



Media Contacts: Nick Cruit or Julie Cruit
nick@nickcruit.com, (757) 581-8764
juliecruit@aol.com, (415) 845-1171

Head lice have a new enemy in the Bay Area: Hair Spies

Company flawless through first month

For Immediate Release

BURLINGAME, Calif., (June 3, 2009) – Hair Spies, the only delousing salon in San Mateo County, is on pace to finish their first month of providing family-friendly head lice removal with a perfect record.

“We have had 100 percent success removing head lice from our clients in a natural, safe way,” said Amanda Riccetti, cofounder of Hair Spies. “The first week we were open, a school had an outbreak and parents and their children were very happy to have a head lice salon on the peninsula to serve them.”

Since May 2, Hair Spies has offered natural, non-toxic head lice treatment for children and adults. Hair Spies also offers prevention and removal products that can be used to rid hair, home and laundry of head lice.

An estimated 6 to 12 million head lice infestations occur among children ages three to 11 each year in the United States, according to the Center for Disease Control. Infestations are most common among preschool children attending child care, elementary school children and household members of infested children.

“We were all concerned about the fact that parents had very little help to fight head lice in a safe and non invasive way,” Riccetti said. “We wanted to take the fear and stigma away from head lice removal, but most importantly, we want to be a solution to the problem.”

Hair Spies offers a pleasant alternative to the toxic shampoos and time consuming combing associated with over-the-counter products. In their salon, free Wi Fi, DVDs, video games and a wide range of toys provide a comfortable environment that is fun for kids and relaxing for parents.

For more information about Hair Spies products and services, or to schedule an appointment, call them directly at (650) 340-9000 or visit www.hairspies.com.

About Hair Spies: Hair Spies was founded by three sisters whose collective backgrounds as a doctor, an artist and a preschool director formed the perfect combination of knowledge and experience for fighting head lice. Unlike many over-the-counter products, Hair Spies offers safe, natural, non-toxic solutions that quickly eradicate head lice, 100 percent guaranteed. Hair Spies is the only head lice removal salon in San Mateo County.