

THE STANDARD OF CARE FOR TREATING HEAD LICE

At a time when most OTC head lice formulations are no longer effective due to resistance¹,
3 out of 5 pediatricians recommend Natroba™ (spinosad)².

Superiority Over Nix®

Natroba™ is the only FDA-approved prescription head lice treatment that demonstrated **clinical superiority to Nix® (permethrin 1%) in two head-to-head, phase III clinical trials**³. (See back for details)

Safety from the Ground Up

The active ingredient in Natroba™ (spinosad) derives from a naturally occurring soil microorganism⁴ **and is not systemically absorbed**, even in patients as young as six (6) months⁵.

No Known Resistance

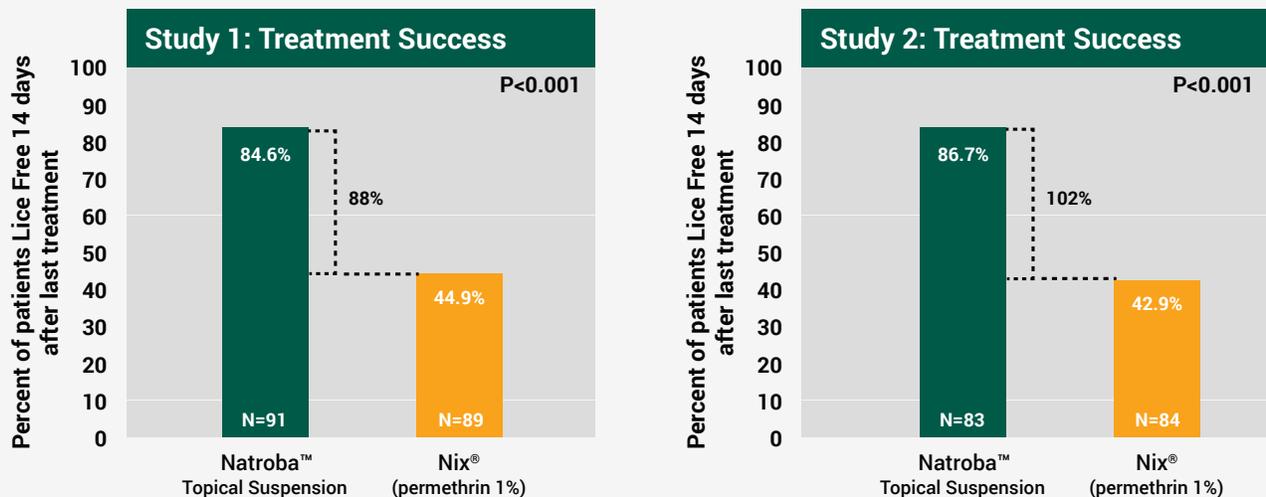
Although head lice resistance has become pervasive in the United States, there is **no known resistance to the compound, spinosad, in head lice**⁶.



Be an advocate for effective head lice treatment.
Visit www.natroba.com/todays-standard-of-care to learn more.

Glued PI

In two multicenter, randomized, controlled clinical studies under actual-use conditions, **significantly more patients using Natroba™ were lice-free** (no live lice, adults or nymphs) 14 days after the last treatment without nit combing **compared to permethrin with combing**, 84.6% vs. 44.9% and 86.7% vs. 42.9%, respectively (P<0.001)³.



Natroba™ has also demonstrated similar or lower treatment-related AEs than Nix® (permethrin 1%), the leading OTC medication.³

Most common adverse events	Natroba N = 552	Nix N = 457	P Value
*Application site erythema, n (%)	17 (3)	31 (7)	0.007
Ocular erythema, n (%)	12 (2)	15 (3)	NS
Application site irritation, n (%)	5 (1)	7 (2)	NS

*Statistically significant (3.1% vs 6.8%; p=0.007)

Nix® is a registered trademark of Prestige Consumer Healthcare Inc.

References:

- Gellatly KJ, Krim S, Palenchar DJ, et al. Expansion of the knockdown resistance frequency map for human head lice (phthiraptera: pediculidae) in the United States using quantitative sequencing. *Journal of Medical Entomology*, 2016:1-7
- IQVIA: May 5, 2020
- Stough D, Shellabarger S, Quiring J, Gabrielsen A. Efficacy and safety of spinosad and permethrin crème rinses for pediculosis capitis (head lice). *Pediatrics*. 2009;124(3): e389-395.
- Data on File
- Natroba Prescribing Information
- Spinosad Technical Bulletin Dow AgroSciences LLC (Now Corteva agriscience), Form No. Y45-000-001 (01/01) CBK.

INDICATION

Natroba™ Topical Suspension is a pediculicide indicated for the topical treatment of head lice infestations in patients six (6) months of age and older.

ADJUNCTIVE MEASURES

Natroba™ Topical Suspension should be used in the context of an overall lice management program:

- Wash (in hot water) or dry clean all recently worn clothing, hats, used bedding and towels
- Wash personal care items such as combs, brushes, and hair clips in hot water
- A fine-toothed comb or special nit comb may be used to remove dead lice and nits.

IMPORTANT SAFETY INFORMATION

Natroba™ Topical Suspension contains benzyl alcohol and is not recommended for use in neonates and infants below the age of 6 months. Systemic exposure to benzyl alcohol has been associated with serious adverse reactions and death in neonates and low birth-weight infants when administered intravenously. Most common adverse events were: application site redness (3%), eye redness (2%) and application site irritation (1%).

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.