THE FACTS OF LICE
This is an outline summary of 1.89 million head lice cases (ages 0-17) and 580 student head lice cases (90%) in the U.S. conducted on behalf of Procter & Gamble by researchers at the University of Oklahoma and Health Science Center.

TREATMENT TROUBLES
OVER THE COUNTER (OTC) TREATMENTS MAY NOT ALWAYS WORK:

95% of the OTC treatments could not remove at least 20% of the head lice after one day of use.

IF MILLENIAL MOMS COULD AVOID HEAD LICE, A WEEK THEY WOULD GIVE UP:

If Millennial Moms could avoid head lice for a week they would give up:

- Social media (82%)
- Shopping (65%)
- Work (30%)
- Dates (12%)
- Exercise (9%)

HEAD FULL OF FEARS

77% of women are concerned about head lice in their children.

45% of women wish their child would get lice.

If women could choose any one thing they would sacrifice for their children, 45% would choose to avoid lice.

HAVING THE TALK

55% of parents talk to their kids about head lice.

55% of parents feel comfortable talking to their kids about head lice.

If parents were asked to define lice, 55% would describe it as a minor infestation.

If parents were asked to define lice, 85% of parents would define it as an 'extremely contagious' disease.

If parents were asked to define lice, 46% would define it as a serious health concern.

Moms and Dads agree on the Top 3 reasons why often choosing head lice treatment:

- Poisonous chemicals (24%)
- Cost-effective (24%)
- Preference for proven effectiveness (33%)

If you suspect head lice in your household, (DON'T PANIC):

1. Report the case immediately.
2. Call a professional for advice.
3. Choose a proven, effective treatment.

Visit FACTSOFLICE.COM for more head lice resources.

1. Call a professional for advice.
2. Use a proven, effective treatment.