

**HAIRMAX**<sup>®</sup>  
The science of hair growth.™

LEXINGTON INTERNATIONAL, LLC  
PRESS RELEASE



## HairMax LaserBand Hair Growth Device Featured on TODAY Show as One of the Coolest Beauty Gadgets

**HairMax is pleased to announce that the HairMax LaserBand was featured on the TODAY show on January 24, 2017 as one of the top five picks for the coolest beauty gadgets of 2017.**

**BOCA RATON, Fla. - Jan. 25, 2017 - [PRweb](#)** - HairMax®, the pioneers in home use laser light treatments for hair loss was featured in a Beauty Gadget segment on the TODAY Show. The LaserBand 82 and 41 models were shown in the segment of the top five picks for the coolest beauty gadgets of 2017. Augusta Falletta, senior beauty editor of Buzz Feed, introduced the devices on the TODAY Show as "the Best of the Best" exhibited at the Consumer Electronics Show earlier this month in Las Vegas.

The HairMax LaserBand is FDA Cleared to treat hair loss and stimulate hair growth in both women and men. HairMax devices are proven to regrow in seven clinical studies with 460 male and female subjects, and are the only hair growth laser devices on the market with clinical study results published in 6 peer review medical journals.

Ms. Fallista showed how fast and easy it is to use the LaserBand, and demonstrated how the patented hair parting teeth work to deliver the laser light energy to the follicles for a highly effective treatment.

Mr. David Michaels, Managing Director of HairMax said: "We are pleased that our devices were chosen to be included in this beauty segment on the TODAY Show. Our company is passionate about developing best-in-class laser hair loss devices and thinning hair care products." Mr. Michaels, also stated. "HairMax Laser devices deliver clinically proven hair growth results in the comfort and convenience of your own home. Being part of such an acclaimed national show will give us tremendous visibility to hair loss sufferers nationwide."

The LaserBand series of laser devices are the newest members in the HairMax range which vary in price from \$199 to \$799. HairMax laser devices are currently available with a free 4 piece thinning hair care bundle.

HairMax laser devices are sold online at [www.hairmax.com](http://www.hairmax.com) and are also available at Nordstrom, Neiman Marcus, Sephora and Ulta Beauty.

The TODAY Show segment can be viewed online: <http://www.today.com/video/curling-iron-facial-steamer-mo...>

### About HairMax

Based in Boca Raton, Fla. Lexington International, LLC. is a pioneer in the development of advanced hair loss treatments and laser hair growth products. HairMax laser devices are the only laser phototherapy medical devices with seven FDA clearances for the treatment of hereditary hair loss in both men and women. HairMax Lasers are also the only laser phototherapy devices with seven clinical studies proving efficacy and safety, with study results published in four peer review journals. Since 2001, in over 171 countries worldwide, HairMax has helped hundreds of thousands of individuals treat their hair loss, stimulate hair growth and improve the condition of their hair.

Online Press Kit: [www.hairmax.com/press](http://www.hairmax.com/press) For more information please visit: [www.hairmax.com](http://www.hairmax.com) for more details.

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