

128 CODE

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RID[®] MOUSSE

Drug Facts

Active ingredients (calculated without propellant) Purpose
Piperonyl butoxide (4%) _____ lice treatment
Pyrethrum extract* (equivalent to 0.33% pyrethrins) _____ lice treatment

Uses: treats head, pubic (crab), and body lice

Warnings

- For external use only
- Flammable: Keep away from fire or flame

Do not use near the eyes

Ask a doctor before use if you have an allergy to ragweed

When using this product

- keep out of eyes when rinsing hair
- close eyes tightly and do not open eyes until product is rinsed out
- protect eyes with washcloth, towel or other suitable method
- if product gets into the eyes, immediately flush with water
- do not use inside the nose, mouth, or vagina. Irritation may occur.
- do not inhale; use in a well ventilated area
- do not puncture or incinerate. Contents under pressure.

Stop use and ask a doctor if

- skin irritation or infection is present or develops
- infestation of eyebrows or eyelashes occurs

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions

- Important: Read warnings before using
- shake well before using
- holding the can upside down, apply RID[®] Mousse to dry hair or other affected area. Massage until all the hair is thoroughly wet with product. For best results against head lice, see complete Directions in the Consumer Information insert.
- allow product to remain on the hair for 10 minutes but no longer
- wash area thoroughly with warm water and soap or shampoo
- a fine-toothed comb or a special lice-killing removing comb may be used to help remove dead lice or their eggs (nits) from hair
- a second treatment must be done in 7 to 10 days to kill any newly hatched lice

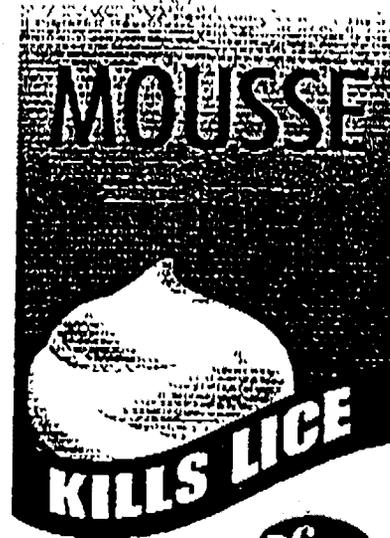
Other Information

- store at 20°-25°C (68°-77°F)
- do not store at temperatures above 43°C (110°F)
- keep in a cool place out of the sun

Inactive Ingredients cetylalcohol, isobutane, PEG-20 esterace, propane, propylene glycol, purified water, quaternium-52, SD Alcohol 3-C (26.5% w/w)

Questions? call 1-800-RID LICE
(1-800-743-5423)

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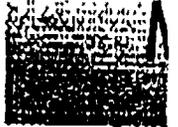


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CONSUMER HEALTH CARE GROUP,
PFIZER INC., NEW YORK, NY 10017

U.S. Pat. 5,783,202 SM 40120005P
*50% extract (not USP)

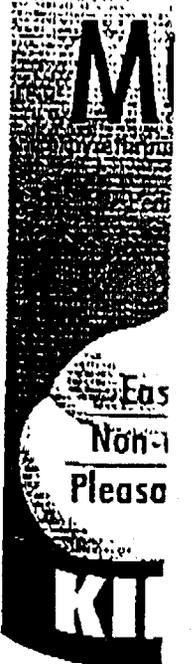
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MAXIMUM STRENGTH



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MAXIMUM STRENGTH



MOUSSE



Manufactured By
Pfizer Health Care Group,
Inc., New York, NY 10017

L 5,783,202 SM 40120005P
Product of USA (not USP)

MAXIMUM STRENGTH



MOUSSE



NET WT.
5.5 OZ (156 g)

KEEP THIS AND ALL DRUGS OUT OF THE REACH OF CHILDREN.
See back panel for additional warnings.

