Re: Help with Head Lice

Dear Parent or Guardian:

As you well know, head lice cases are common among school-aged children. An estimated 6 to 12 million infestations occur each year in the United States, most commonly among children ages 3 to 11.1 Regarding treatment, there is no clear evidence that home remedies such as homeopathic shampoos or mayonnaise work, and they may just end up prolonging the problem.1 Others have depended on over-the-counter medications, but recent data shows that some head lice may be resistant to the main ingredient of these medicines. A 2016 study showed that 48 states now have lice that are genetically predisposed to resistance to commonly used treatments.4 Treatment failure may also be caused by incorrect use of the product, misdiagnosis of the original condition, or re-infestation.5

Many families will experience a head lice infestation at some point during their child’s school years. If this happens, it’s important they know that they’re not alone. [*Liceinators – Lice Terminating Super Heroes of South-Central Wisconsin*](https://www.licespecialistsofwisconsin.com/) is here to help with professional lice treatment services and products.

Our lice treatment business specializes in making our customers feel like superheroes! We provide a range of products and services to kill lice in their tracks in the comfort of your home and go above and beyond your expectations to deliver on time and with a smile. When we are done with you, you'll be faster than a speeding bullet and leap buildings in a single bound (or at least feel like you could)!

If you have any questions, please don’t hesitate to reach out to me directly at (608) 555-8883.

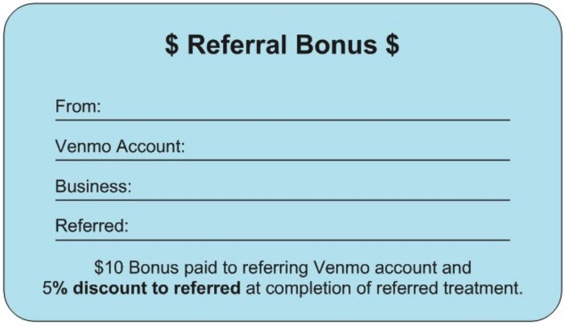
Sincerely,

Yeelah Knight, RN, BSN, CEN

Owner/Founder

<https://www.licespecialistsofwisconsin.com>

Please be sure to share this Referral Program with the parent/guardian so all benefit from discounts on lice treatment services and referral bonus.



References

1. Centers for Disease Control and Prevention. Frequently asked questions (FAQs). http://www.cdc.gov/parasites/lice/head/gen\_info/faqs.html. Accessed November 3, 2016.

2. Centers for Disease Control and Prevention. Epidemiology & risk factors. http://www.cdc.gov/parasites/lice/head/epi.html. Accessed November 3, 2016.

3. Meinking TL, Mertz-Rivera K, Villar ME, Bell M. Assessment of the safety and efficacy of three concentrations of topical ivermectin lotion as a treatment for head lice infestation. Int J Dermatol. 2013;52(1):106-112.

4. 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. J Med Entomol. 2016:1-7.

5. Burkhart CG. Relationship of treatment-resistant head lice to the safety and efficacy of pediculicides. Mayo Clin Proc. 2004;79(5):661-666.