

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

COMMISSIONERS: Edith Ramirez, Chairwoman  
Julie Brill  
Maureen K. Ohlhausen  
Joshua D. Wright  
Terrell McSweeney

In the Matter of

LORNAMEAD, INC. ,  
a corporation.

DOCKET NO.

COMPLAINT

Lice Shield: REPELS HEAD LICE: The Best Way to Treat Lice? Avoid Getting Them! [

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

E. Print Advertisement (Exhibit E)

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

Be Prepared with Lice Shield

[Front] Lice Shield  
REPELS HEAD LICE

LEAVE IN SPRAY

...

[Back] The best way to  
treat lice is to avoid  
getting them.

...

For best results, use daily after Lice Shield Shampoo & Conditioner in 1.

H. Lice Shield Gear Guard Product Label (Exhibit H)

[Front] Now shield your stuff!

Lice Shield  
REPELS HEAD LICE

GEAR GUARD

...

~~bbb~~

...

[Back] The best way to  
treat lice is to avoid  
getting them.

GEAR GUARD

\*Specially formulated to help repel  
lice from all types of objects

6. Through the means described in Paragraph 5, respondent has represented expressly or by implication, that:
- A. When used as directed, Lice Shield products prevent head lice infestations;
  - B. When used as directed, Lice Shield products decrease the likelihood or chance of a head lice infestation by over 80%;
  - C. When used as directed, Lice Shield products dramatically reduce the likelihood of

- D. When used as directed, Lice Shield products reduce the likelihood or chance of a head lice infestation during an outbreak;
  - E. Spraying Lice Shield Gear Guard on objects such as hats or helmets reduces the likelihood or chance of a head lice infestation;
  - F. Lice Shield Shampoo & Conditioner In 1 and Lice Shield Leave In Spray are most effective when they are used together.
7. Through the means described in Paragraph 5, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 6, at the time the representations were made.
8. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 6, at the time the representations were made. Therefore, the representation set forth in Paragraph 7 was, and is, false or misleading.