

Ginesis Natural Products

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

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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. Genesis 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.

Genesis 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 Genesis 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 out preformed 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.

Graphed Study Results by comb:

Terminator/LiceMeister

SUB #	Sub Int	INITIAL EST.		021		022	
SUB #	Sub Int	Lice Est	Nits Est	Lice 021	Nits 021	Lice 022	Nits 022
002	CLW	0005	0300	0004	0160	0002	0050
005	MNS	0050	0300	0100	0150	0030	0020
006	CNB	0004	0100	0006	0080	0003	0040
008	ACA	0001	0300	0004	0480	0000	0130
009	SEC	0000	0200	0001	0050	0000	0023
010	PMC	0000	0200	0004	0050	0000	0030
013	OMS	0000	0200	0004	0050	0001	0030
015	AMF	0000	0200	0000	0380	0000	0220
016	AMR	0000	0300	0000	0202	0000	0086
017	OAS	0000	0200	0007	0172	0000	0119
021	CAF	0002	0125	0004	0065	0000	0033
025	NRS	0001	0450	0003	0065	0002	0050
027	SAW	0000	0110	0000	0015	0000	0010
029	CJR	0000	0400	0013	0100	0010	0078
030	KKR	0012	0200	0012	0044	0003	0020
031	CAF	0002	0125	0005	0030	0002	0014
033	NTW	0000	0200	0000	0116	0000	0057
035	BAC	0010	0200	0010	0079	0009	0034
037	JJM	0005	0150	0005	0052	0003	0028
041	LPG	0015	0300	0011	0060	0001	0020
042	MLG	0010	0200	0013	0117	0011	0094

043	MAG	0100	2000	0097	1439	0059	0783
056	DGS	0004	0300	0003	0077	0001	0038
059	LET	0000	0300	0000	0021	0000	0026
060	TRV	0010	0250	0005	0169	0000	0010
067	KRL	0010	0200	0005	0032	0003	0010
069	DMP	0000	0100	0000	0011	0000	0003
070	EAL	0010	0150	0003	0027	0002	0010
072	RNE	0030	8000	0010	3000	0003	1000
075	RAE	0050	0400	0023	0180	0017	0110
076	RME	0015	0500	0004	0165	0003	0085
077	CJM	0500	0600	0220	0300	0100	0100
078	CSM	0003	0100	0001	0040	0000	0030
079	CAM	0012	0250	0004	0050	0003	0044
080	DEP	0005	0100	0000	0035	0002	0009
081	KDL	0030	0500	0031	0200	0008	0042
083	RCS	0030	0500	0017	0237	0007	0094
086	TLR	0003	0500	0001	0160	0000	0053
087	SER	0000	0125	0000	0067	0000	0014
088	DSV	0050	1000	0010	0430	0011	0160
089	ADE	0020	0700	0011	0200	0000	0120
091	LAD	0010	0600	0005	0170	0001	0140
092	PAP	0003	0150	0001	0030	0000	0020
093	JCW	0000	0100	0000	0024	0000	0015
094	LLT	0030	0400	0010	0115	0012	0062
095	TGR	0000	0150	0000	0050	0000	0030
096	KJF	0080	0500	0026	0160	0021	0130
098	MJB	0000	0200	0000	0040	0000	0033
099	CRK	0010	0100	0002	0025	0001	0009
100	JEJ	0000	0125	0000	0045	0000	0014

Terminator/Rid

SUB #	Sub Int	INITIAL EST.		021		023	
SUB #	Sub Int	Lice Est	Nits Est	Lice 021	Nits 021	Lice 023	Nits 023
001	IJD	0000	0400	0000	0150	0000	0040
003	TMH	0020	0400	0009	0150	0007	0030
004	KLD	0000	0300	0004	0150	0002	0060
007	LCL	0200	1000	0150	0400	0150	0050

011	NCC	0000	0300	0005	0060	0004	0020
012	ROH	1500	5000	0015	0550	0005	0250
014	CEO	0000	0200	0025	0060	0023	0010
018	ALS	0000	0300	0002	0226	0001	0071
019	LJV	0003	0500	0022	0197	0013	0086
020	JFF	0000	0100	0001	0032	0001	0003
022	KT	0010	0400	0006	0028	0012	0095
023	FML	0003	0100	0002	0017	0001	0012
024	DJS	0002	0100	0007	0030	0004	0002
026	HPW	0000	0125	0000	0009	0000	0004
028	APN	0000	0125	0000	0037	0000	0002
032	SJL	0001	0300	0003	0141	0001	0064
034	EVB	0002	0100	0005	0014	0002	0004
036	GMM	0050	0850	0070	0407	0034	0027
038	DSW	0003	0125	0003	0029	0004	0017
039	CDC	0020	0150	0019	0056	0020	0008
040	JPH	0000	0100	0000	0020	0000	0004
044	KCS	0003	0150	0004	0096	0000	0013
045	CAR	0004	0100	0001	0017	0002	0006
046	ARR	0002	0150	0007	0012	0005	0006
047	JPR	0001	0100	0001	0004	0002	0004
048	KMN	0005	0500	0007	0274	0003	0027
049	VC	0010	0800	0003	0308	0001	0090
050	BC	0020	0800	0027	0280	0012	0165
051	MAT	0030	0200	0009	0090	0005	0008
052	JEW	0002	0100	0001	0024	0001	0002
053	ALC	0003	0150	0004	0050	0003	0011
054	OAC	0030	0400	0005	0120	0004	0030
055	GNS	0005	0125	0010	0060	0005	0016
057	JVB	0010	0300	0002	0050	0001	0004
058	NTO	0006	0200	0004	0055	0001	0003
061	ALR	0010	0200	0006	0040	0003	0003
062	JLR	0002	0200	0009	0087	0003	0043
063	OJC	0020	0150	0010	0065	0004	0003
064	ZAC	0020	0125	0007	0037	0015	0002
065	AED	0030	0300	0012	0100	0009	0025
066	JLR	0040	1500	0024	0700	0004	0271
068	MAL	0030	0500	0014	0209	0011	0026
071	KKL	0010	0100	0004	0010	0002	0001
073	RTL	0020	0250	0010	0145	0003	0013
074	RRE	0100	1000	0030	0270	0018	0145

082	AMC	0010	0150	0006	0040	0001	0008
084	LTB	0008	0125	0005	0048	0004	0014
085	CCA	0015	0300	0010	0089	0003	0006
090	BAD	0005	0400	0001	0170	0001	0045
097	VJL	0010	0500	0004	0200	0002	0070