The modern medicine cabinet for families.

You didn't sign up for lice. We did. Better-for-you first aid, starting with the only all-natural option on the Walgreens shelf.

BRAND SNAPSHOT
Marblehead, MA
CPG Health / Wellness

6,050	95.8%	24M	17M	$2.2B	0
Door count	clinical efficacy	school + work days lost	US kids get lice / yr	Lice Treatment TAM	pesticides





ON SHELF TODAY



Nit Happens Lice Treatment Kit
$34.99 · Treat



Nit Happens School Day Spray
$19.99 · Prevent

RETAIL & DISTRIBUTION PARTNERS

Walgreens · cencora · Price Chopper

THE PROBLEM

17 million US kids get head lice every year, costing families 24 million lost school and work days. Pesticide shampoos have bred resistant **"super lice"** and now fail more than half the time.

OUR SOLUTION

A patented, all-natural gel that physically shreds lice and nits. No pesticides, no prescription. **95.8%** effective in an independent clinical study, dermatologist tested, **FSA / HSA** eligible.

WHY WE WIN

- ✓ Exclusive US, CA and EU patent license · US Patent **US10328112B2**
- ✓ Clinical data the natural competitors don't have
- ✓ **2,000+** door retail pipeline behind Walgreens
- ✓ A **first aid platform**, not a one-product brand

@cartwheelhealth

4.9K Instagram followers

300+ UGC creators

Founder-led video · parent education · school nurses · real-mom UGC









NEXT UP

- **Nanosilver wound gel** — 1Q2027
- **Lice Lens AI detection app** — Beta, utility patent filed
- **Pink eye OTC treatment** — 2028

AS SEEN IN: New York · SFGATE · Motherly · D Magazine

BACKED BY: LVLUP Ventures · North Texas Angel Network · Aggie Angel Network · Seed Round Capital

AWARDS: American Academy of Pediatrics · SWPDC · MC MassChallenge Finalist · The Eddies Winner · WFP Finalist

TEAM



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MBA · 2x founder · Refresh Skin Therapy (Costco, Walmart)



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