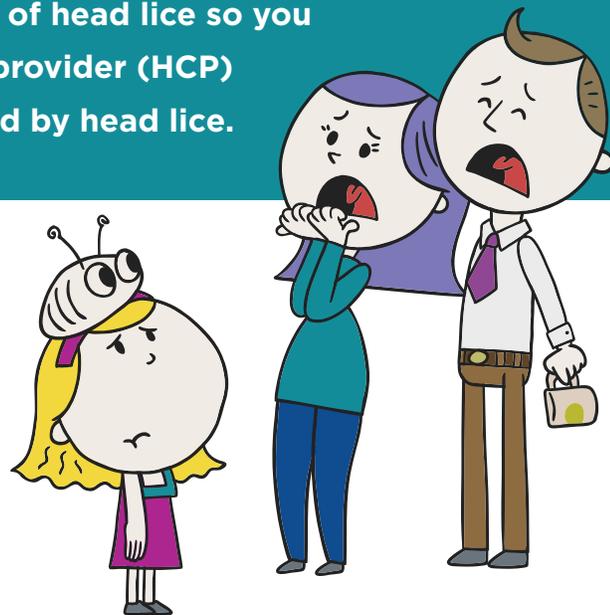


THE IMPACT & FACTS OF LICE

Here are fast facts to help you understand the impact of head lice so you can have informed discussions with your health care provider (HCP) and be an advocate for loved ones and others affected by head lice.

Head lice can have a negative impact on many aspects of daily living, such as social interactions, time away from school or work, and even unplanned financial burdens.¹

Results from “The Facts of Lice” nationwide online survey of 1,000 millennial moms (ages 18-35) and 350 HCPs conducted on behalf of Arbor Pharmaceuticals brought to light real experiences of moms and families as well as the broader effects of the condition.

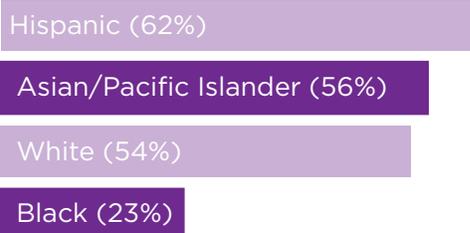


POPULATION IMPACT

- According to the U.S. Centers for Disease Control and Prevention, six to 12 million children ages three to 11 contract head lice each year.²
- The “Facts of Lice Survey” showed that more than half (51 percent) of millennial mom respondents have personally experienced a head lice infestation in their household at least once.¹
- One in three health care providers surveyed said they commonly encounter a misconception that head lice infestations do not affect certain ethnicities.³

WHO EXPERIENCES HEAD LICE?

Moms of the following ethnicities indicated experience with head lice infestations in response to the survey.¹



**6 TO 12
MILLION
CHILDREN
AGES THREE TO 11
CONTRACT
HEAD LICE
EACH YEAR.²**



of **millennial
moms** surveyed
have personally
experienced
a **head lice
infestation** in
their household
at **least once.**¹

PERSONAL IMPACT

- Although head lice typically do not cause medical challenges, infestations can cause significant burdens, such as embarrassment, lost days from work and school, and costs of treatment.⁴
- A report showed that some parents may self-treat an infestation up to five times before seeking medical treatment.⁵ Sixty-eight percent of moms who responded to “The Facts of Lice” survey reported failing to treat head lice successfully at least once.¹

DID YOU KNOW?

Head lice are considered such a nuisance that half of all millennial moms surveyed said they would give up:



chocolate (53%)



wine (52%)



coffee (50%)



carbs (42%)



sex (42%)



mobile phone (33%)



paycheck (17%)

for a week if it meant they could avoid members of their family having head lice.¹

SOCIAL IMPACT

- Of those surveyed who had experienced head lice infestations in their households, 77% of moms reported that their child was negatively affected – either physically, socially, and/or mentally – by the experience.¹
- Nearly half of moms surveyed worry that their child will be subject to bullying and social stigma if their child faced a head lice infestation.¹

FIGHT THE STIGMA!

While moms expressed concern about the social impact of the condition on their children, many favor control methods like:



classroom-wide head lice checks (66%)



sending the affected student home (64%), which may cause embarrassment.^{1,5}

DON'T BE FOOLED BY NO-NIT POLICIES!

Schools are **rarely** a source for lice transmission. The likelihood of a transmission in school is **only 1%**, far less than the common cold.⁶

About the Survey

The Facts of Lice survey was conducted by ORC International on behalf of Arbor Pharmaceuticals between March 28 – April 10, 2017. Results of the national online survey were drawn from a representative sample of 1,000 millennial moms ages 18-35 and 350 HCPs, including pediatricians, pediatric nurse practitioners and pediatric nurses. Respondents were members of an online panel that agreed to participate in online surveys and polls.

VISIT FACTSOFLICE.COM FOR
MORE HEAD LICE RESOURCES.

References

1. Facts of Lice Survey: Millennial Moms. ORC International; 2017.
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