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LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



Introducing Scientifically Formulated HairMax Essential Hair Vitamins

Lexington introduces the HairMax Essential Hair Vitamins for Men and Women, are designed to support overall hair health, and provide essential nutrients required for healthier hair and compliment the laser hair treatment of the HairMax LaserComb.

Boca Raton, FL Mar. 9, 2012 - Lexington International, manufacturer of the HairMax LaserComb®, the only laser phototherapy device to have FDA 510(k) Marketing Clearance for hair growth in men and women, is pleased to announce the introduction of the HairMax® Essential Hair Vitamins. These scientifically formulated products contain a blend of vitamins, supplements and other botanicals to support hair health. The HairMax Essential Vitamins have been designed to compliment the benefits of the laser treatment provided by the HairMax LaserComb. The HairMax Essential Hair Vitamins are being priced at a fraction of the cost of other leading supplements for hair health, to provide premium ingredients without the premium price.

The HairMax Essential Vitamins ingredients like beta sosterol, saw palmetto and soy isoflavene are hypothesized to block the androgens that can lead to thinning hair. They also contain powerful antioxidants such as resveratrol, glucosamine, essential vitamins, and minerals such as biotin, niacin, B6, zinc and folic acid, which are well recognized ingredients for promoting the health of hair. The women's formulation is blended with soy isoflavene instead of saw palmetto to provide the ideal androgenetic blocker for women. As female hair loss can also be a result of iron deficiency, the proprietary blend for females also includes iron to address this issue.

It is well recognized amongst dermatologist that dietary supplementation is vital for skin, hair and nail health. This was confirmed in a survey of 300 dermatologists and the results were published in Nutritional Journal, March 2011. Two thirds of the dermatologists surveyed recommend vitamin supplements for their patients. Therefore, the time is right for the introduction of the HairMax Essential Hair Vitamins as ideal products, to not only contribute to overall hair health, but also compliment the results of hair treatment by the HairMax LaserComb. The HairMax Essential Hair Vitamins dosage for maximum benefit is one capsule in the morning and one in the evening with meals.

Mr. Randy Veliky, COO of Lexington said: “We have worked with leading hair researchers to assure that the HairMax Essential Hair Vitamins line will provide maximum support in contributing to overall hair health in both men and women.” Mr. Veliky also stated: “For men and women treating themselves with the HairMax LaserComb for hereditary hair loss, the HairMax Essential Hair Vitamins were designed to help compliment this laser treatment.”

Mr. David Michael, Managing Director of Lexington said: “The introduction of the HairMax Essential Hair Vitamins greatly expands the HairMax hair care and hair growth line. This introduction will help assure that we offer a complete and comprehensive line of products that meets the needs of men and women who are concerned about their hair conditions such as hair loss”.

About Lexington International, LLC

Based in Boca Raton, Lexington is a manufacturer and developer of advanced phototherapy devices for home use. Lexington International markets the only laser device that has published the results of the efficacy of the device in a peer review journal. The HairMax is also the first and only device of its kind with FDA Clearance for marketing. Over the past 10 years and in over 155 countries worldwide, Lexington Int., LLC has helped hundreds of thousands of individuals to treat their hair condition. For more information, please visit: (www.hairmax.com)



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