



The Ultimate Step By Step Guide To Get Rid Of Lice: Secrets, Tips, & Tactics Revealed!

Lice Expert Pam Skinner - Picky Pam at the Beach

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We promise to help you learn to treat lice naturally, with confidence, and regain your precious peace of mind!

- All natural, non-toxic products.
- Short, easy to follow videos.
- We've had over 340 5 Star YELPS!
- Our method has worked for over 40,000 Happy Customers!

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LICE EXPERTS PAM SKINNER & DIANA SMENTKOWSKI

Let's Do This Thing!

I owe so much to Diana, my wonderful friend of 26 years, my Salon Manager & Director of Training. When I opened my lice treatment salon, Picky Pam at the Beach, in Fall of 2012 - we had no idea how incredibly rewarding our business would be! You will see Diana in many of our videos. It has been a wild ride, developing our own patented & trademarked product line, perfecting our protocol, and laughing (sometimes crying a bit) with our precious, wonderful, loyal customers.

We would love to have you join our free Facebook group
"Head Lice Best Advice" by clicking here:

<https://www.facebook.com/groups/headlicebestadvice/>

HERE WE GO....We are happy you are joining us!

LESSON 1

5 Biggest Myths About LICE!

PLEASE PASS THIS INFORMATION ON!

There is so much misinformation which leads to hours and hours of unnecessary stress! The Lice ID card is clickable & downloadable at LiceFreeKids.com. It's a wonderful tool to put on a school website, or parent portal. It's all the basic info a stressed-out parent needs ...in a nutshell.

TRUE STORY:

We had a customer, a mom, who was frustrated with us because she insisted her son had lice (she found a bug on his collar), but we never found any sign of head lice, even after multiple checks. Diana heard her son mention he had to get home to his (pet) sick chicken. Diana googled 'chicken lice' and sent mom a picture. Turns out...mom was seeing CHICKEN LICE...not HEAD lice! Case closed!



Take a GOOD look at the card below!

👉 Watch the video go to: Bit.ly/GotLiceVideos

BUSTING MYTHS

-  **Pets Spread Lice**
Wrong! Lice only feed on human blood on the scalp. Lice are "species specific" and can't survive on pets.
-  **Lice Means Clean EVERYTHING**
Wrong! Lice dies in 24 hours, eggs don't survive off the scalp. Pillow case & bath towel in a hot dryer. Use a sticky lint roller on fabric. Don't share brushes.
-  **Everyone Who Gets Lice Will Itch**
Wrong! Itchiness is an allergic reaction to the saliva. Only 50% of people are allergic, and 50% feel NOTHING.
-  **Buzz Cut Gets Rid of Lice**
Wrong! Nits/eggs are within 1/4 of the scalp. If hair is too short, eggs can't be combed off.
-  **Lice Jump from Head to Head**
Wrong! Lice don't jump, fly, burrow or swim. They need a foothold piece of hair as a bridge or ladder to the head. Best prevention: BRAIDS AND BUNS

Click this downloadable Lice ID Card - post it on your 'parent portal':
<http://bit.ly/4gAZUJE>



No! Pets can't get lice! (Thank Goodness!!!)

👉 Watch the video go to: Bit.ly/GotLiceVideos

LESSON 2

Is It Lice... Or Dandruff?

In a nutshell - dandruff is white or yellowish, and flakes easily off the hair. Nits/eggs and tan or brown. They have a distinctive 'tear drop' shape. They are 'glued' to a hair, VERY close to the scalp. (They need heat and humidity from the head to incubate and hatch). Eggs do not 'flick off' with your finger. Put what you find, on a damp white paper towel, take a CLEAR picture, then enlarge the photo. Is it tear dropped shaped?

TRUE STORY:

Our shop in Huntington Beach CA got a LOT of kids straight from Jr. Lifeguard summer program. Sand can mimic the appearance of lice (but it flakes off). Very often, these kids are 'clear'. .but mom's tend to panic when they see us wipe our Nitnabber Lice Comb on a damp paper towel. They GASP "OH NO!" ..until we quickly SHOW THEM the difference. (Now YOU know the secret too!) I had a similar story with a dad who PANICKED when he saw what I wiped off his head. I said "That's not lice!" He said "Phew... I know what it is...I just came from sanding a redwood deck!". Crisis Averted.

Will It Hatch?

