

Woman owned Lice Removal Company makes waves at Venture Capital Forum

One of 8 selected to present in St. Petersburg



Miami Beach, Jan 23, 2019 (Issuewire.com) - It's a well-known fact that women-owned businesses generate upwards of \$1.4 trillion in sales, but yet [females account for just 26% of current small business owners](#). Lice Troopers is changing that landscape and conversation with its successful business model, owned and co-operated by a woman. Officially, the company has been in operation since September 2012 – just over 6 years ago, but unofficially it has existed in the mind of Jennie Harel long before. Her husband, Arie Harel comes from an entrepreneurial family, one with a strong matriarch who started her own lice busting business in New York 30 years ago. It wasn't a surprise when Jennie approached Arie with the idea that they too could help hectic families with the problem of head lice, starting in South Florida.

[Lice Troopers, Inc.](#), a Miami Beach-based hair lice treatment business with six South Florida and two Orlando locations aims to be the next industry leader in lice removal service nationwide. "What is unique about us is multi-fold: our services are adaptable for most any customers' needs whether it's a discreet home visit for a pregnant mother to be or a family of 6 requesting a reduced-price rate.", according to owner Jennie Harel. "We work with everyone because the head lice epidemic is a systemic problem that can only be dealt with as a community. It's the same reason we partner with schools, doctors, and camps too."

In order to obtain a seat at the table of the 2019 Florida Venture Capital Conference, the company had to beat out over 400 other applicants [to become one of 8 chosen South Florida companies](#) to present. “We really hope to take our vision to the next level and with the backing and collaboration of like-minded investors, there is no limit to what we can achieve in the coming years”, says Ginette Grey, Director of Marketing and Communications. Along with guaranteed head lice removal treatments, the company also offers screenings, a line of preventative products, and a [money saving membership](#) where all visual screenings and lice treatments are included.

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Source : Lice Troopers

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