

HAIRMAX[®]

The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE

New Hairmax Web Site Launched as Part of Corporate Rebranding

Lexington announces the launch of their new website for the HairMax line of hair growth, hair care and hair health products. The new website features the company's revised look for increased appeal to consumers suffering from hair conditions.

Boca Raton, FL. Lexington Int'l, a market leader in products to treat hair growth, is pleased to announce the launch of their newly redesigned HairMax web site, www.hairmax.com to compliment the revised company brand. The premier product featured on the site, the HairMax LaserComb, is the only home use laser phototherapy medical device proven effective and safe for the treatment of certain classes of hereditary hair loss in men and women. The HairMax LaserComb has been proven effective and safe in 7 clinical trials with 460 subjects, and is the only device of its kind to receive FDA Class II marketing Clearance to allow claims of hair growth in men and women. In fact, the HairMax LaserComb is only the second product with the FDA imprimatur for the treatment of hereditary hair loss in women. The HairMax also has an excellent safety record as there have never been any reports of serious side effects occurring from use of the device. The HairMax now offers a first line, non-drug alternative for both men and women with pattern hair loss.

Other products offered under the HairMax brand that can be used on their own for beautiful, healthy hair or to enhance hair loss treatment with the HairMax LaserComb are:

- The HairMax Healthy Hair Care Products. The Healthy Hair Care collection is sulfate-free and works to gently cleanse and condition the hair while natural botanicals add shine and manageability to make hair look fuller, thicker and healthier.
- The HairMax Essential Vitamins. These products are specifically formulated to work in conjunction with the Healthy Hair Care products to promote healthy hair and nails.

name will link the products under a total hair care 'umbrella'. The new website consolidates all of our hair loss, hair care and hair health products at one site, thus providing customers with easy to access, comprehensive information about our hair loss solutions.

Another product from Lexington is the HairMax Hair Fibers™. The natural keratin protein fibers of the product, cling to existing hair to blend and hide any thinning areas. HairMax Hair Fibers provide instant and dramatic improvements in the appearance of density, volume and natural looking coverage.

The intent of the new site is to allow visitors to easily gain a comprehensive understanding of all of the HairMax products available for the treatment of their hair conditions. The new web site is designed with sharp, up-dated graphics and a clean, new look that enables viewers to easily navigate through the site and find pertinent information about these exciting products. The look is uncluttered and the site uses tabs for the HairMax LaserComb to access pages such as: 'How the HairMax works', The 'FDA Clearance', 'Testimonials and Results', 'News and Media', 'Customer Service and Downloads', 'History of the Device'. In addition to information on other products, a link to the shopping cart and order tab are included. The site also offers information on hair loss, mechanism of action, and testimonials from satisfied users of the device. There are also videos which provide additional information on HairMax features and usage.

The site also includes easy access to other web sites, such as the HairMax Facebook site, <http://www.facebook.com/hairmax> and the HairMax Forum, . The HairMax forum, <http://www.hairmaxforum.com/forum/index.php>, has become a huge resource for hair loss sufferers with over 50,000 members.

Mr. Randy Veliky, COO of Lexington, stated; "This rebranding of our line under the HairMax name will link the products under a total hair care 'umbrella'. The new website consolidates all of our hair loss, hair care and hair health products at one site, thus providing customers with easy to access, comprehensive information about our hair loss solutions.

About Lexington International, LLC

Based in Boca Raton, Lexington is a manufacturer and developer of advanced phototherapy devices for home use. The HairMax is also the first and only medical device with FDA Clearance for marketing for the treatment of hair loss and promotion of hair growth in both men and women. The HairMax is the only device of its kind to have results of the efficacy of the device published in a peer review journal. Over the past 10 years and in over 163 countries worldwide, Lexington Int., LLC has helped hundreds of thousands of individuals to treat their hair condition and enrich their lives. For more information, please visit: (**www.hairmax.com**)



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