

THE FACTS OF LICE

The results of an online survey of 1,000 millennial moms (ages 18-35) and 350 pediatric health care providers (HCPs) in the U.S. conducted on behalf of Arbor Pharmaceuticals shed light on head lice, a common childhood health condition that affects an estimated 6 to 12 million U.S. children between the ages of 3 and 11 annually.¹

If you suspect head lice in your household, **DON'T PANIC!** The survey results show just why talking to your health care provider is an important first step when managing head lice. See survey results below.

TREATMENT TROUBLES

OVER THE COUNTER (OTC) TREATMENTS MAY NOT ALWAYS GET THE JOB DONE.



95%

of the 350 HCPs surveyed said at least once in the past year, they've had a case where over-the-counter (OTC) head lice treatments did not effectively eliminate infestations



5x

A report showed that some parents may self-treat an infestation up to five times before seeking medical treatment.²

NEARLY 7 IN 10

MILLENNIAL MOMS

WHO EXPERIENCED HEAD LICE IN THEIR HOUSEHOLDS FAILED TO TREAT IT SUCCESSFULLY



MILLENNIAL MOMS WOULD GO TO EXTREME LENGTHS TO AVOID HEAD LICE.

IF MILLENNIAL MOMS COULD AVOID HEAD LICE FOR A WEEK THEY WOULD GIVE UP:



chocolate (53%)



wine (52%)



coffee (50%)



carbs (42%)



sex (42%)



mobile phone (33%)



paycheck (17%)

After finding out about head lice in their homes:



71% excessively cleaned the house



33% panicked

29% were calm | 27% threw away clothing and other items | 16% lost sleep | 14% cried | 11% hid from people | 9% yelled | 9% weren't bothered

HEAD FULL OF FEARS



97%

of millennial moms worry about the consequences of head lice on their children

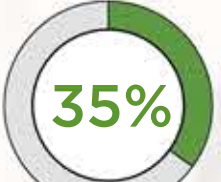
77%

of moms say their child was negatively affected by having head lice

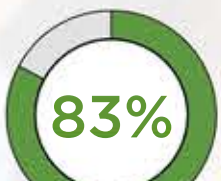
45%

of moms fear that their child will be bullied due to the stigma around the condition

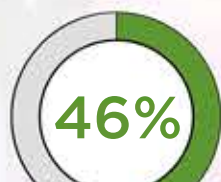
HAVING THE TALK



35% of moms turn to a pediatrician or pediatric nurse when seeking treatment advice



83% of HCPs only share head lice information when a patient has an active infestation



46% of moms fear a recurrence of head lice

Moms and HCPs agree on the top three factors when choosing a head lice treatment:



Proven efficacy



A doctor's recommendation



Fast-working treatment

If you suspect head lice in your household, DON'T PANIC!

Stay calm and follow these steps:

- Check your whole family for head lice.
- See your doctor for treatment advice.
- Remove head lice from your house by machine washing all washable items in hot water and sealing items that can't be washed in plastic bags for two weeks.³
- Share the info with parents of your children's friends and their school.
- Don't panic, and help your child understand that anyone can get head lice.

VISIT FACTSOFLICE.COM FOR MORE HEAD LICE RESOURCES.

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 millennial moms ages 18-35 and 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.

References

- Centers for Disease Control and Prevention (CDC). Head lice. Frequently Asked Questions (FAQs). Last updated September 1, 2015.
- Meinking TL, Serrano L, Hard B, et al. Comparative in vitro pediculicidal efficacy of treatments in a resistant head lice population in the United States. Arch Dermatol. 2002;138:220-224.
- Centers for Disease Control and Prevention (CDC). Head lice. Treatment. Last updated August 19, 2016.
- Facts of Lice Survey: Millennial Moms. ORC International; 2017.
- Facts of Lice Survey: Pediatricians and Nurses. ORC International; 2017.



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