

**FOR IMMEDIATE RELEASE:**

***Lice Lifters of Pennsylvania Welcomes New Franchise Owners of Chadds Ford Location***

***Bill Nicotra and Aleida Alvarez join ever-growing family of satisfied and successful lice treatment center proprietors.***

***Chadds Ford, PA – July 28, 2018*** – *Lice Lifters of Pennsylvania*, providing comprehensive lice treatment services via a network of franchised locations throughout Delaware County and beyond, recently welcomed the newest members of this franchise network, Bill Nicotra and Aleida Alvarez, who opened shop in Chadds Ford. Originally from Pittsburgh, Nicotra is a medical science liaison at *Essential Pharmaceuticals* who specializes in open heart surgery and boasts 30 years of experience, while Alvarez, born and raised in Montana, has worked as a physician’s assistant in cardiac surgery for the past 11 years.

The couple live outside of Baltimore, Maryland with their two children, Ava-Marie, seven, and Ella-Margaret, five, and are both very much looking forward to their experience as *Lice Lifters* family members.

*“Lice Lifters is constantly getting the word out about the scientific treatment for the comprehensive removal of lice, and we’re thrilled to be part of that,”* says Nicotra. *“The professional techs who will be employed by our team will utilize plant enzymes to eradicate nits, thus offering a solution that’s head-and-shoulders above supermarket-grade conditioning products. It is our goal to help families who frequent our business eliminate 99.9-percent of nits and lice that may invade their lives.”*

The statistic Nicotra refers to is the result of a process utilized by *Lice Lifters* staff that’s safe and non-toxic, and which removes 99.9-percent of head lice. What’s more, the system is pediatrician-endorsed and school nurse-recommended to eradicate lice throughout Montgomery, Delaware and Philadelphia County schools, providing peace of mind to both children and parents.

*“Families choose Life Lifters for a number of reasons, beginning with the fact that we offer an all-natural and safe alternative for combating the problem of head lice,”* adds Alvarez. *“As leaders in all-natural lice treatment and removal services, the company was actually the first lice treatment center franchise in the country, and its lice treatment technicians are all trained and certified in the latest and most effective techniques when it comes to removing lice – once and for all.”*

Alvarez notes that many satisfied *Lice Lifters* customers often report that their treatment was far superior to a mobile head lice removal service, citing the safe, effective and guaranteed *Lice Lifters* approach that encompasses an all-natural killing agent which wipes out 100-percent of live activity in addition to non-toxic, pesticide-free products.

*“We are incredibly proud of the franchising system we’ve set up for budding entrepreneurs who want to be part of a successful brand, and welcome Bill and Aleida into the fold wholeheartedly at their Chadds Ford Lice Lifters location,”* says Michele Barrack, president and owner of *Lice Lifters*.

In Chadds Ford, *Lice Lifters* is located at 1410 Baltimore Pike and can be reached by calling (610) 557-0457. For more information visit [www.TheLiceLifters.com/Chadds-Ford/](http://www.TheLiceLifters.com/Chadds-Ford/).