

The key to head lice treatment lies in killing the eggs

Covered by  
Alberta Health  
NIHB & ODB

**NYDA®**



Documented 100% ovicidal efficacy<sup>1</sup>

- Demonstrated superior efficacy<sup>1,2,3,4</sup>
- Unlike permethrin, NYDA's mode of action is asphyxiation, which prevents the development of resistance to the treatment.<sup>1,5,6</sup>
- The mode of action works by suffocating the lice, the larvae and the embryos in the eggs<sup>5,6</sup>



\*Approved based on quality, ease of use, and value for money

**TREAT HEAD LICE INFESTATIONS WITH NYDA®†**

	Days of treatment											
Active infestation	0	1	2	3	4	5	6	7	8	9	10	11
2 treatment applications												

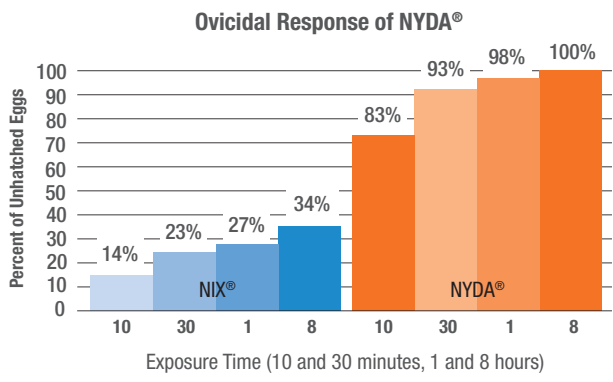
Treat with NYDA® on days 0 and 9. Inspect the scalp and comb with a fine-toothed comb on days 2 and 11.



**NYDA® EFFECTIVELY SUFFOCATES LICE IN ALL OF THEIR DEVELOPMENTAL STAGES**

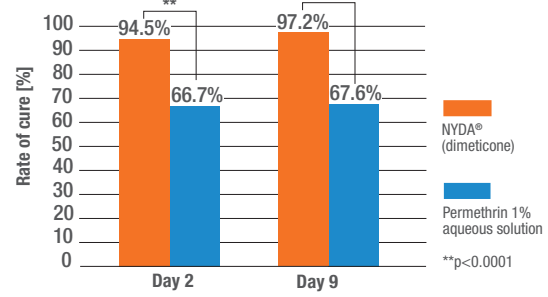
**Convincing ovicidal (egg-killing) effect demonstrated in vitro<sup>7</sup>**

In vitro comparative study:  
Ovicidal (egg killing) effect of two conventional head lice preparations (after exposure to the preparations)



**Unsurpassed efficacy – clinically documented study<sup>4</sup>**

(randomized, controlled, observer-blinded comparative trial)



**THE RESULTS OF THE CLINICAL COMPARATIVE STUDY SHOW: NYDA® can be relied upon to be effective, even if the infestation is severe.**

NYDA® provides outstanding positive results in active use

†Adapted from Quebec public health guidelines.



## THE KEY TO HEAD LICE TREATMENT LIES IN KILLING THE EGGS

### Physical mode of action = unsurpassed efficacy

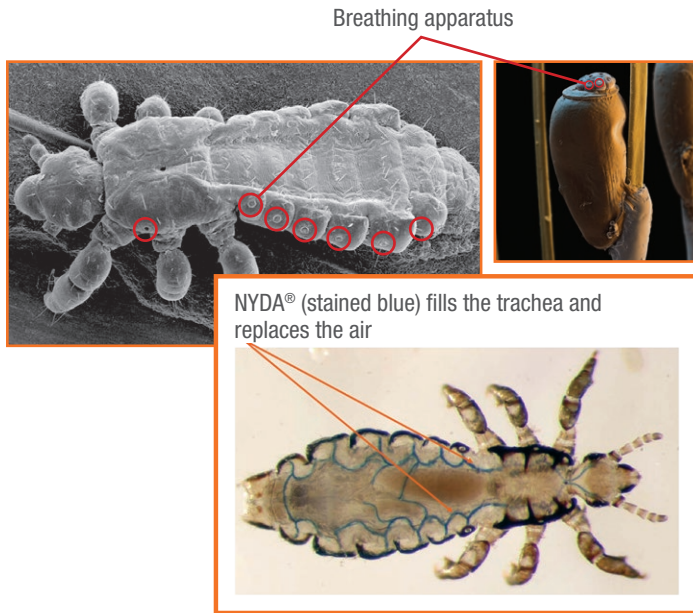
The generalized use of neurotoxic pesticides to treat infestations of head lice over many years has led to the development of resistance to current treatments.<sup>8</sup>

