

Zippity Doo's™

Children's Daily Use Hair Care Products that Help Prevent Lice!



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For Immediate Release

Prevention is Best Solution for School Children to Avoid Head Lice, According to Zippity Doo's™

New York, July 27, 2010 - Officials of Zippity Doo's™, in favor of the just-issued new guidelines on lice are emphasizing that the best way for parents to deal with the problem of lice is to prevent it altogether.

"We agree with the recommendation that 'no healthy child should be excluded from or allowed to miss school time because of head lice,'" said Zippity Doo's representative Lorraine McNamara. "We also believe that children do not have to get to the stage where they are infested with lice and thus even have to think about missing school or other activities."

Zippity Doo's last year introduced its children's daily use hair care products for lice prevention. Using Zippity Doo's as part of a daily regimentation will provide girls and boys (and adults, too) with affordable prevention and eliminate the discomfort associated with head lice.

"Parents, school nurses and school officials should be aware that head lice can be prevented," said Ms. McNamara. "Prevention is much preferable to treatment and will help keep lice out of the classroom and other areas where children gather and can spread lice to one another."

Zippity Doo's offers a shampoo, conditioner, styling gel and leave-in detangler, as well as a surface spray that parents can use on items children frequently touch, such as hats, helmets, brushes, and bedding.

The nontoxic Zippity Doo's hair care products eliminate harsh and costly treatment as well as the hassles associated with lice infestation. They are made with a special combination of natural ingredients designed to promote healthy hair and scalp while supplying maximum protection against head lice and other insects.

Zippity Doo's, geared primarily for children, is mild enough for daily use. It is pediatrician approved and paraben/sulfate free. The suggested retail price is \$9.99. It is available at Target.com, CVS.com, Akin's Natural Foods and Chamberlin's Natural Foods, Dahls Foods, Value Drugs (NY) and other drug, grocery, mass merchandise or beauty supply stores.

More information about Zippity Doo's hair care products for lice prevention, created by Laurus Enterprises, is available at www.zippitydoos.com.

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