

LICE SHIELD BANNER ADS

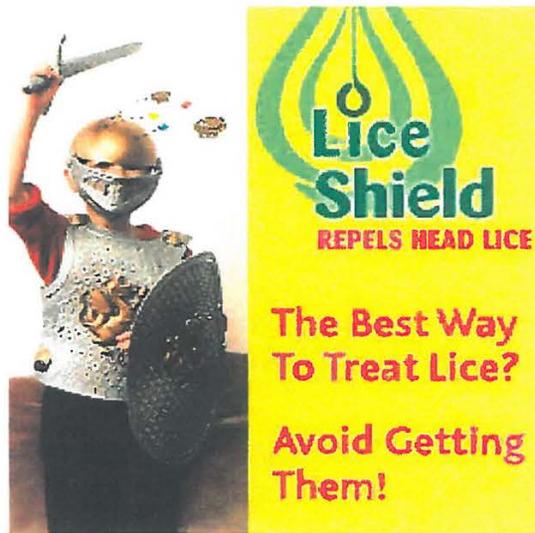


EXHIBIT A

LORNAMEAD-FTC 000067

LICESHIELD.NET – JULY 2010 – APRIL 2012

EXHIBIT B

NEW

HOME PRODUCTS PARENTS MEDICAL PROFESSIONALS FIND LICE SHIELD FAQ CONTACT

THE BEST WAY TO TREAT LICE IS TO AVOID GETTING THEM

Introducing Lice Shield - a new line of hair care products demonstrated to repel lice while, at the same time, gently cleansing and conditioning hair. Specially formulated with a proprietary blend of natural oil extracts that repel lice, regular use of Lice Shield will dramatically reduce the likelihood your child will contract head lice when there is an outbreak.

Don't Get Lice, Get Lice Shield.

Terms & Conditions | lornamesha.com | Espa'ol

LORNAMEAD-FTC 000003

NEW

HOME PRODUCTS PARENTS MEDICAL PROFESSIONALS FIND LICE SHIELD FAQ CONTACT



ITCHING FOR ANSWERS?

WHEN SHOULD I USE LICE SHIELD?
 The best time to use Lice Shield is when you believe your children or family has been exposed to lice. This might be when your child comes home from school with a note warning of an infestation, or when a family member has caught lice that you have successfully treated with a pediculicide. Since Lice Shield helps to repel head lice, but does not treat an infestation, the time to use the product is before you catch lice. School lice outbreaks are a fact of life, but now you can help reduce the risk of infestation. During the next outbreak, recommend new Lice Shield hair care products.



Don't Get Lice. Get Lice Shield.
Terms & Conditions | lornameadna.com | Español

WHO CAN USE LICE SHIELD?

Lice Shield products are specially formulated to be gentle to a child's hair and skin, however they are also appropriate for the whole family during a period of infestation.

HOW OFTEN AND HOW LONG CAN I USE LICE SHIELD?

Lice Shield is gentle enough to be used every day, in place of your regular shampoo or detangling spray. Lice Shield should be used during the duration of a lice outbreak, which is usually brought under control in about 2 weeks.

WHAT INGREDIENTS ARE IN LICE SHIELD?

Lice Shield contains natural essential oil extracts of:
 Citronella, Eucalyptus, Rosemary, and Lemongrass.

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Lice Shield contains natural essential oil extracts of:
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HOW EFFECTIVE IS LICE SHIELD AT HELPING TO REPEL HEAD LICE?

Scientific studies have shown that the use of Lice Shield Shampoo & Conditioner in 1 and Lice Shield Leave In Spray decreases the chance of lice infestation by over 80%.

DO YOU HAVE OTHER QUESTIONS OR COMMENTS?

Please contact us:
 Call: 1.877.995.5405
 Email: liceshield@lornameadna.com

Don't Get Lice, Get Lice Shield.

AVOIDING IS BETTER THAN TREATING.

Specially formulated with a proprietary blend of essential oils to repel lice, Lice Shield is remarkably effective, easy to use, and free of harmful pesticides.

Lice Shield products are scientifically proven to provide over 80% lice repellency, dramatically reducing a child's chance of catching lice during an outbreak.

The Results

Treatment Arm	Repellency Rate	P-Value
Control (tap water) vs. Untreated	--	0.29
Lice Shield Shampoo vs. Untreated	53%	0.04
Lice Shield Leave In Spray vs. Untreated	86%	<0.0001

For best results, use both products in combination.

School lice outbreaks are a fact of life, but now you can help reduce the risk of infestation.

During the next outbreak, recommend new Lice Shield hair care products.