MAXIMUM STRENGTH



MOUSSE



Plus Patented
Egg Removal
Comb



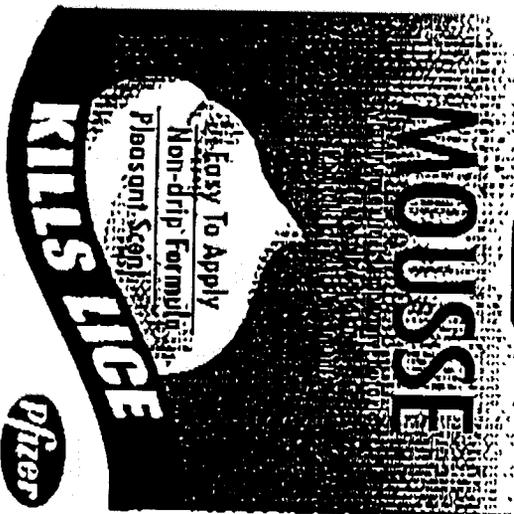
Visit us at <http://www.liceoid.com>

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VIEW BY BROWSE WITH THE HELP OF THE

MAXIMUM STRENGTH

RID[®]



Drug Facts

Active Ingredients
(calculated without propellants)
piperonyl butoxide (4%), Pyrethrum extract*
(equivalent to 0.33% pyrethrins)

Purpose lice treatment

Uses treats head, pubic (crab), and body lice

Warnings

- For external use only
- Flammable; Keep away from fire or flame
- Do not use near the eyes
- Ask a doctor before use if you have an allergy to pyrethroid

When using this product

- close eyes tightly and do not open eyes until product is rinsed out
- protect eyes with washcloth, towel or other suitable method
- If product gets into the eyes, immediately flush with water
- do not use inside the nose, mouth, or vagina. Irritation may occur.
- do not inhale; use in a well-ventilated area
- do not puncture or incise skin. Contains under pressure.

Stop use and ask a doctor if

- skin irritation or infection is present or develops
 - inflammation of eyebrows or eyelashes occurs
- Keep out of reach of children.**
If swallowed, get medical help or contact a Poison Control Center right away.

NET WT. 5.5 OZ (156 g)

Drug Facts (continued)

Directions

- Important: Read warnings before using
- shake well before using
- holding the can upside down, apply RID[®] Mousse to dry hair on other affected area. Massage until all the hair is thoroughly wet with product. For best results against head lice, see complete Directions in the Consumer Information Insert.
- allow product to remain on the hair for 10 minutes but no longer
- wash area thoroughly with warm water and soap or shampoo
- a lice-ooch comb or a special lice/all removing comb may be used to help remove dead lice or their eggs (nits) from hair
- a second treatment must be done in 7 to 10 days to kill any newly hatched lice

Other Information

- store at 20°-25°C (68°-77°F)
- do not store at temperature above 43°C (110°F)
- keep in a cool place out of the sun

Inactive Ingredients cetylal alcohol, isobutane, PEG-20 stearate, propylene glycol, purified water, quaternium-15, SD Alcohol 3-C (26.5% w/v)

Questions? call 1-800-RID LICE

(1-800-743-5423)

Visit us at <http://www.liceaid.com>

*50% extract (not USP)

U.S. Pat. 5,793,202

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LED 254 250 ALL OTHERS NOT TO BE USED BY CHILDREN. © 2004, 2005, 2006, 2007
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Attach
Desk C

**CONSUMER INFORMATION INSERT
TREATING LICE INFESTATION WITH**

128 CODE



MOUSSE

pyrethrum extract* (equivalent to 0.33% pyrethrins)
and piperonyl butoxide (4%)
on/enclosed foam

**PEDICULICIDE (LICE TREATMENT)
KILLS LICE**

This insert will tell you about human lice and how to treat infestation effectively with RID® Mousse. Lice are parasitic insects the size of a sesame seed. They can infest people at all social levels; no one is immune. Lice are easily transmitted from person to person by shared personal articles such as hats, hair ribbons, combs, towels and bedding, and by physical contact. Infestation of lice can be easily treated today. This package of RID® Mousse, with its special patented comb, is a complete product designed to treat and remove lice and their eggs rapidly and effectively. (The principal active ingredient of RID® Mousse is pyrethrum extract, derived from a species of chrysanthemum flower.)

