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## HEAD LICE: IT'S THE EEEW FACTOR THAT MAKES MOMS CRINGE "Do I *Have* to Call the School and All of My Kids' Friends?" Kids and Moms Struggle with the Embarrassment of Having Lice

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While a bout of head lice remains a rite of passage for many children and their families, the dos and don'ts of head lice etiquette create major problems for parents, caregivers, schools, camps, daycare centers and other child-focused entities. Even though hiding this perceived "dirty little secret" can lead to the eruption of lice epidemics within communities, many parents are loathe to disclose the problem because they feel they have done something "wrong" that caused lice to invade their home and family. "The social stigma of head lice is a real concern for children and parents alike," said Ronna Ash, a lice expert and Co-Owner of NitWitz, a Chicago-based in-home lice removal company.

Head lice are pesky, not life threatening. They can cause intense itching on the head as they live by drinking blood from the human scalp. But, they are highly contagious. Among friends and families, they easily pass from head to head through direct contact. Children who put their heads together while playing or working on a project, or who share items like hats, combs, brushes, pillows, batting helmets and towels, are prone to contracting head lice and quickly spreading them to playmates, classmates and family members. Children might have lice for weeks before they complain of an itchy head, alerting a parent to the possibility of lice.

That's when the "yuck" factor hits most parents. "Head lice are an equal-opportunity nuisance and, as parents, we think our child gets them because we weren't clean enough or careful enough," Ash commented. "The reality is that lice just don't care. They will take up residence on any available head at any time."

Yonit Hoffman, Co-Owner of NitWitz, encourages parents to ignore the perceived stigma of the lice and make those dreaded phone calls to schools, friends and family. Informing others who may be at risk of contracting head lice, as soon as a case has been identified, is the best way to avoid the spread of the problem. Although the other

parents may feel just as uncomfortable hearing the news, they will appreciate the opportunity to check or treat their own families promptly to get beyond the head lice problem once and for all.

NitWitz In-Home Head Lice Removal provides private and practical head lice detection and removal services. The company comes to you equipped to remove lice from your family and home, using effective, 100% natural products. NitWitz understands the stigma and the stress of lice and helps you get beyond the “ewww” factor.

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For additional information, contact Ronna Ash, Co-Owner, NitWitz, Inc. at 888-648-9489 or at [info@nitwitz.com](mailto:info@nitwitz.com). Please visit our website at [www.NitWitz.com](http://www.NitWitz.com).