

Hair Fairies

The Head Lice Helpers



Dear Pharmacist:

We wanted to take a moment to introduce ourselves, and make you aware of our head lice screening and treatment services.

Our name says it all: Hair Fairies – The Head Lice Helpers is dedicated solely to safely and effectively removing head lice. When you only focus on doing one thing like we do, you can be assured that we'll do it effectively, efficiently, and with a smile.

Hair Fairies is treating an age-old problem that, in spite of ongoing efforts by pharmaceutical companies, clinical researchers and the like, remains a persistent nuisance to children, parents, schools and probably to you and your staff as well. The American Academy of Pediatrics' journal *Pediatrics* estimates 12 million people in the United States are expected to contract head lice this year, most of them children. Although there is no direct health threat posed by pediculosis, according to research conducted by the Harvard School of Public Health, an estimated 24 million school days are missed in the U.S. every year due to head lice, making it a problem that, at the very least, is adversely affecting public education.

In business since 1999, Hair Fairies manually removes head lice with all natural non-toxic products safely and discreetly, in a clinical salon or an off-site parent-selected private location. Our manual removal process is a method supported by clinical research (the Clinical Report in *Pediatrics*) as one of the more efficacious ways to remove head lice. We have refined and perfected our process over the last decade, resulting in a method so consistently effective; we back our services with a 100% guarantee. Our services are recommended by hundreds of pediatricians and are reimbursed by most major health insurance carriers, flexible spending accounts and health savings accounts.

We offer:

- In-salon or off-site head lice removal services
- All natural products for retail in your pharmacy
- Toll-free support for you and your customers
- Free lice photo identification via e-mail

Educating, nurturing, and caring for the clients and their families are also mandatory components of the screening and treatment process. We put families at ease by reassuring them and providing the facts:

- ✓ Head lice are not signs of unwashed hair. Lice thrive in clean rather than dirty hair.
- ✓ Head lice cannot jump nor fly.
- ✓ Head lice cannot live on your pets.
- ✓ Head lice cannot live and breed in your environment (i.e. couches, carpets, movie theaters, cars, airplanes). They must feed regularly from their human host; without food, they die within a few hours.
- ✓ Head lice shampoos can be highly toxic for children and lice have grown resistant to chemicals in many over-the-counter shampoos.
- ✓ Head lice are not effectively treated with remedies such as Vaseline®, mayonnaise, olive oil, gasoline, etc. Some of these remedies may actually damage the scalp.

All staff providing this service undergoes extensive training from experienced providers and are carefully supervised. A summary of our head lice screening and treatment process, and a description of our products is enclosed.

We recognize that not everyone will be able to access our services. Therefore, we have created an affiliated nonprofit entity – Pediatric Scalp Care Specialists – which provides free services to under-served families as well as education for parents, school administrators, physicians and the general public about the facts on head lice. You can learn more about our nonprofit at www.pediatricscalpcare.org.

Please call us at 877-285-0069. Visit us at www.hairfairies.com for more information.

Sincerely,

Maria Botham, Founder and President
Hair Fairies - The Head Lice Helpers

