

Focus on health

Getting a-heads up on lice

New business takes the stress out of treating common annoyance

As a busy working mother of two, Kathy Zappulla remembers the panic she felt when she received the dreaded phone call from her child's school nurse. Head lice had taken up housekeeping in her daughter's hair. "I never thought it could happen to me, to my family," Kathy commented as she revisited that stressful day.

Like many unsuspecting families she quickly realized that, regardless of hygiene or age, a case of head lice could happen to anyone; and like most parents she instantly became a student of head lice 101. "I read everything I could get my hands on and asked lots of questions" Kathy explained. "I learned that while they are no bigger than a sesame seed they can quickly spread from head to head. I was most frustrated to learn that the problem was perpetuated by the fact that lice-killing medicines are becoming less effective and more harmful to our children's health."

Ms. Zappulla's inquisitive nature paid off, scoring big time when she located a professional service to help eliminate her children's head lice problem. A service concept she

now hopes to share with parents in her area. "Although it was a bit of a drive to get professional help, it was well worth it. But I also realized that not everyone could do that. I thought about how grateful I was to receive help and I knew I needed to find a way to help others too."

Ms. Zappulla spent the next couple of months putting her plans into motion. Finally she traveled to South Florida where she participated in an intensive hands-on training program. Now trained and certified in the Shepherd Method™ of strand by strand nit removal, Ms. Zappulla has started her own "DeLiceful" lice removal service. "Without a doubt the Shepherd Method™ is the ultimate way to eliminate head lice. In addition to providing the most thorough process around it also promotes the use of safe, non-toxic products. I am excited to bring Shepherd's 'treat once and do it right the first time' philosophy to parents in my area" Ms. Zappulla said.

Raising community awareness about lice and how resistant they are to over-the-counter products is now



the goal of DeLiceful as they strive to help parents in their community. "Too much time and emphasis is spent cleaning the house and there is still a lot of negative stigmatism and myths associated with lice. We want to try and erase them" Kathy stated. "Our mission is to make the community, schools and camps aware of updated

lice information as well as offering hands on help for those who need it."

Located in Hauppauge, DeLiceful is now ready to turn your scary head lice problem into a DeLiceful experience.

For more information, call Kathy Zappulla at 631-724-7444 or visit her on the web @ www.deliceful.com.