

FOR IMMEDIATE RELEASE:

**Lice Lifters DFW Treatment Center of Frisco, Texas Under New Ownership
Adeel and Samia Qureshi take over operations from Beth Kirchner while bringing a
plethora of franchise experience to Lice Lifters family; priority for Dallas-Fort Worth area
treatment clinic to continue being the easy and affordable removal of lice in one quick
treatment.**

Frisco, TX – June 9, 2019 – *Lice Lifters* (www.LiceLifters.com), a network of head lice treatment clinics operated as individually-owned franchise locations, announced that its *Dallas-Fort Worth (DFW) Treatment Center* of Frisco, Texas is under new ownership, with Adeel and Samia Qureshi taking over operations from Beth Kirchner. The couple brings a plethora of franchise experience to the *Lice Lifters* family. According to both the Qureshis and *Lice Lifters* personnel, the priority for the Dallas-Fort Worth area treatment clinic will continue being the easy and affordable removal of lice via one quick treatment approach.

Adeel and Samia Qureshi originally hail from Pakistan but have lived in the U.S. for 25 years. The couple also owns *Safesplash* swim school locations in the Dallas-Fort Worth area in addition to their new *Lice Lifters* acquisition. Former clients of the *Lice Lifters* Frisco treatment center and current residents of the Texas city, the Qureshis have five children, with Adeel boasting a degree in Electrical Engineering and Samia a degree in Business Administration.

"We are thrilled to welcome Adeel and Samia to the Lice Lifters team, and wish them only the very best, while wishing our previous owner of the Frisco location, Beth Kirchner, the same as she enters the next phase of her career," says Michele Barrack, president and owner of *Lice Lifters LLC*. *"Lice Lifters recently celebrated 10 years in business, and as I look back over that decade, it's people like the Qureshis who fill me with unbridled pride – not just because they cumulatively add to our franchise network expansion efforts, but because they will be instrumental in helping a myriad of clients get rid of lice and provide them with the kind of peace of mind they deserve."*

Lice Lifters' recent expansion has grown the organization's operations beyond its original Pennsylvania location to encompass offices in Florida, New Jersey, Texas, Delaware, and New York, with each location utilizing an all-natural removal process that yields a 99.9-percent success rate for clients. According to *Lice Lifters* representatives, this statistic "flies in the face" of results garnered from over-the-counter lice treatment products, which are reportedly not effective in killing lice, nits, and eggs completely.

"For both the company founder, Michele Barrack and ourselves as franchisees, getting into the lice removal business was something we felt compelled to do after our own family went through the frustration of eradicating head lice – only to have them return," explains the Qureshis. *"Indeed, our story was similar to Ms. Barrack's in that when we discovered our children had lice, we wanted the problem to disappear immediately. And while we eventually got it under control, it was a long and difficult battle until we saw the Lice Lifters all-natural killing agent in action, which was the one-two punch we had been looking for."*

"Our transition from clients to franchise owners was truly an incredible experience, and we are so very excited to be joining the Lice Lifters treatment center network!"

For prospective business owners who have been seeking an opportunity for success in a growing industry, a plethora of *Lice Lifters* franchises are available for exploration, with information regarding these opportunities accessible via LiceLifters.com.

Lice Lifters of Frisco, Texas, is located at 7000 Parkwood Boulevard C300 and can be reached by calling (972) 805-1308. For more information, visit www.LiceLiftersDFW.com.