

Ginesis Natural Products

**COMPARISON COMB STUDY OF THE THREE LEADING COMBS
CURRENTLY ON THE US MARKET.**

SPONSOR: Ginesis Natural Products
2600 County Road 5
Florence, Al 35633
Jeff Hester, CEO
Telephone: 800-492-4818
Fax: 256-767-8258

CONTRACT RESEARCH

ORGANIZATION: Lice Solutions Resource Network, Inc.
6758 N. Military Trail Suite 110
West Palm Beach, Fl. 33407
Telephone: 561-842-9969

Project Manager: Katie Shepherd, Executive Director
Lice Solutions Resource Network, Inc.

STUDY SUMMARY:

Some 6 to 12 million individuals, in the US alone, suffer from head lice each year. Agreeably among the top reasons for children missing school, the cost of treating head lice runs into the millions of dollars each year. Best methods for treating head lice are often an overwhelming and confusing choice for most families faced with this dilemma. One factor however that most do agree on is the need to remove all the nits and that such a task requires the use of an effective lice comb. From the months of February 5, 2007 through June 10, 2007, one hundred individuals participated in a "Comparison Lice Comb Study". This study was performed at Lice Solutions Resource Network, Inc., a nonprofit head lice awareness and control center located in West Palm Beach, Fl. The purpose of this investigation was to compare the three leading lice combs and evaluate their overall effectiveness when tested side by side. Ginesis Products, US Distributor of the Terminator comb, sought to document results of both the LiceMeister Comb and the Rid Comb when placed side by side against their Terminator Comb. The Terminator Comb was used on all one hundred subjects while the LiceMeister comb was included on fifty of the subjects and the Rid Comb on the remaining fifty subjects. Comb selection was determined through a randomization drawing by a blind selection process. The decision as to which comb would be used on

the left side versus the right side was left to the subject through a blinded drawing selection process.

Ginesis Products objective was to show that combs do make a difference when treating active cases of head lice and that the choice of the comb did matter. To achieve this goal Ginesis Products requested that Lice Solutions comb all one hundred subjects a total of forty strokes. Twenty strokes would be administered to one side of the head with the Terminator Comb and either the LiceMeister or the Rid Comb (based on previously selected randomization process) be used to comb twenty strokes on the opposite side of the head.

The results of this study were overwhelming, as duly noted by the graphs below. For the purposes of the study comb number 21 was the Terminator Comb, number 22 was the LiceMeister and 23 the Rid Comb. Of the fifty subjects randomly selected for use of the Terminator/LiceMeister the result averages were as follows – Terminator Comb removed on average 200 nits compared to the LiceMeister's 90 nits. Even more notable were the results of the Terminator/Rid comparison showing the Terminator Comb removed 128 nits to the Rid comb's 38 nits.

Conclusion:

There is no doubt that there was a noticeable difference in the comb used. While all three combs proved relatively effective in helping to remove the adult lice (thus still a viable resource for identification purposes) there was however an obvious difference in the amount of nits removed. Since most experts still agree that to effectively end the cycle nits must be removed, the results of such a comparison are critical to better understanding the lack of positive results achieved by families across America. Comparisons utilizing the Rid Comb showed the Rid comb to be discouragingly ineffective. While the LiceMeister Comb far outperformed the Rid comb it still failed by far to meet the results seen in the Terminator comb.

It is worth noting that in some cases, mitigating circumstances (hair textures and previous comb-outs) played a direct role in the overall end results. Additionally the more severe the case the more obvious the result were. However results still proved conclusively that there was a significant difference in the outcome based on the comb used.

In summary it is therefore concluded that there was in fact a clear difference between comb designs and overall effectiveness. It is the contention of this study that by increasing the efficiency of the comb-out process, through the use of a more effective comb, there would be fewer chances of reoccurring cases due to the lack of improper treatments.