

HAIRMAX
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax LaserComb Receives Approval by the Israeli Ministry of Health For Treatment of Hair Loss.

Lexington Int'l announces approval by of the home-use HairMax LaserComb as a home use laser medical phototherapy device by the Ministry of Health in Israel, to treat pattern hair loss and promote hair growth in men and women.

Apr. 23, 2013 - Boca Raton, FL - Lexington International, LLC, developer and manufacturer of the HairMax LaserComb is pleased to announce that the HairMax LaserComb® has received approval for marketing by the Israeli Ministry of Health as a medical device for the treatment of pattern hair loss and the promotion of hair growth. Lexington has partnered with DMT Vision <http://www.dmtvision.com/> to market HairMax devices directly to the public and to place the device in specialty retail centers.

This is an important market, as there are an estimated 2 million men and women in Israel suffering from hair loss. With this approval, Israelis now have a new and effective treatment option to treat their hair loss in the privacy and convenience of their home.

The approval was based on a submission of results from a major clinical study of men and women suffering from the most common form of hair loss, Androgenetic Alopecia. The study results showed a statistically significant increase in hair growth of subjects using the HairMax LaserComb vs. those on the control device. Results from these studies showed that 93% of the subjects using the HairMax LaserComb experienced hair regrowth. There were no incidences of serious side effect occurrences during the clinical trials, nor has there been any from field use of the device since it was launched in 2001.

An important integral component of the HairMax is the patented teeth mechanism which parts the hair during treatment. Since hair is a natural photo protectant which blocks light energy from reaching the scalp, the teeth mechanism assures maximum delivery of laser light energy to the follicles to achieve optimal results.

David Michaels, Managing Director of Lexington said; “The introduction of the HairMax in Israel continues our ongoing marketing efforts to reach a wider audience of people suffering from hair loss all over the world”. ‘Mr. Michaels stated, “Lexington will continue to pursue additional international medical device registrations to assure further availability of the HairMax LaserComb. Our overall goal is to help enrich the lives of millions of people suffering from hair loss by offering them an effective and safe non-drug treatment option for their condition.”

About Lexington International, LLC

Based in Boca Raton, FL, Lexington is a manufacturer and developer of advanced phototherapy medical devices for home use. The HairMax LaserComb is the first and only device of its kind with FDA Clearance for marketing. Over the past 12 years and in over 165 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) or (www.hairmaxsalons.com).



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