

UNITED STATES OF AMERICA
BEFORE THE 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. C-4488

COMPLAINT

The Federal Trade Commission, having reason to believe ~~ednamead, Inc.~~ ~~ednamead, Inc.~~ a corporation ("respondent"), has violated the provisions of the Federal Trade Commission Act,

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

[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 or chance of a head lice infestation during an outbreak;

D.