THERE ARE 3 TYPES OF LICE WHICH INFEST HUMANS

Head Lice:

- head lice live on the scalp and lay small white eggs (nits) on the hair shaft close to the scalp
 - the nits are most easily found on the nape of the neck or behind the ears
 - all personal headgear, scarfs, coats, and bed linen should be disinfected by machine washing in hot water and drying, using the hot cycle of a dryer for at least 20 minutes
 - personal articles of clothing or bedding that cannot be washed may be dry-cleaned, sealed in a plastic bag for a period of about 2 weeks, or sprayed with a product specifically designed for this purpose
 - personal combs and brushes may be disinfected by soaking in hot water above 54°C (130°F) for 5 to 10 minutes
 - thorough vacuuming of rooms inhabited by affected people is recommended
- Pubic (Crab) Lice:**
- pubic lice may be transmitted by sexual contact; therefore, sexual partners should be treated simultaneously to avoid reinfestation
 - the lice are very small and look almost like brown or grey dots on the skin
 - pubic lice usually cause intense itching and lay small white eggs (nits) on the hair shaft generally close to the skin surface
 - in hairy individuals, pubic lice may be present on the short hairs of the groin, thighs and trunk, underarms, and occasionally on the beard and mustache
 - underwear should be disinfected by machine washing in hot water, then drying, using the hot cycle for at least 20 minutes

Body Lice:

- body lice and their eggs are generally found in the seams of clothing, particularly in the waistline and armpit area
- they move to the skin to feed, then return to the seams of the clothing where they lay their eggs
- clothing worn and not laundered before treatment should be disinfected by the same procedure as described for head lice, except that sealing clothing in a plastic bag is not recommended for body lice because the nits (eggs) from these lice can remain dormant for a period of up to 30 days

TREATMENT OF LICE INFESTATION

DIRECTIONS:

■ **IMPORTANT: READ WARNINGS BEFORE USING.**

- Shake well before using.
- Holding can upside down, apply RID® Mousse to dry hair or other affected area. Massage until all the hair is thoroughly wet with product. For head lice, the mousse can best be applied by parting the hair and placing a line of foam along the part and working it outwards into the hair. Or, the mousse can be applied with the nozzle placed under the layers of hair, then massaged into the hair across the scalp from that point. Be sure to completely moisten all the hair with the product.

*50% extract (not USP)

- Allow the product to remain on the area for 10 minutes but no longer. Ten minutes is the time needed for the product to effectively treat lice. Leaving it on longer has not been demonstrated to increase its effectiveness.
- Wash area thoroughly with warm water and soap or shampoo.
- A fine-toothed comb or a special lice/nit removing comb may be used to help remove dead lice or their eggs (nits) from hair. A patented RID® nit (egg) removal comb is included in this package.

COMB HAIR PROPERLY

You must thoroughly comb out the nits in order to prevent reinfestation. This can be time consuming, but it is necessary. To effectively remove nits with the provided RID® nit comb, follow these six easy steps below:

1. While hair is still damp, comb hair with your regular comb to remove snarls and tangles. Part hair into four sections, and pick one section at a time to work on.
 2. Start at the top in the section of the hair you have picked. With one hand, lift a small amount of hair—about one-half inch wide.
 3. Take the provided RID® comb, and comb with a firm even motion away from the scalp/skin to the end of the hair.
 4. Make sure the teeth of the comb are as deep into the hair as they can go and touching the scalp/skin.
 5. Wipe eggs (nits) completely from comb with a tissue. Toss the tissue in a sealable bag to avoid reinfestation. Using bobby pins or clips, pin back each tuft of hair after you have combed out the nits.
 6. Repeat steps 2 through 5 for the remaining sections of hair. If hair dries during combing, dampen slightly with water. After you have combed the entire head/affected area, rinse thoroughly with warm water.
- A second treatment must be done in 7 to 10 days to kill any newly hatched lice.

