice have been reported in half of the U.S. and has been shown to be resistant to traditional over-the-counter pesticide treatments – but now there is a solution.



From the #1 Pediatrician and Pharmacist recommended brand, Nix®, new Nix® Ultra safely kills both traditional and super lice, as well as their eggs, and will not contribute to resistance like pesticides can. Nix® Ultra is non-toxic and pesticide-free and can be found at drug, food and mass merchandisers across the country for \$17.99 - \$24.99, a fraction of the price of professional services, prescription products or other experimental remedies using tactics like heated air. Not only is this revolutionary product safe and effective, but it can also save those affected by lice and/or super lice more than \$125 in treatment costs.

"Years of exposure to treatment have given rise to head lice with genetic mutations that make lice resistant to standard OTC medications," says Tanya Remer Altmann, MD, FAAP. "The Nix® Ultra 2-in-1 system is effective against super lice. The combination of mineral oil and dimethicone provides optimal coating and coverage of both lice and hair, creating a slippery surface so lice and eggs, even those difficult to kill Super Lice, can be more easily removed by the Nix® professional comb."

Applying the Nix® Ultra 2-in-1 system is quick and easy. Spread the solution on dry hair, completely saturating hair and scalp, and let it sit for 15 minutes. Wash hair thoroughly, and no need to worry about conditioner since this revolutionary product also conditions hair for easy combing. After rinsing, use Nix® Professional Lice Removal Comb to remove nits (lice eggs) and lice.

For more information, visit www.NixLice.com.

About Prestige Brands Holdings, Inc.

The Company markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, Australia, and certain international markets. Core brands include Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, The Little Remedies® and PediaCare® lines of pediatric over-the-counter products, Efferdent® denture care products, Luden's® throat drops and Dramamine® motion sickness treatment, Debrox® earwax remover, Beano® digestive aid, Gaviscon® antacid in Canada, Monistat®, Nix®, BC® and Goody's®.

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