

**NYDA<sup>®</sup>**



Kill lice at every developmental stage with NYDA<sup>®</sup>



Covered by Alberta Health, NIHB, ODB & RAMQ

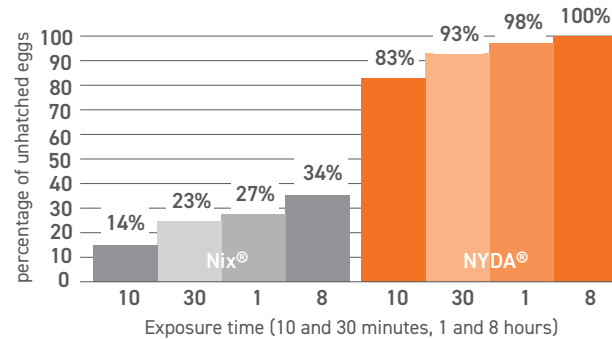
- Demonstrated superior efficacy<sup>1-4</sup>
- Unlike permethrin (Nix<sup>®</sup> or Kwellada-P<sup>®</sup>), NYDA<sup>®</sup>'s mechanical mode of action prevents development of treatment resistance<sup>1,5,6</sup>
- NYDA<sup>®</sup> suffocates lice, larvae, and embryos<sup>5,6</sup>



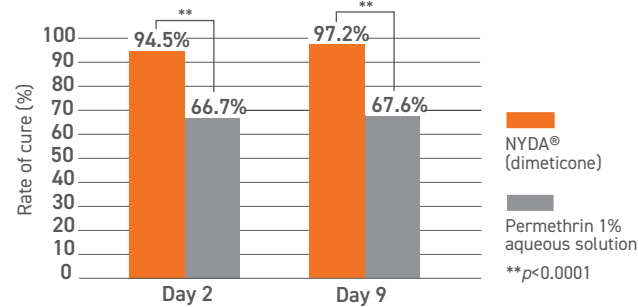
Approved by Health Canada based on quality and safety.  
 OTC: over-the-counter  
 NIHB: Non-Insured Health Benefits (NIHB) Program  
 \*Pharmacy Practice + Business and Profession Santé 2025 Survey on OTC Counselling and Recommendations (re: pharmacists).

## Efficacy you can trust

### OVICIDAL EFFECT OF NYDA<sup>®</sup> COMPARED WITH NIX<sup>®</sup> IN VITRO<sup>7</sup>



### EFFICACY OF NYDA<sup>®</sup> COMPARED WITH PERMETHRIN IN A RANDOMIZED CONTROLLED TRIAL<sup>4</sup>



NYDA<sup>®</sup> can be relied on to help eradicate lice at all stages of development, even when the infestation is severe.<sup>4</sup>

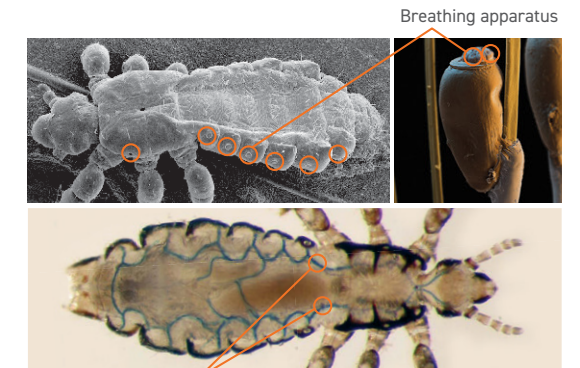
## No pesticide resistance worries with NYDA<sup>®</sup>

### TREATMENT RESISTANCE IS INCREASING IN LICE<sup>8</sup>

- Overuse of neurotoxic pesticides over many years has led to the development of treatment resistance in head lice.<sup>8</sup>
- NYDA<sup>®</sup> works mechanically to suffocate lice at all developmental stages, killing them **without encouraging treatment resistance**.<sup>4-7</sup>

### NYDA<sup>®</sup>'S MECHANISM OF ACTION

1. NYDA<sup>®</sup>'s low-viscosity volatile dimeticone solution penetrates the respiratory system.<sup>5,6</sup>
2. Evaporation causes the solution to thicken, obstructing the respiratory system and causing asphyxiation.<sup>5,6</sup>



NYDA<sup>®</sup> (stained blue) fills the trachea, suffocating the lice.



Unlike Nix<sup>®</sup> and Kwellada-P<sup>®</sup>, NYDA<sup>®</sup> does not contain chemical pesticides

**NYDA®**



## Easy to use

Use NYDA® on dry hair **only**

### 1 Choose the correct dosage:

Hair length	Proportion of the NYDA® bottle to use
Short	1/5
Medium (shoulder length)	1/3
Long	1/2
Very long	3/4

### 2 Spray all over dry hair

### 3 Massage

### 4 After 30 minutes, carefully comb hair with the comb provided

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

## Track treatment with NYDA®

Check off each day to stay on target with your treatment schedule. Before applying NYDA®, be sure you inspect all scalp hair of each family member or close contacts, with a comb.

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 1	Apply NYDA® 						
Week 2			Apply NYDA®* 				

\*NYDA® should be reapplied 8–10 days after the first application.

### How does lice spread?

- Lice do not fly or hop—head lice is most commonly spread by head-to-head contact with an infected person
- To help prevent the spread of lice, avoid sharing personal items that touch the head, such as:
  - > hats
  - > hairbrushes
  - > combs
  - > headphones



**No chemical pesticides**

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



## In every NYDA® pack

- Convenient pump spray
- Special lice comb
  - > Slides easily and comfortably through hair
  - > Orange background makes lice easy to see and check for in dry hair<sup>9</sup>



Dimethicone 100 cSt (NYDA®) is indicated for: 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).

This product may not be right for your patient. Always direct them to read and follow the label.

1. Nyda® Product Monograph. 2. Oliveira FA, Speare R, Heukelbach J. High *in vitro* efficacy of Nyda® L, a pediculicide containing dimethicone. *J Eur Acad Dermatol Venereol.* 2007;21:1325–1329. 3. Heukelbach J, Asenov A, Liesenfeld O, Mirmohammadsadegh A, Oliveira FA. A new two-phase dimethicone pediculicide shows high efficacy in a comparative bioassay. *BMC Dermatol.* 2009;9:12. 10.1186/1471-5945-9-12. 4. Heukelbach J, Pilger D, Oliveira FA, Khakban A, Ariza L, Felmeier H. A highly efficacious pediculicide based on dimethicone: Randomized observer blinded comparative trail. *BMC Infect Dis.* 2008;8:115. 5. Richling I, Bockeler W. Lethal effects of treatment with a special dimethicone formula on head lice and house crickets (Orthoptera, Ensifera: *Acheta domestica* and Anoplura, Phthiraptera: *Pediculus humanus*). *Arzneimittelforschung.* 2008;58:248–254. 6. Heukelbach J, Oliveira FA, Ritche J, Haussinger D. Dimethicone-Based Pediculicides: A physical approach to eradicate head lice. *The Open Dermatology Journal.* 2010;4:77–78. 7. Strycharz JP, et al. Ovicidal response of NYDA formulations on the human head louse (Anoplura: Pediculidae) using a hair tuft bioassay. *J Med Entomol.* 2012; 49(2):336–342. 8. Heukelbach J. Management and control of head lice infestation, *UNI MED Science.* chapter 6, pp. 2010; 54-55. 9. Özgür K, et al. Comparison of two combs in the detection of head lice in school children. *Turkish Society for Parasitology.* 2009;33(1):50–53.

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Medexus Pharmaceuticals Inc.

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