

PRESS RELEASE
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Effective chemical-free headlice treatment launches in UK

The children are back at school and parents are yet again facing the constant battle against headlice. Yet there are concerns about the effects the harsh chemical treatments may be having on children's health, and their effectiveness long-term as lice build up resistance to the insecticides.

An all-natural treatment has been created by a UK company, HRK, which succeeds by making the hair and scalp completely unpalatable to lice. Containing 100ml of all natural-hair oil, two shower caps, a nit-comb and a detangling comb, each kit contains everything you need to treat up to 10 heads.

Available directly from the makers at www.headliceremovalkit.co.uk or from selected retailers, the 'Head Lice and Nit Removal Kit' in its distinctive green and blue packaging, is great value at just £9.99.

Kit creator, Steve Reilly, explains: "Unlike conventional treatments, our product does not seek to directly kill the head lice. The combination of oils we use in our blend simply make the living, breeding and feeding ground – your scalp and hair – unpalatable to the head lice as well as both slowing them down and breaking traction so that they can be easily removed with the supplied comb. We all know that the chemical treatments don't work long-term. You treat the child and then the next week they've got lice all over again. Our kit removes the existing lice and eggs."

All oils used in the kit are natural plant extracts: a Sunflower and Jojoba oil base carries Geranium, Rosemary, Lavender, Bergamot, Lemon grass and Tea tree essential oils. Each essential oil is sourced from an approved supplier and analysed with Gas Liquid Chromatography (GLC), which identifies all constituents down to a few parts per billion. In this way, only the purest oils that are free of any contaminants, such as fertilizers, are used. The kit is safe for children with nut allergies.

Its pleasant smell and easy application mean that children normally enjoy the treatment. One parent who tried the kit, Louise from Dorset, said: "With three young kids at school, the whole family was constantly infested by these nasty creatures. I tried everything – nit combs that made the kids scream and things bought from the chemist that either didn't work or made me feel concerned at what using them might be doing to my kids. I was so pleased to find a natural product and doubly so to have everything I needed in a single box. But what I'm really happy about is that it worked!"

To order the kit, or find your nearest stockist, contact www.headliceremovalkit.co.uk or telephone 0870 742 9294.

Ends

For further information please contact Steve Reilly on 0870 7429294 or email sales@headliceremovalkit.co.uk. Sample kits are available for comparison tests, reviews and prizes. Packshots and photographs of a child being treated are available.