



Editor's note: Accompanying digital images available upon request
FOR IMMEDIATE RELEASE

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

Elimilice™ Announces Move to New, Larger Space in Atlanta's Convenient Perimeter Area

ATLANTA, GA (December 12, 2012) — The Atlanta-area's largest professional head lice company has relocated its northern perimeter facility to a larger space. [Elimilice™](#) has officially opened its new doors at [Seven Dunwoody Park, Suite 104, Dunwoody, Georgia](#) and "is looking forward to having more elbow-room to better serve more clients," said owner Eileen Fishman.

"We now have almost 30 percent more capacity to accommodate the growing number of individuals who need assistance with [head lice detection](#), one visit [head lice removal](#) and [prevention](#) information," Fishman said. "Once discovered, this is not an issue people should delay treatment for, and Elimilice is proud to have become the brand trusted to help clients quickly and effectively. Our new space will ensure we can continue to do that."

Elimilice is Atlanta's largest professional head lice removal company with a trained and experienced team of technicians who use only non-toxic products and manual methods to remove all evidence of head lice and nits in one treatment visit. After opening in January 2010, the business has grown to two fully equipped facilities—one in [Decatur](#) in addition to the new Dunwoody location—as well as a full team of mobile technicians available for in-home services.

"We're here to provide parents with peace-of-mind when they're worried and don't know what they're looking for or how to effectively examine or treat for head lice," Fishman said. "We perform hundreds of comprehensive initial head checks each week, and often, evidence of head lice is not present. When it is, in almost every case, we can completely remove all nits, nymphs and adult head lice in one treatment visit."

Fishman began Elimilice after recognizing first-hand a need in the Atlanta community for effective head lice removal when her then 5-year-old daughter came home infected. After searching unsuccessfully for complete information on how to 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.

Products used by Elimilice contain no harsh chemicals, and company personnel use 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 technician who are all trained in the *Shepherd Method™*, a system that dictates painstaking 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 appointments, 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 info@elimilice.com.

About Elimilice, LLC

Elimilice, LLC, is a physician-, school nurse- and parent-endorsed head lice detection and removal business that provides in-home and in-facility services. The first company to open a facility in the Atlanta-area dedicated solely to head lice detection, treatment and prevention, Elimilice uses completely non-toxic products and procedures. Its trained technicians are the only ones in Georgia who eliminate head lice in one visit using a proven, strand-by-strand, research-based technique that has a foundation in old-fashioned, comprehensive nit picking. With offices in Dunwoody and Decatur as well as a full staff of traveling technicians for home visits, 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.

-30-

Contact: Eileen Fishman

404-704-2200

press@elimilice.com