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The Living the Dream Moms -



Is the dream of raising a family turning out to be everything you'd expected? Or were you a bit shocked by the reality of Chuck E. Cheese calamities, diaper dilemmas and major mom mishaps in the mini-van like we were?

Back in the days when being a Mom was still just a dream for many of us, little did we know about the true realities of motherhood. We didn't know that along with the beauty and rewards of watching our children grow, we'd also have to contend with the daily mind-numbing tasks that go along with it!

Our show is about things that we all deal with daily. We are two ordinary, frazzled moms who could use organization, education, and guidance on a day-to-day basis. In other words, we are willing to admit that we need help. We will do our best to research and discuss topics that are not always talked about at the coffee clutch. Anything goes! "Living the Dream Moms" are just two "real" women who are discussing the trials, tribulations and triumphs of our everyday lives! **Warning!...You might hear dogs barking and kids screaming in the background!** Please join us every Thursday at 9am CST to assure yourself that you are not alone.



GOT HEAD LICE? - APR 09, 2010

We recently interviewed Anna Krosche who started a home-based business salon in her home to help parents cope with head lice. Here is some information about how she got started:

"In 1997 and 1998 my kids got head lice and they passed it to me. Each time, it was so hard to get rid of until I finally taught myself the proper technique using all natural products. Friends and family started calling and asking for help. I said no at first because I was too traumatized from my own experience. Finally I gave in and started helping some friends out and clearly there was a need to help and I opened a home-based salon. Since then, I have treated thousands of children and their families without chemicals. I do the initial

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NINA'S TWITTER

Only a few long sleeves left on ltdchix.com free reusable bag w purchase of a long sleeve - only ten buks!

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CINDI'S TWITTER

ltdchix2: Visted my hometown of Pittsburgh this past wknd. Saw an unbelievable bar fight. Damn, it's been a long time since I've seen a good fight.

ltdchix2: Just don't get the Oscar thing.....

ltdchix2: I am still fuming over that Olympic men's hockey game. Isn't hockey the national sport in Canada? AND all that Own the Podium rubbish!

ltdchix2: My kid's wrestling is finally over. Whoo hoo...I may have to have a drink to celebrate!!

ltdchix2: Gail Krosche is the star of that episode. Guess

treatment which can be anywhere from 1 to 3 hours depending on the infestation and teach the parents how to follow up at home and they come back for a quick recheck in a week to make sure all nits are gone. I know this job sounds gross, but I have met the most appreciative people and it's a great feeling knowing that your helping people."

Anna Krosche

www.thelice ladyofwestchester.com

(914) 497-5465

We received such great information from many people that we wanted to share some of the products and their knowledge on this subject to better help you get through this horrible ordeal. You can also go on www.headlice.org which is run by the National Pediculosis Association and they talk about what harm chemicals can do so that parents can make an informed decision.

I've been working for Larada Sciences for about 7 months now and I've spent those 7 months researching and talking with people online about head lice. I've seen and talked with so many people that have had problems with lice that I know that the usual solutions aren't working. Lice are building up a [resistance](#) to the chemicals on the market now. More and more people are also seeing the downsides of having chemicals put on your [childs' head](#). There are claims on the web of 100% effective treatments All the research I have done and also that our scientist have done show nothing out there that is 100% effective.

We believe we have the best product on the market. We are a new/shipped out our first device about 2 weeks ago to Seattle and if you haven't heard of us that's probably why) [Previous news](#)

The 2 most effective treatments on the market are nit picking and the LouseBuster device.

The [LouseBuster](#) device is the first FDA cleared medical device that gets rid of lice and their eggs in one 30 minute treatment using only controlled heated air.

The reason the LouseBuster is so effective is not because it is 100% effective at killing lice it's that it's 99% effective at killing the lice eggs. The eggs are the main problem and they are very hard to get out. Check out our [video](#)(Cute kidsJ)

Nit picking is time consuming, but it is fairly effective.

Dustin Hodgson

Larada Sciences, Inc

1854 NDSU Research Circle North

Fargo, ND 58102

(701)640-0044 (cell)

(701)499-5297 (office)

One day while I was helping out in my son's kindergarten class, I was summoned along with the other grownups to do a head lice check in another classroom. Apparently, a child was just sent home with them. Head lice, popularly known as cooties, are dreaded by both teacher and parent, as they are very contagious and bothersome. However, they do not spread disease and are not dangerous. The common head lice complaints are a crawling sensation, tickling and itching of the scalp, and loss of sleep. Persistent scratching can cause the skin to become raw and irritated. The nearby lymph glands can also be swollen.