Too far off the scalp! (Will NEVER hatch)

Empty shell/casing! (Same shape but clear)

The TRUTH about Lice Eggs (nits)

- We have treated over 30,000 people since 2012.
- Lice eggs **MUST** be within 3 mm (1/16th inch) of the SCALP to hatch.
- Lice eggs **MUST** incubate with BOTH heat and humidity of the scalp.
- Lice eggs **CANNOT** hatch off the scalp.
- Lice eggs **ARE NOT** contagious.
- Lice eggs **CANNOT** hatch off the head.

SEE THE DIFFERENCE?

SHOP NOW

Empty shells/casings can be left behind after treatment - harmless!

👉 Watch the video go to: Bit.ly/GotLiceVideos

Lice ID Card

Actual size

Nit/egg Nymph/baby Adult Louse Dandruff* Grain of Sand

These are NOT lice

- Nits are tan colored and tear drop shaped. They feel similar to a knot in a piece of thread.
- It takes a nit 7-10 days to hatch, and 7-10 days to mature. Nits do not hatch off the head.
- Hatched lice do not jump, fly or swim. They use 6 tiny claws to pinch and climb onto hair.
- Head lice feed on human blood (scalp ONLY). They only live about 24 hours off the head.
- You might not itch - Itchiness is an allergic reaction to the saliva. Only 50% of people itch.
- Lice are resistant to chemical based drug store brands of lice shampoo. We suggest an enzyme based shampoo to kill hatched lice and a good comb like NitNabber or Nit Free.
- *Dandruff and hair cast are white. They are easy to dislodge on dry hair.

For tips and easy to follow comb-out tutorials visit: licefreekids.com

Here is the front side of Lice ID Card. Click the card to download/post.

<http://bit.ly/4gAZUJE>



Here is a perfect example of how easily dandruff flakes off the scalp.

👉 Watch the video go to: Bit.ly/GotLiceVideos

LESSON 3

What Products Should I Use?

In 8 years, and over 30,000 customers..we have seen and heard it all: Rid, Nix, Sklice, tea tree, peanut butter, olive oil, mayo, vaseline, Listerine, I could go on and on! For us, the product that makes the most sense is an ENZYME based product. It does not kill eggs, but kills all hatched lice quickly and doesn't need to be washed out. Lice eggs (nits) need to be manually combed off. We developed our Coco Loco All Natural Lice Treatment product line, because, for us, it has worked the best. If you are using a different product, be sure to follow THAT protocol. We hope that the videos and info here will teach and inspire you to have confidence when it comes to dealing with a lice outbreak at home.

TRUE STORY:

Desperate people do desperate things! We've had people put GIANT jars of Vaseline (almost impossible to wash out, in order to check or comb). BUT THE WORST was we have had more than one family use an entire CAN OF RAID BUG SPRAY on 4 year old kids...and when it didn't work on Monday...they repeated it on Tuesday! DON'T EVERY USE RAID FOR LICE!

LICE WARS!



THE LEADING BRAND

VS.



COCO LOCO LICE TREATMENT

We tried leading brand vs Coco Loco - Only Coco Loco KILLED!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



The NitNabber Lice Comb is AMAZING! Outperformed Nit Free!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Coco Loco is Natural, Safe, Fast & Includes NitNabber Lice Comb!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)

LESSON 4

How To Comb Out Lice At Home

If you ask 10 lice pros how to section and comb out lice...you'll get 10 answers. For us, dividing hair into 4 sections worked the best. Even if you use a different product, or an OTC lice product, we suggest 'the quadrant method' (see top 10 min. video). We always suggest using TONS OF CONDITIONER OR DETANGLER when using a lice comb! (If you are using a different product, always follow the protocol on the label).

TRUE STORY:

Over the years, we have had customers who we were unable to comb, due to sensitivity, disability, they had hair extensions, dreadlocks, or hair was too coarse or curly for the tight lice comb. Four years ago, we had a very handsome high school boy with lice. He had dreadlocks he had been growing for like 5 years. We tried everything, but he eventually had to cut off his dreads. He brought us one of his dreads in a ziplock. When we cut it open, there were (dead) adult lice in the center! Lice "hide" to avoid a lice treatment product. (I wish I had thought to FILM THAT!).

Easy to Follow



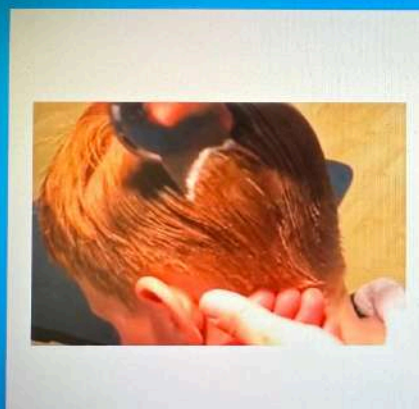
10 Minute Tutorial

How To Treat Lice At Home (Naturally!)



