

PRIMITIVE GROOMING:

NOW OFFERING LICE CONTROL PACKAGES TO SCHOOLS!

PRIMITIVE GROOMING, Austin's premiere lice removal service, has spent two years refining their methods into the most scientifically-based, results-oriented nit and louse extermination process out there. We are now excited to offer our services beyond individual house calls, and into school communities directly, by announcing **THREE** new service options designed to help larger populations at **ONCE!**

Riding on the new services' ponytails, we are also proud to announce a take-home product called the Nit Pick System. Designed to empower any concerned head of hair to oust pediculosis, the system includes a Nit Pick comb and online directions, with client support. Any questions not answered by the website material? We will promptly answer them by telephone. With the Nit Pick System, you can easily remove all lice from you and your family's environment.

We have tracked down the best natural oil blends and combs and made them affordable, and even more, we are committed to telling you how we do what we do, and how to take monthly maintenance steps to preserve a lice-free future!

LICE EDUCATION (FREE) - A detailed 30-minute informational session detailing Primitive Grooming's lice removal process, including demonstrations and Q & A sessions. We enjoy eager audiences of both parents and staff, and make our combs available for purchase (\$12 each). It is important to us at Primitive Grooming that education always remains **FREE!**

LICE SCREENINGS (\$3/STUDENT) - Lice screening is appropriate when a population has a handful of heavy cases going unnoticed. This affordable option identifies average and heavy infestations with a two to six minute head screening, and especially helps get the situation under control with those consistently finding themselves re-infested. For this service, we ask that students have their hair detangled and that braids and hair accessories be removed prior to the screening.

LICE CHECKS (\$12/STUDENT) - Lice checks are the most thorough offer. After moistening the student's hair, the technician completes a louse/nit detection comb through, each with a new Nit Pick comb. Expect us to spend between 2 and 15-minutes on each student (depending on hair length, texture, and thickness). The students would then receive their Nit Pick and a take-home baggie. Label the baggie and keep the combs at school, or send them home with instructions on how families can take responsibility for future lice checks. In a perfect world, two lice checks per school year at every school would have a huge impact on the community, so in this spirit we always offer discounts for second checks. We find 99% of cases with this method!

PRIMITIVE GROOMING hatched in 2009 when Ellen Brett faced a common parenting problem head on: both she and her daughters contracted lice.

"Growing up in a family of ten children, if a problem like this came up, we had to solve it ten times--not just for one of us. This frame of mind has always stuck with me, both as a mom and an entrepreneur."

The service came as a solution to the unfortunate feelings and dissatisfying treatment suggestions that come with contracting head lice. Ellen saw an opportunity to become the calm and knowledgeable expert she so very needed, and as a result, faced the stigma and fear of asking for help for more than just herself.

Already having experience in childcare and business start-ups, Ellen embarked on an investigation into the life cycles of lice. She came away finding an effective tool (the Nit Pick), a concoction of natural oil blends to replace chemically-based shampoos, while practicing away the most trusted combing techniques. Out of it came Primitive Grooming, Austin's premiere lice removal service.

Ellen refined what she feels is the most results-driven, scientifically-based method for deep and lasting lice removal, and has now trained a coalition of friendly groomers to pick away strand by strand, nit by nit, louse by louse.

WWW.PRIMITIVEGROOMING.COM
512.222.6628 (CALL ANYTIME)