

# Company celebrates a decade of homeless head lice



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Press Release Author: Angela Ellis - [angela@stopthetrain.co.uk](mailto:angela@stopthetrain.co.uk)

Industry: [Healthcare](#)

**Press Release Summary:** LOUGHBOROUGH-based online company [www.nitmix.com](http://www.nitmix.com) are celebrating a decade of making head lice homeless across the World – thanks to their groundbreaking and innovative aromatherapy-oil-based treatments and products, which have delivered a natural treatment for head lice.



NITMIX Wet Combing Aid



PURE NITMIX Daily Spray



Ultra Fine Head Louse Comb



NITMIX Daily Sprayer

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across the World – thanks to their ground-breaking and innovative aromatherapy-oil-based treatments and products, which have delivered a natural treatment for head lice.

The company, formed in 1997 by city **Investment Adviser John Owen and his wife Jacquie** from their kitchen table, took the market by storm and came about after they noticed that many of the then-available treatments were effectively nothing more than forms of chemical pesticides, according to John.

They decided to go for a more natural remedy to head lice prevention and treatment, developing a totally natural range of solutions, which have stood the test of time and enabled many 1000s of parents across the UK and abroad to safely, effectively and easily make head lice homeless – for good!

The company has since developed to become the leading UK online provider of totally-natural head lice treatments, prevention, solutions and accessible advice.

*"When we were looking to source a suitable set of basic ingredients for our prevention and treatment solutions, it was clear that Jacquie's background as an Aromatherapist was essential in developing a totally natural product,"* said John.

The treatment that developed was a healthy combination of rosemary, geranium and lavender oils, with hints of sweet almond, repelling the head lice.

*"From a preventative position, the lice are repelled by the oils in the first place, and are not as likely to infest a child. It is this preventative measure that really makes the Nitmix solutions the best head lice treatment we have seen on the market,"* said John.

And the marketplace has agreed – after a decade promoting the head lice treatment online, the business is celebrating 10 years this month, with a market-leading position. Nitmix have led the head lice treatment sector with their home remedy for head lice treatment winning global customers.

*"It is interesting that 65% of all our sales come from the USA, although parents in the States face a different attitude from teaching staff to those in the UK. A case of suspected head lice infestation in America results in an immediate suspension of the child, which costs*

*parents in terms of time and finances for child-care. The American market is very much geared to immediate and effective head lice treatment, whilst we have found that British parents tend to go more for the preventative products first. Ours is a rapid cure for nits!"* added John.

*"Interestingly, we have discovered through trials and testing that using the preventative head lice solution helps immensely: the aromatherapy oils repel the lice in the first place, preventing attacks from occurring. It really does make head lice homeless! More importantly, it gives parents total peace of mind immediately,"* said John.

From modest beginnings producing and distributing the products on the family kitchen table – much as Anita Roddick did with the Body Shop Empire – John has organically grown the business, seeing 20% of their overall sales now developed solely from parents' recommendations to friends and family. According to customer feedback, many have been impressed with the quick head lice cure.

*"We noted that in traditional head lice treatments, it was often a vicious cycle of head lice treatment and re-infestation, followed quickly by further re-infestations. Nobody was offering any form of head lice prevention. This was an essential development point for the business, and our prevention of head lice solution works incredibly effectively as a repellent to the head lice. We have complimentary products, of course, such as head lice combs, which help to provide a quick head lice remedy,"* added John.

Having started out modestly, the company now has a separate bottling and distribution centre in Melton Mowbray, and John attends numerous conferences and Trade shows across the country and abroad annually, promoting natural solutions.

*"It has been such a rewarding decade in business, and to know that our products and solutions make an incredible difference to parents and their children continues to be one of the most rewarding elements of it all. We know we make a positive difference."*

*"The website is full of advice, hints, tips and articles, all easily accessible to visitors online before they purchase – plus, we are always available to personally deal with anxious calls or queries. It is our accessibility, approachability and ultimately, our assistance which has enabled Nitmix to reach this milestone as a leader in the head lice*

treatment sector," concluded John.

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---NOTES TO EDITORS---

**Nitmix** has carved a powerful niche in the head lice prevention and treatment sector with their natural approach, according to **Director John Owen**, following extensive research and development of various associated offerings in the market.

The online products – which can be viewed at [www.nitmix.com](http://www.nitmix.com) - have transformed the way parents and children think about, purchase and prevent head lice: the aromatherapy-based oil treatments were devised by **John Owen and his Aromatherapist wife Jacque** originally from their kitchen table at their home in 1997.

Products in the **Nitmix** range are based on aromatherapy oils, and utilise natural ingredients to provide healthy and natural prevention and treatment to related issues around head lice and removal techniques – the company has been responsible for making head lice homeless!

---KEYWORDS---

natural treatment for head lice  
head lice treatment  
preventative head lice solution  
head lice cure  
head lice prevention  
head lice combs

**Web Site:** <http://www.nitmix.com>

**Contact Details: Chris Street**  
**KickStart Comms**  
**Mobile: 07807 275 832**  
**Email: kickstartpr@mac.com**