#### Step 1

The low-viscosity volatile dimeticone enables the NYDA® solution to penetrate into the breathing system.<sup>5,6</sup>

#### Step 2

Its evaporation causes the thickening of the NYDA® solution. The remaining high-viscosity dimeticone finally seals the respiratory system, leading to suffocation of all stages of head lice (eggs, larvae and lice). This mode of action prevents the development of resistance.<sup>5,6,7,8</sup>



## THE KEY TO HEAD LICE TREATMENT LIES IN KILLING THE EGGS

### In every NYDA® pack:

#### Convenient pump spray + special lice comb

The comb:

- Slides easily and comfortably through the hair;
- Lice can be easily seen on the orange background.
- Combing dry hair using a metal comb is an effective way to check for head lice<sup>9</sup>.



## SIMPLE APPLICATION

### How to use NYDA®<sup>1</sup>

Appropriate dosage for adults and/or children (2 years or older)

Hair length	Average vol. per application of a bottle
Short .....	1/5
Medium (shoulder length) .....	1/3
Long .....	1/2
Very long .....	3/4

**IMPORTANT: USE NYDA® ON DRY HAIR**



Spray all over hair



Massage



After 30 minutes, comb hair carefully with NYDA's lice comb



Leave hair to dry for at least 8 hours, then wash with any regular shampoo

For complete control of head lice and eggs, the treatment must be repeated after 8 to 10 days<sup>1</sup>.

#### INDICATIONS AND CLINICAL USE

NYDA® is a topical treatment of scalp hair in case of infestation with head lice (pediculosis capitis). If used as instructed, NYDA® is also effective against nymphs and eggs (nits).

- Clinical studies have been performed in children; therefore, NYDA can be used with children from ages 2 and up.

#### REFERENCES:

1. NYDA® Product Monograph. NYDA's Pediculicide Activity *in vitro*. 2. Oliveira FA, Speare R, Heukelbach J. High in vitro efficacy of NYDA® L. A pediculicide containing dimeticone. *J Eur Acad Dermatol Venerol* 2007; 21:1325-1329. 3. Heukelbach J, Asenov A, Liesenfeld O, Mirmohammadsadegh A, Oliveira FA. A new two-phase dimeticone pediculicide shows high efficacy in a comparative bioassay. *BMC Dermatol* 2009; 9:12 doi: 10.1186/1471-5945-9-12. **Clinical Study on Efficacy.** 4. Heukelbach J, Pilger D, Oliveira FA, Khakban A, Ariza L, Felmeier H. A highly efficacious pediculicide based on dimeticone: Randomized observer blinded comparative trial. *BMC Infectious Diseases* 2008; 8:115. **NYDA's physical mechanism of suffocation. Mode of action.** 5. Riehling I, Bockeler W. Lethal Effects of Treatment with a Special Dimeticone Formula on Head Lice and House crickets (orthoptera, Ensifera: *Acheta domestica* and Anoplura, Phthiraptera: *Pediculus humanus*). *Arzneimittel-Forschung (Drug Research)* 2008; 58:248-254. 6. Heukelbach J, Oliveira FA, Ritzler J, Haussinger D. Dimeticone-Based Pediculicides: A Physical Approach to Eradicate Head Lice. *The Open Dermatology Journal* 2010; 4:77-78. **NYDA's Ovicultural Activity *in vitro*.** 7. Strycharz JP et al. (2012): Ovicultural response of NYDA formulations on the human head louse (Anoplura: Pediculidae) using a hair tuft bioassay. *Journal of Medical Entomology*, Vol 49, No 2 (March), pp 336-342. **Resistance.** 8. Heukelbach J. Management and control of head lice infestation, *UNI MED Science* chapter 6 pp 54-55. **The Metal Comb.** 9. Özgür K, et al. Comparison of Two Combs in the Detection of Head Lice in School Children. *Turkish Society for Parasitology*, 33(1):50-53, 2009.

This product may not be right for you. Always read and follow the label.

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**MEDEXUS**  
PHARMA  
Medexus Pharmaceuticals Inc.

www.nyda.ca  
NY-DB-0923E

NYDA's physical mechanism of suffocation has been scientifically proven<sup>5</sup> to be the leading pediculicide worldwide

**NYDA®**  
Dual-Dimeticone Action | Kills it all,  
from eggs to lice