Head lice can have a negative impact on many aspects of daily living, such as social interactions, time away from school or work, and even unplanned financial burdens.¹

Results from “The Facts of Lice” nationwide online survey of 1,000 millennial moms (ages 18-35) and 350 HCPs conducted on behalf of Arbor Pharmaceuticals brought to light real experiences of moms and families as well as the broader effects of the condition.

### POPULATION IMPACT

- According to the U.S. Centers for Disease Control and Prevention, six to 12 million children ages three to 11 contract head lice each year.²

- The “Facts of Lice Survey” showed that more than half (51 percent) of millennial mom respondents have personally experienced a head lice infestation in their household at least once.¹

- One in three health care providers surveyed said they commonly encounter a misconception that head lice infestations do not affect certain ethnicities.³

### WHO EXPERIENCES HEAD LICE?

Moms of the following ethnicities indicated experience with head lice infestations in response to the survey.¹

- Hispanic (62%)
- Asian/Pacific Islander (56%)
- White (54%)
- Black (23%)
Although head lice typically do not cause medical challenges, infestations can cause significant burdens, such as embarrassment, lost days from work and school, and costs of treatment.\(^4\)

A report showed that some parents may self-treat an infestation up to five times before seeking medical treatment.\(^5\) Sixty-eight percent of moms who responded to “The Facts of Lice” survey reported failing to treat head lice successfully at least once.\(^1\)

Of those surveyed who had experienced head lice infestations in their households, 77% of moms reported that their child was negatively affected – either physically, socially, and/or mentally – by the experience.\(^1\)

Nearly half of moms surveyed worry that their child will be subject to bullying and social stigma if their child faced a head lice infestation.\(^1\)

Head lice are considered such a nuisance that half of all millennial moms surveyed said they would give up:

- chocolate (53%)
- wine (52%)
- coffee (50%)
- carbs (42%)
- sex (42%)
- mobile phone (33%)
- paycheck (17%)

for a week if it meant they could avoid members of their family having head lice.\(^1\)

Schools are rarely a source for lice transmission. The likelihood of a transmission in school is only 1%, far less than the common cold.\(^6\)

**DID YOU KNOW?**

**FIGHT THE STIGMA!**

**DON'T BE FooLED BY NO-NIT POLICIES!**

**References**