

No More Lousy Days with Breakthrough LouseBuster™ Device Now Available!

Salt Lake City, Utah, May 04, 2010 /PRNewswire/ — Larada Sciences Inc. announced the availability of the revolutionary FDA-cleared and CE-marked [LouseBuster™ device](#), which provides a new, chemical-free way to kill head lice and their eggs using only controlled, heated air. Clinical studies show that the device provides a safe, fast and highly effective method to kill all stages of head lice – including lice eggs*!

The LouseBuster™ device was conceived by evolutionary parasitologist, [Dr. Dale Clayton](#), a professor in the Biology Department of the University of Utah** Professor Clayton initiated his studies using commercially available hair dryers which proved to be ineffective and dangerously hot. Device design evolved, culminating in the LouseBuster™ device, whose intended use is to kill or remove lice and their eggs in the head hair of adults and children 4 years of age and older.

Professor Clayton: “The LouseBuster™ [head lice treatment](#) is a practical, ecological approach to killing lice. Our clinical trials, based on a robust experimental design, show that the application of a sufficient volume of controlled, heated air at a specific temperature is extremely effective at killing lice, including virtually ALL of their eggs, during a single 30-minute treatment. The treatment works by dehydrating lice and their eggs, driving off water that is essential to sustaining life. Unlike chemical treatments, to which many strains of lice have evolved genetic resistance, this approach is very likely to be 'evolution-proof.' Water is too fundamental a component of the physiology of [head lice](#) for them to evolve a way around this level of dehydration.”

Founder, Chairman and CEO of Larada Sciences, Larry Rigby: “The LouseBuster™ technology contributes two very important advances to the centuries-long battle against head lice. First, the LouseBuster™ device is very effective at killing lice eggs*** which are the most difficult life stage of lice to kill; and second, parents now have a clinically tested option that does not expose their children to potentially harmful pesticides or other chemicals.”

[National Pediculosis Association](#) President, Deborah Altschuler: “The NPA is elated to see this invention become available. We appreciate Larada Sciences’ commitment to the research and successful development of a non-chemical, environmentally responsible treatment for children with head lice. We see it going a long way to help the NPA accomplish its mission to protect children from potentially harmful pesticidal treatments.”

Larada Sciences supplies its LouseBuster™ device directly and through select distributors in the USA, and exclusively through distributors outside the USA, including Canada, the United Kingdom and other European countries. Market introductions in Australia, Mexico and other Latin American countries, the rest of Europe, and Asia are pending. The treatment will be available through a network of company-run service providers and through certified lice treatment service providers and distributors around the world. The LouseBuster™ device will

also be sold to professionals for use in schools, clinics, camps, and other places where lice are commonly diagnosed or treated.

About Larada Sciences Inc.

[Larada Sciences, Inc.](#), located in Salt Lake City, Utah, and Fargo, North Dakota, USA is a science-based medical technology company dedicated to the safe elimination of head lice infestations.

**For more information on benefits and possible risks as well as [availability](#), please visit www.lousebuster.com or call 1-877-781-0999.*

*** Professor Clayton has been a successful participant in the State of Utah's Centers of Excellence program which encourages commercialization of technology by making competitive grants to academic projects. While not a director or employee of Larada Sciences, Inc. Dr. Clayton is nonetheless a shareholder and supporter of the commercial fulfillment of his academic research.*

**** Early data published in the [journal Pediatrics](#) in 2006*

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