PREVENT REINFESTATION

Lice can survive for up to a day off the human scalp, on personal items, stuffed animals, household surfaces, clothing and bed linens. They may also spread from person to person. Without killing these lice, reinfestation can occur. Here are steps you can take to prevent reinfestation.

- Family members and other close contacts should also be inspected for lice. If infestation occurs, treatment should be initiated as described above.
- Soak all combs and brushes in hot water—at least 54°C (130°F) for 10 minutes. Always inspect and rinse thoroughly before using.
- Wash clothing and linen in hot water and then place in a hot dryer for 20 minutes.
- For items that cannot be washed or dry-cleaned, place in a tightly sealed plastic bag for 14 days then open outdoors and shake vigorously.
- Personal articles of clothing or bedding that cannot be washed may be dry-cleaned, sealed in a plastic bag for a period of about 2 weeks, or sprayed with a product specifically designed for this purpose.
- Vacuum everywhere. Vacuum all carpets, mattresses, upholstered furniture and car seats that may have been used by infested household members.
- Tell children not to use any borrowed combs or brushes, or to wear anyone else's clothes.

WARNINGS:

- For external use only.
 - Flammable. Keep away from fire or flame.
 - Do not use near the eyes
 - Ask a doctor before use if you have an allergy to ragweed
- When using this product**
- keep out of eyes when rinsing hair
 - close eyes tightly and do not open eyes until product is rinsed out
 - protect eyes with washcloth, towel or other suitable method
 - if product gets into the eyes, immediately flush with water
 - do not use inside the nose, mouth, or vagina. Irritation may occur.
 - do not inhale; use in a well ventilated area
 - do not puncture or incinerate. Contents under pressure
- Stop use and ask a doctor if**
- skin irritation or infection is present or develops
 - infestation of eyebrows or eyelashes occurs
- Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

OTHER INFORMATION

- store at 20°-25°C (68°-77°F)
- do not store at temperature above 43°C (110°F)
- keep in a cool place out of the sun

QUESTIONS? Call 1-800-RID-LICE (1-800-743-5423)



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ENGLISH SIDE ONE

<p>GURNESTON Consumer Group Design Communications, Inc. 31 East 28th Street New York, New York 10010 Telephone: 212 687-0200 FAX: 212 687-0207</p>	<p>Client: PFIZER Sales: 1/24/00 File name: M-99 Mousse (English) side 1 Job #: PF-7287 Application: Address Insert/Order 5</p>	<p>Color Palette PANTONE 485 PANTONE 486</p>	<p>Approvals</p> <table border="0"> <tr> <td>Art Check</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Copy Check</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Design/Production</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Final Proof</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Printed</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Shipped</td> <td><input type="checkbox"/></td> </tr> </table>	Art Check	<input type="checkbox"/>	Copy Check	<input type="checkbox"/>	Design/Production	<input type="checkbox"/>	Final Proof	<input type="checkbox"/>	Printed	<input type="checkbox"/>	Shipped	<input type="checkbox"/>	<p>Forms (All Type 1)</p> <table border="0"> <tr> <td>Form 1</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 2</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 3</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 4</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 5</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 6</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Form 7</td> <td><input type="checkbox"/></td> </tr> </table>	Form 1	<input type="checkbox"/>	Form 2	<input type="checkbox"/>	Form 3	<input type="checkbox"/>	Form 4	<input type="checkbox"/>	Form 5	<input type="checkbox"/>	Form 6	<input type="checkbox"/>	Form 7	<input type="checkbox"/>
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