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CONTACT: Eileen Fishman, Elimilice
press@elimilice.com
404-704-2200

Atlanta-based Elimilice™ Expands In-Home Head Lice Removal Division

ATLANTA, GA (July 2, 2012) — [Elimilice](#), the Atlanta-area's largest professional head lice company is announcing enhanced services to accommodate this summer's surge in head lice cases. Elimilice has expanded its team of trained technicians and is available for same-day appointments to clients who prefer [head lice elimination](#) in the comfort of their home.

"We are here to help the Atlanta community manage head lice as quickly, comfortably and as safely as possible," said Eileen Fishman, founder of Elimilice. "The calls, texts and emails for services have been increasing significantly, and there are days when every station in both of our facilities is booked. By offering additional mobile staff for [in-home lice treatments](#), we can ensure we are assisting everyone who needs [head lice removal](#) as effectively and rapidly as possible."

The in-home expansion comes on the heels of the addition of a second office in Decatur, which the company opened earlier this year to serve the intown Atlanta community and support its original facility in Sandy Springs.

Fishman began Elimilice almost three years ago after recognizing first-hand a need in the Atlanta area for effective head lice removal when her then 5-year-old daughter came home infected. After searching unsuccessfully for complete information on how to successfully treat head lice without using the often-toxic products available on the market, she trained and earned her certification through *The Shepherd Institute for Lice Solutions*, a research facility dedicated solely to the study and treatment of head lice.

"From the beginning, Elimilice has committed itself to providing the highest quality service and the highest quality products available," she said. "This is a business built on the one-two punch of safety and effectiveness in tandem with private and compassionate service – all of which families who are dealing with head lice truly value."

Products used by Elimilice contain no harsh chemicals, and company personnel employ only manual detection and removal methods, taking the guesswork and labor-intensive process of finding and removing head lice out of the hands of busy families. Elimilice is comprised of a team of caring, skillful and educated professional technicians, all trained in the *Shepherd Method™*, a system that dictates labor intensive examination of every strand of hair to ensure all nits and maturing and adult head lice are removed in one treatment visit. Elimilice has operating hours seven days per week, including evening appointment slots, guarantees its removal process and is the only Better Business Bureau-certified head lice company in the Atlanta area. For an appointment, call or text 404-704-2200 or email contact@elimilice.com.

About Elimilice, LLC

[Elimilice, LLC](#), provides in-home and in-facility [head lice detection and removal services](#) and in early 2010, was the first company to open a facility in the Atlanta area dedicated solely to the identification and treatment of head lice. 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™*, a proven, strand-by-strand, research-based technique that has a foundation in old-fashioned, comprehensive nit picking. With offices in Sandy Springs and Decatur and a team of travelling technicians for in-home services, 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.