Enzyme/Section/Comb/Bun...and you are DONE!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



How To Do A Lice Treatment On A Boy Cut

Enzyme/Comb front to back/Reverse/Comb side to side/Reverse

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



How To Apply Coco Loco Treatment Spray



Shake the bottle. Nozzle to scalp. Spray like 40-50 sprays per half.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)

LESSON 5

How Do Teenagers Get Lice?

In 2018 I had a UCLA Statistician analyze 3500 of our customer records, looking for trends. By far, the MOST surprising finding was that in 2014, teens were ONE THIRD of our business, and elementary kids were TWO THIRDS. In 2018, that FLIPPED! Much more of our customer base was TEENS. Teens put HEADS together to watch Youtube, Snapchat, NetFlix, & Instagram! So many people believe that "only little kids get lice". The teens we saw the most - "popular girls with long pretty hair" - cheer, dance, soccer & softball girls. The BEST defense is BUNS & BRAIDS!

TRUE STORY:

In 2013, our salon was new & we would treat anyone...anytime! I got a call at 11pm and went to the shop. It was a teen girl and 2 friends. All 3 girls had SEVERE lice! I got Diana out of a warm bed at MIDNIGHT to come help me. They called 3 friends who ALSO had lice! The 6 girls were leaving at 6 am in a van to San Francisco for a soccer tournament. My daughter, Lola, also came to help, but we here there until 3:30am! The moral of the story...teens get LOTS OF LICE! Make sure to BRAID & BUN!



Zombie Lice are 'super lice' (Resistant to OTC lice products)

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Click the graphic to read the press release on our UCLA Study
<https://bit.ly/40XBQKW>



One 11 year old sweet girl with shoulder length hair had 1000's!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)

LESSON 6

What About The House?

PLEASE GET THIS: Lice cannot live off a human head! They **MUST** feed on human blood several times a day. If they are off a head, for more than a few hours, they will be too dehydrated to make the saliva that they **MUST** make to feed. They can live about 24-48 hours off a head, but if they can't feed, they will die. The saliva thins the blood, just a bit. (Fun fact: it's an allergic reaction to the saliva that causes **ITCHING**..but only about 50% of population has the allergy!). Lice eggs **REQUIRE** heat & humidity of the scalp to incubate.. If an egg is even slightly off the scalp, it will never hatch.

LICE LIVE ONLY ON HEADS - NOT IN THE HOUSE!

TRUE STORY:

About 3 years ago, we had a grandma who was **TERRIFIED** she had lice (her granddaughter had lice, and they had recently spent time together). While we were checking her, she mentioned she had just bought a brand new couch. **THEN** she told us "but because I have lice, I called my son to come pick it up, I'll buy another new couch. He's picking it up right now!". The punchline: she was **CLEAR!**



We say just "sheet/pillowcase/bath towel **HOT** dryer 20-30 min.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Unless they have hair to pinch on to...lice can't move!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



We always say "The house is the **EASY PART!** Spend time on **HEADS!**"

Project HOPE Head Lice Prevention & Education

Project HOPE was started by my daughter, Lola, for her Girl Scout Gold Award (equal to Eagle Scout, but for girls). We continue this as a 'self-funded' passion project. Part of the profits from Coco Loco Products goes to help us continue our efforts.



For More Information
About Project HOPE



Project HOPE is something we will carry on. Our next trip will be to Casa Hogar in Jalisco, Mexico. We are so grateful for this opportunity.

Thank you SO MUCH!



Lola Skinner shares her Girl Scout Gold Award!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Pam & Lola went to Nikki's Place, an orphanage in Thailand

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



We are so grateful and lucky to teach others to treat lice!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)

Picky Pam & Dr. Matt Answer Your MOST BURNING Lice Questions (In 1 - 2 MINUTES Each!)



No! (Unless you leave it on for 8-10 hours!)