TWO SAFE, EASY & EFFECTIVE WAYS TO HELP REPEL LICE.

Lice Shield is easy to substitute into a child's daily hair care routine during a period of infestation. Created with kids' finer hair and sensitive scalps in mind, it has a refreshing, clean fragrance.



SHAMPOO & CONDITIONER IN 1

- Gentle enough for daily use
- Contains extra conditioners for a tangle-free formula



LEAVE IN SPRAY

- With light detanglers to aid in combing
- Perfect to use in wet or dry hair, as well as hats, helmets, and winter gear

Lice Shield is widely available at neighborhood drug stores, supermarkets, and mass merchandisers at an affordable price. Visit liceshield.net to learn more about Lice Shield and for tips on lice prevention.

Don't Get Lice, Get Lice Shield.

For more information on head lice prevention, as well as online resources for the parent and school nurse, please visit us on the web, liceshield.net



LORNAMEAD-FTC 000027

The Best Way To Treat Lice Is To Avoid Getting Them.



Be Prepared with Lice Shield

Scientifically shown to repel head lice
Reducing a child's chance of catching lice during an outbreak.

Safe & pesticide free
Formulated with a proprietary blend of essential oils to repel lice.

Created with kids' scalps in mind
A Shampoo and Leave In Spray, gentle enough to use every day, with a refreshing, clean fragrance. And, Gear Guard, a spray product developed specially for your child's possessions.

Be Prepared with Lice Shield
School lice outbreaks are a fact of life, but now you can reduce the risk of infestation.



Don't Get Lice, Get Lice Shield.

Available at neighborhood drug stores, supermarkets, and mass merchandisers. For more about Lice Shield, tips on lice prevention, and online resources for school nurses and parents visit liceshield.net.

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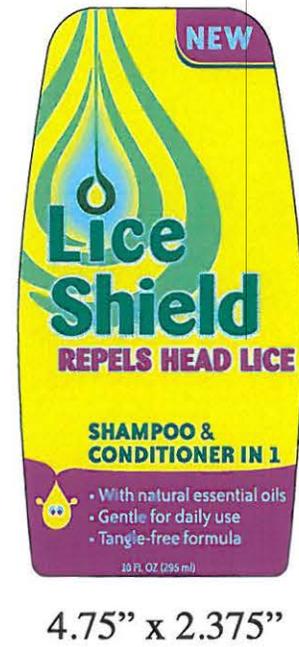
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LICE SHIELD SHAMPOO & CONDITIONER IN 1 FRONT LABEL

EXHIBIT F - 1



TRIMMED LABEL



LORNAMEAD, INC.		PROJECT INFO PRODUCTION NOTES	
DATE:	OCTOBER 7, 2009	<input type="checkbox"/> PMS 512	<input type="checkbox"/> PMS 360
PROJECT:	LICE SHIELD SHAMPOO, FRONT LABEL	<input type="checkbox"/> PMS 3425	<input type="checkbox"/> WHITE
ITEM #:	N/A	<input type="checkbox"/> SUBSTRATE	<input type="checkbox"/>
DIELINE #:	N/A		
SIZE:	4.75" X 2.375"		
FILE NAME:	LICESHIELD_SHAMPOO_FRONT.EPS		
PRINTER:	NIAGARA LABEL		
NOTES:	JOB PRINTS ON CLEAR LABEL		
		APPROVALS: CREATIVE _____ MARKETING _____ R&D _____ QUALITY _____ PURCHASING _____ CEO _____	

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LORNAMEAD-FTC 000464

LICE SHIELD SHAMPOO & CONDITIONER IN 1 BACK LABEL

EXHIBIT F - 2



TRIMMED LABEL



LORNAMEAD, INC.		PROJECT INFO PRODUCTION NOTES	
DATE:	OCTOBER 7, 2009	<input type="radio"/> BLACK	<input type="radio"/> WHITE
PROJECT:	LICE SHIELD SHAMPOO, BACK LABEL	<input type="radio"/> PMS 3425	<input type="radio"/>
ITEM #:	N/A	<input type="radio"/> SUBSTRATE	<input type="radio"/>
DIELINE #:	N/A		
SIZE:	4.75" X 2.375"		
FILE NAME:	LICESHIELD_SHAMPOO_BACKEPS		
PRINTER:	NIAGARA LABEL		
NOTES:	JOB PRINTS ON CLEAR LABEL		
		APPROVALS CREATIVE _____ MARKETING _____ R&D _____ QUALITY _____ PURCHASING _____ CEO _____	

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LORNAMEAD-FTC 000463