

**CONTACT: Caitlin Finnegan**  
**(212)- 885- 0555**  
[Caitlin.Finnegan@hillandknowlton.com](mailto:Caitlin.Finnegan@hillandknowlton.com)



**FOR IMMEDIATE RELEASE**

**Wild Child's "Quit Nits" Offers a Safe, Natural Alternative to Current Toxic Head Lice Products**

January 31, 2008 -- [New York] -- Wild Child, an Australian-based natural health care products company that markets a range of baby, children and family products containing only natural or nature identical ingredients announced today that its Quit Nits head lice products would be available in 44 states across the United States through a distribution agreement with CVS Pharmacies.

Wild Child Founder and CEO Leanne Preston said the agreement was the result of two years of hard work and means that parents in the U.S. would now benefit from the company's safe and natural approach to head lice treatment. "This represents a major milestone for our company and brings us closer to my original vision for Wild Child of becoming a major global pharmaceutical company," said Preston. The Quit Nits product line, available in CVS, includes both a treatment cream and a first of its kind preventative spray, made with natural, safe ingredients providing consumers with a homeopathic and natural approach to head lice removal.

The growing demands of U.S. consumers for safe and natural products like Quit Nits is supported by the results of a recent survey of 1,002 parents of children ages 6-13\*. When asked about the most important features in head lice treatments, 69% of surveyed parents said it was extremely important that the product not contain any toxic chemicals and 61% responded that the product should be safe for use by pregnant women. In addition, over three in five parents (64%) were bothered by the fact that many head lice treatments currently contain toxic ingredients with possible negative side effects. As compared to most of the current head lice treatments on the market today, Quit Nits contains non-toxic ingredients.

Quit Nits is a non-toxic head lice remedy made with natural actives from the Australian outback which are safe and have been proven through an in vitro study to be more effective than most other treatments. Wild Child was founded by Preston in Margaret River, Australia, following the unpleasant discovery that her youngest daughter had head lice. After consulting a local pharmacist, Preston was shocked to learn that the most common head lice treatment was a shampoo containing toxic chemicals that can cause illness and even death. Surprisingly, not a single natural treatment was available.

After a period of intensive research, Preston developed a prototype of a product (subsequently called "Quit Nits") which used entirely natural plant oils (Quassia amara – a shrub or small tree of which extracts of the bark contain quassinoids used as insecticides and Eucalyptus globulus – an evergreen tree, one of the most widely cultivated trees native to Australia) to deliver highly effective results. Being a recently separated mother of three children without financial support and wanting to be available for her children, she decided to set up a home-based business to manufacture and distribute the natural head lice treatment she had first developed for her daughter. Thus, in the living room of her home, Wild Child was born.

While just completing its first weeks of availability in the U.S., Wild Child is one of the most successful natural health companies in Australia, and a global pharmaceutical operation which sells its products in Australia, Europe and the Middle East. In addition, Preston just won the 2007 Telstra Australian Business Woman of the Year award, a further testament to the company's success. With a U.S. pharmacy distribution deal, Wild Child hopes to gain a 20 percent share of the \$100 million dollar OTC head lice treatment market within its first 12 months of operation. In addition, within the next two years the company will attempt to raise \$40-\$50 million through an initial public offering on the Australian Securities Exchange.

#### *About Wild Child*

Wild Child is about the design and development of all natural health care products for the whole family. The Wild Child range of baby, children and family products contains only natural or nature identical ingredients. Just like the Wild Child that lives in all of us, our products are born, not made. For more information visit [www.quitnits.com](http://www.quitnits.com).

\*Survey conducted by Kelton Research of 1,002 nationally representative American parents of children ages 6-13.