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PRESS RELEASE

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**Elimilice to Open Second
Head Lice Removal Facility**

After experiencing a growing demand for its services and products from Atlanta's intown families, Elimilice, Atlanta's largest head lice removal company is opening its second location this month in the Druid Hills/North Decatur area.

The company was started after mother of two, Eileen Fishman, realized other parents needed assistance and education dealing with the nuisance of head lice. Not too long before, her then 5-year-old daughter experienced a case, but Fishman could not find the proper information on how to treat successfully and without using the readily-available and often toxic products. She subsequently trained and became certified at The Shepherd Institute for Lice Solutions, a research facility dedicated solely to the study and treatment of head lice.

Elimilice has been operating a busy facility in the Sandy Springs area and performing mobile/in home treatments for families all over Georgia for more than two years. The company uses only non-toxic products and methods and is comprised of a team of caring, experienced and educated professional technicians. They are all trained in the *Shepherd Method*TM, which dictates painstaking examination of every strand of hair to ensure that all nits and maturing and adult head lice are removed in one treatment visit.

"In fact, in almost every case, we can guarantee complete elimination in just one visit," Fishman said. "Knowing you and your family are head lice free within just a couple of hours means you can relax and go back to your life," she said. For those unsure whether they or their children have a case of head lice, the company also performs \$10 comprehensive head lice checks in its comfortable facilities where there are toys, games, books, personal DVD players and a complete library of movies, Wi-Fi and snacks.

The new Elimilice location, at 1549 Clairmont Road, Suite 107, Decatur serves children and adults who need information, products, treatment or head checks. To celebrate the grand opening, the company is running a special flat rate price for comprehensive head lice treatments and is also offering a discount of 15% on preventative and treatment products. To make an appointment, call or text 404-704-2200.

About Elimilice, LLC

Elimilice, LLC, provides in home lice removal services and opened the first Atlanta head lice treatment and removal facility in early January 2010. Using only non-toxic products and procedures, Elimilice's trained technicians are the only ones in Georgia who eliminate head lice in one visit using *The Shepherd Method*TM, a proven, strand-by-strand, research-based technique that has a foundation in old-fashioned, comprehensive nit picking. Elimilice provides head lice treatments, head checks and education to individuals and families, as well as to children and staff in school, daycare and camp settings in all of Georgia. Elimilice also offers non-toxic products and solutions to prevent, treat, and remove head lice.