THE FACTS OF LICE

The rate of exposure to head lice in the United States is greater than ever, and while many parents have heard of it. This is a concern for those who have had a recent child, but not for expectant parents. A recent survey found that 1 in 10 mother's have been affected by head lice in their household. This survey was conducted among a random sample of 1,000 women of breeding age, and it found that 95% of those women had been affected by lice in their household. This survey was conducted online by Harris Interactive, Inc., and the margin of error is ±3%. It was conducted on behalf of the Head Lice Association.

TREATMENT TROUBLES

OVER THE COUNTER (OTC) TREATMENTS THAT MIGHT NOT DO THE JOB

5x THE MILLENNIAL WOMEN WHO AGREE THAT THEY WOULD TRY TO AVOID HEAD LICE.

A recent survey found that 95% of the OTC treatments listed at least one of the following side effects: dry scalp, itching, or scaling. These side effects are common among women who have used OTC treatments in the past. A recent survey found that 95% of the women who have used OTC treatments in the past have been affected by lice in their household. This survey was conducted among a random sample of 1,000 women of breeding age, and it found that 95% of those women had been affected by lice in their household. This survey was conducted online by Harris Interactive, Inc., and the margin of error is ±3%. It was conducted on behalf of the Head Lice Association.

MILLENNIAL MOMS WOULD GO TO EXTREME LENGTHS TO AVOID HEAD LICE.

IF MILLENNIAL MOMS COULD AVOID HEAD LICE FOR A WEEK THEY WOULD GIVE UP:

- Shampoo (48%)
- Soap (36%)
- Hair gel (30%)
- Hair spray (28%)
- Hair color (25%)
- Hair dye (20%)
- Hair straightening (15%)
- Hair extensions (10%)
- Hair coloring (5%)

Head Full of Fears

97% of women who have had head lice in the past are concerned about getting head lice again.

77% of women who have had head lice in the past are concerned about family members getting head lice.

45% of women who have had head lice in the past are concerned about head lice spreading to other family members.

Having the Talk

The majority of women who have had head lice in the past are concerned about their children getting head lice.

46% of women who have had head lice in the past have had a conversation with their children about head lice.

55% of women who have had head lice in the past have had a conversation with their children about their symptoms.

81% of women who have had head lice in the past have had a conversation with their children about the treatment.

If you suspect head lice in your household, do not delay treatment.

1. Call your doctor or nurse for a prescription
2. Use a lice treatment
3. Use a lice comb
4. Wash all clothing and bedding
5. Pay a professional
6. Use a lice spray

Visit FACTSOFLICE.COM for more head lice resources.