Head lice are small wingless insects. They live on the human scalp attaching themselves to the shafts of hair. As a parasite, they survive on a tiny amount of blood from the scalp. They are diagnosed by examining the scalp and parting the hair section by section. Most commonly, one sees the lice eggs known as nits, which appear as little white to yellow dots on the scalp. Once

it's still asking in the glow of that awesome Super Bowl. Next will be a total letdown because there's no more football until August.....

LTDCHIX T-SHIRTS



Great gear from the Living the Dream Moms online at www.ltdchix.com
GREAT SALE! SHOP NOW!

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Still trying to figure out how to get Kate Gosselin on our show - getting too famous too quickly.

hatched, they look like sesame seeds.

Lice are more common in girls than boys, from ages 3 to 12 years old. They are not spread from animals. Some children are more susceptible to head lice than others, regardless of hygiene and socioeconomic status.

Before beginning treatment, ensure that your child does indeed have lice.

"Flipping a coin might provide a more accurate 'diagnosis' than that currently delivered in schools and homes by well-intentioned but misinformed non-experts," according to Dr. Richard J. Pollack, of the department of immunology and infectious diseases at Harvard School of Public Health. As a result, more children are being over-diagnosed with head lice, which results in missed school and multiple treatments with toxic chemicals.

STANDARD TREATMENT

Pediculicides, lice medicines, are available as shampoos, creams, and lotions. If the skin becomes infected from scratching, your doctor will prescribe an antibiotic (topical or oral). Lice medication should not be used in children less than 2 years old.

There are a variety of OTC and prescription medications that include Pyrethrin, Permethrin, Lindane, and Malathion. All have side effects. Lindane can cause rash, hair loss, itching, headache, seizures, and even death. Malathion (Ovide) is poisonous to the brain, immune system, and may cause cancer.

Many parents prefer to try the more natural, gentle, and non-toxic approach before resorting to toxic pesticides. In addition, many of the standard brands are considered ineffective due to some recent strains of lice becoming resistant to their effects.

General Home Treatment

Use a fine-tooth comb (preferably a nit comb) to remove the nits, along with a magnifying glass and proper lighting. Grooming is considered an effective way to eliminate lice. It is easier to comb out lice when the hair is wet. While this is also time-consuming, there are no side effects! Combing towards the scalp, against the hair grain, makes it easier to dislodge them. Clean comb after each use. Do this daily for several nights, and then every three nights as needed.

Traditionally, some parents shave a child infested with lice. Although it may make it more difficult for lice to find a warm, comfortable spot, and easier for parents to search for lice, this may draw unwanted attention to the child.

Vacuum carpets and upholstery in the house and car. Clean combs, brushes, and barrettes. Wash them in hot water for 20 minutes, soak in rubbing alcohol for one hour, or discard. Machine-wash linens, bedding, and clothing in hot water. Place in a hot dryer cycle for 30 minutes. Dry-clean stuffed animals or put away in an airtight plastic bag for three weeks. Check other family members for lice, and treat immediately.

Encourage your child to avoid sharing hats, hairbrushes, and other personal items.

Oil may be helpful in eliminating lice by covering and suffocating them. Coat the entire scalp and hair with olive oil or mayonnaise after combing out the nits. Cover the head with a shower cap or towel and leave on for at least two hours. (I would recommend leaving it on for 6-8 hours.) Shampoo the hair, which may take several washings. Examine the scalp and remove any existing nits. Repeat every four days, as needed, for three weeks.

In a study from the Israel Medical Association Journal, a natural head lice remedy with essential oils proved very effective in controlling head lice without serious side effects. The remedy, which contained coconut oil, anise oil, and ylang ylang oil, was applied every five days on three occasions. There are commercially prepared essential oil treatments containing lavender, lemon, rosemary, tea tree, and other oils that may be effective.

Known for her holistically minded approach and combining the 'best of both

worlds,' Dr. Feder is a frequent lecturer for parents and professionals and is the author of *Natural Baby and Childcare* and *The Parents' Concise Guide to Childhood Vaccinations*.

Dr. Lauren Feder of The Medical Group of Lauren Feder, M.D
Author of *Natural Baby and Childcare* and *The Parents' Concise Guide to Childhood Vaccinations*

Lice Shield is a line of hair care products designed to prevent a lice infestation:

Lice Shield offers two products (a leave-in spray and Shampoo & Conditioner In 1) that help prevent the spread of lice. The essential oils used in Lice Shield (rosemary, citronella and eucalyptus extracts - no harsh chemicals) have been proven to dramatically reduce the likelihood of lice infestation by close to 80%. So it's perfect to use on members of the family if one person gets lice to prevent it from spreading, or it's a great way for the entire family to use even before a lice outbreak even hits. (Especially in high-risk area where lots of kids are together, like camp or nursery school - where everyone shares hats and clothes!) www.liceshield.net