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



YES! They put heads together to watch HYSTERICAL video!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Enzyme Based (Like Coco Loco) Natural. Safe. Kills hatched lice FAST

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Bugs are TAN. Eggs are tear dropped shaped w/what looks like a tail.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



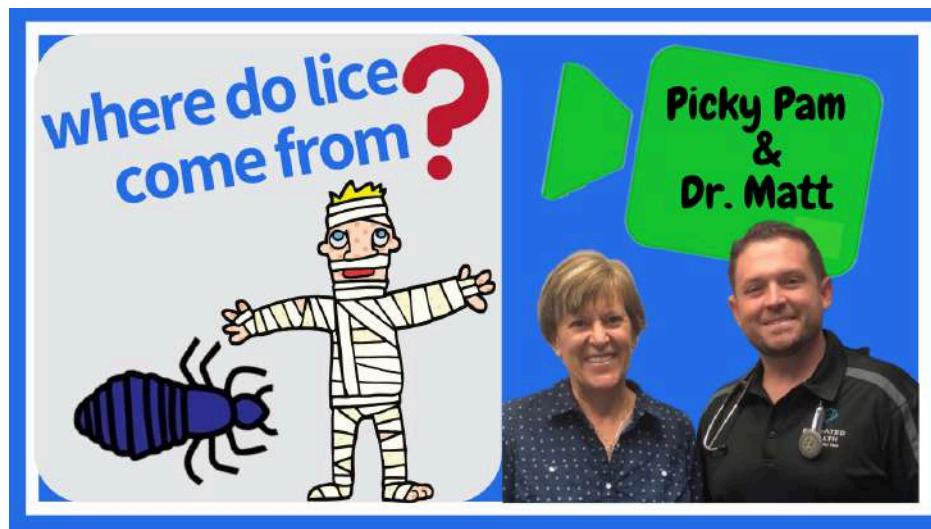
Ideal is to CHECK with a GOOD lice comb - like NitNabber.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Itch is an allergic reaction to the saliva of bug. ONLY 50% ITCH!!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Lice have been around THOUSANDS of years - even mummies with lice!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



You just need a GOOD comb - check ears, nape, crown of the head.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No it does not kill lice. Myth is alcohol kills lice but not true!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No. It takes like 5-8 dark viable eggs left close to the scalp to start anything
 👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No. Lice is spread Head-To-Head or Hair-To-Hair. Not from 'things'.
 👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No. Not likely AT ALL. Lice can only pinch on to HUMAN HAIR!
 👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



We suggest: Just sheet, pillowcase, bath towel in HOT dryer 20-30 min.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



YES! - very likely! Best friend, cousin, sibling are most likely source.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Viable lice eggs/nits MUST be VERY close to the scalp to incubate & survive.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No. You'd have to leave it on 8-10 hours. Does NOT kill eggs. Don't do it.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



We suggest telling like 5 closest people..best friends, bday guests, etc.

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Any scented hair product helps to 'hide the smell of a juicy meal' (blood).

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Nope! Lice is 'species specific'. They absolutely cannot survive on animals.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Cheapest is a pro nit comb (NitNabber or Nit Free) & hair conditioner, every 4 days.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



ABSOLUTELY! Always take hair out. DON'T SHARE! Color code brushes w/hair ties.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



Very cool part-time side hustle for moms! Interested? SchoolOfLice.com

☛ Watch the video go to: Bit.ly/GotLiceVideos



Combs w/drug store kits are crap. Get a GOOD one - NitNabber or Nit Free.

☛ Watch the video go to: Bit.ly/GotLiceVideos



No. (This can not be a surprise. No idea where THIS myth started??)

☛ Watch the video go to: Bit.ly/GotLiceVideos



We like ENZYME-BASED natural shampoos - like Coco Loco

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



YES!! Braid & bun hair. Mist w/scented product. Be careful looking at TikToks/touching heads.

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



No. Some people believe it helps loosen glue that holds eggs. Smell is HARD to wash out!

👉 Watch the video go to: [Bit.ly/GotLiceVideos](https://bit.ly/GotLiceVideos)



CLICK HERE



Lice Expert Pam Skinner &
Medical Advisor Dr. Matthew Abinante

Head Lice Best Advice!



Come Laugh, Learn, & Share Our Best Tips, Tactics, & Strategies



Home Remedies
Gone Bad



Your Burning
Questions



Picky Pam Silly Cam



Tutorials, Tips,
& Tactics



Lice Advice
From The Pros



The Facts Of
Lice/Resources

<https://www.facebook.com/groups/headlicebestadvice>

So that's all we got!
We sincerely hope this helped to
answer questions you had about
some great ways to treat lice.

If you have more questions, check out our
website: LiceFreeKids.com/shop

Interested in starting a lice business?
Check out: SchoolOfLice.com

It has been so much fun putting together what
we have learned over the past 13 years, having
checked or treated over 40,000 happy
customers.

Please share this book with any friends or
family who might face a lice outbreak, because
KNOWLEDGE IS POWER!

Thank
you

