

THE HAIR ANGEL

Deborah McIntyre used to tear her hair out over her kid's lice. Now she's fuelled her frustration into her own business, running to the rescue of many a stressed parent.

Living in New York as a busy mum, head lice was an ongoing issue in the McIntyre household. "I was literally tearing my hair out trying to find a solution. No matter how hard I tried or which treatment I used, my kids would constantly be battling head lice," says Deborah from Warriewood, founder of No Nits Now. Fast forward four years on and she's almost on every Northern Beaches' parents' speed dial.

Having honed her skills for deftly halting the vicious cycle by laboriously watching a woman in New York do the same, Deborah brought her knowledge back to Australia to educate time-poor parents.

"The lady I first saw 'nit-pick' was Abigail Rosenfeld, an Orthodox Jew in Brooklyn. Watching her using conditioner and a comb (no chemicals, no gimmicks etc) was what made me realise that to get rid of the problem, you just need to remove every egg, and every louse – no need to kill or poison anything.

"I've changed and developed the combing technique over the years and as I tell clients, it's not a magic comb, it's an excellent quality comb, a thorough technique and knowledge.

"I realised that there were so many busy parents out there that could benefit from my knowledge so I started up a mobile service where I could pick kids up from school and halt the vicious cycle so many parents are battling.



Deborah learnt her technique in New York and bought her knowledge back to the Northern Beaches to educate busy parents

"There are so many chemical treatments out there that actually don't work, but I teach parents that with the right comb and the right technique, you can rid the problem for once and for all without the need for any harsh chemicals."

In fact, all Deborah uses is special comb from Germany and an organic conditioner. The secret to her success is really her technique and understanding of the nit life cycle, which she patiently educates to harassed parents. Now Deborah has so many customers she's literally desperate for more hands. "I just need a few more clones and I'm set!" Deborah laughs.