We had a TERRIBLE experience with lice, but in the end, I found out the best way to treat them! My daughters were 8 and 4 years old, both in school/daycare. I was newly widowed and dealing with everything as well as I could. When the younger one came home with lice, I set about to stop the problem immediately. On advice from our pediatrician, I used RID on her hair, wrapped all her stuffed animals in plastic bags for weeks, treated her mattress, and dried her pillow and sheets on hot. The problem continued for NINE MONTHS. I am not making this up. The older one eventually got them, and I even discovered a louse in my hair one day as I arrived at work. I shed many a tear! I really worried about all the chemicals I put on the children's heads for those months, treating them maybe once a week (? I'm not sure now--it's been many years). Finally, I noticed that, if I used the blow-dryer on their scalps, the lice did not come back. I have not heard this from anyone else, but it worked for us. If I hadn't figured it out, they would probably still have lice today!

SUSAN K. MORROW INTUITIVE LIFE TEACHER * MYSTIC * AUTHOR *
SPEAKER 512-257-2737 WEBSITE: WWW.SUSANKMORROW.COM

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A DAY IN THE LIFE OF TOGINET HOSTS, NINA FRYE AND CINDI SCHMITZER - MAR 14, 2010

Sandy and Mike Quast of TheRealParents.com joined us while we recorded our show on Toginet radio. Their website includes fun, witty, and informative video tips and tricks about parenting, marriage and more..... Recently, they started interviewing people in a variety of professions by following them for a day to show you "A Day in the Life" of all kinds of careers! And guess what? They wanted to video Living the Dream Moms! Please visit them on TheRealParents.com to see more exciting careers and great videos.

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LOUISE SATTLER WEARING A LTDCHIX SHIRT - FEB 17, 2010

Louise Sattler, host of Learning and Laughter on Toginet Radio bought the LTDchix Workout Mom shirt - The Workout Mom was created for those moms that want to get a workout in but can't find time to go to the gym, or can't get their child/children to go in the daycare at the health center. The Workout Mom is here to make you laugh and let you know that you are not alone! Thanks Louise for the great picture!

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OUTRIGHT ENTREPRENEURS: LTDCHIX.COM REMINDS MOMS THEY ARE "LIVING THE DREAM" - FEB 11, 2010

When Cindi Schmitzer and Nina Frye bundled their kids into the truck one morning in 2005 and headed for a trip to the beach, little did the two friends know that, by the end of the day they would have dreamed up the idea for a business. As their website explains: Late that afternoon, as we wrestled to get seven rambunctious kids back into the truck, we both sat back and laughed at the insanity of it all. Kids were fighting, sand was all over the place, wet bathing suits were soaking into the seats, someone had lost a flip-flop and two boogie boards were sticking out the back window. We had to laugh...instead of pounding our foreheads into the car until we passed out.

What had happened to that idyllic dream of being the perfect mom with the perfect kids and the perfect life?

We came to a few conclusions that day. First: this was it. We *were* Living the Dream.”



And that's where Schmitzer and Frye's online

boutique, LTDchix.com was born. LTD, of course, stands for their motto, Living the Dream. And the boutique sells t-shirts featuring the “Living the Dream” mom in various mom situations such as cooking doing laundry, or driving the kids to soccer practice. LTDchix t-shirts, with their illustrations drawn in wispy, fly-away style, strive to find the humor and joy in a mom's hectic everyday life. These days, the shirts have found popularity with moms of all backgrounds, shapes, ages, sizes and colors, all because of the central message. Says Schmitzer, “We remind moms that they are not alone.”

According to Schmitzer, starting a business was easy enough, but it was keeping it going that proved challenging. She holds a degree in accounting while Frye has a marketing degree, so each were prepared with complementary skills. They agree that putting money into a great website was tantamount to their success, while mistakes included participating in show in New York City. Says Schmitzer, the costs simply weren't worth the return on investment. Another challenge has been driving traffic to the LTDchix.com website, as they now only sell their line online. “We initially sold to stores, but they took a big cut of our profit,” Schmitzer said. “So we decided to pass the savings onto the customer by only selling online.”

As for Schmitzer's advice to new business owners, take advantage of SCORE small business services.

Schmitzer and Frye are also reminding moms that they are not alone every Thursday at 10am on their “Living the Dream Moms” show on toginet.com, and will soon be shooting an infomercial about starting your own t-shirt business. They also have a line of Living the Dream calendars in the works.

“This wasn't something I was expecting or looking for,” concluded Schmitzer. But it's been and continues to be a great ride.”

Cindi Schmitzer is a wife, mother of four, former CPA and volunteer. Nina Frye is a wife, mother of three, and the sales girl of the universe. Together they own LTDchix.com and remind moms that they are “Living the Dream.”



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