Ladibugs Executive Summary

12 million people in the United States deal with head lice on annual basis! That is a staggering statistic. 5 years ago, 2 moms, Lisa Rudquist and Rachel Knudson became part of that statistic when their children contracted head-lice at school. After a minivan meeting in the school parking lot to discuss the ongoing outbreak, the two moms decided to create natural, chemical-free head-lice treatment and prevention products. In the past 5 years they have turned that parking lot conversation into a thriving company. Ladibugs has both clinic services to treat head lice and a product line to prevent and eliminate lice. Currently, their products are sold both domestically and internationally. Ultimately, the primary driver behind this business is their passion to provide safe treatments for children and families. The effectiveness of their products is well documented and major retail chains are starting to take notice. Companies such as Great Clips, Kids’ Hair, Regis, Walmart and Target are some of the companies that carry Ladibugs products. The company experienced impressive growth this summer after national news reported significant data on most lice being resistant to the traditional pesticide treatments commonly available at drug stores. The Ladibugs products work on "super lice”, or lice that have mutated and are now resistant. Ladibugs is proud that this issue was addressed in developing the products. In addition to winning the regional InnovateHer competition, owners, Lisa Rudquist and Rachel Knutson were also awarded the 2015 Emerging Entrepreneur of the Year award by the Twin West Chamber of Commerce. Many hours of hard work and endless commitment to their business have been the foundation for their success!