

HAIRMAX[®]
The science of hair growth.™

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax Exhibits Award Winning Laser Hair Growth Devices and Thinning Hair Care Line at CosmoProf

HairMax offers the full retail solution for hair loss at CosmoProf North America 2016, in Las Vegas, July 24-26, 2016 in Booth #22087

BOCA RATON, Fla. - July 5, 2016 - [PRLog](#) -Visitors at CosmoProf North America can experience the Science of Hair Growth in the Cosmetics and Personal Care section, Booth # 22087. HairMax, recognized world-wide as the pioneer in home use low level laser technology for hair loss will exhibit their comprehensive product line, including FDA Cleared, breakthrough home use laser hair growth devices and collection of thinning hair care products and supplements.

HairMax will demonstrate how laser technology energizes hair follicles to effectively treat hair loss, reverse hair thinning and regrow thicker, fuller, healthier hair. HairMax laser devices deliver low-level light therapy (LLLT), clinically proven to increase hair counts with an average of 129 additional new hairs per sq. inch within six months, with no harmful side effects. We take pride in offering the most clinically studied laser devices on the market, having completed 7 clinical studies with over 460 men and women - more than any other company. HairMax laser devices have been granted a total of 7 FDA Clearances for both men and women. In our effort to provide safe and affordable hair loss treatments for all budgets, we offer several laser device models with retail price points ranging from \$195 to \$795, varying in number of laser diodes and treatment time.

HairMax's premier device, the LaserBand 82, launched in 2015 with great fanfare. The device's band design, 82 medical-grade red laser diodes and patented hair parting teeth provides the fastest most effective laser hair loss treatment ever. Treatment time takes as little as 90 seconds, just 3 days a week. The speed and effectiveness of this device is unprecedented in the hair loss industry.

"The LaserBand has become a sales leader and customer favorite. The winner of prestigious awards by New Beauty Magazine, New You Magazine and LNE Spa, it has been prominently reviewed in the media, including the Wall Street Journal, USA Today and the Dr. Oz show. We offer multiple HairMax laser device models at various price points, to make laser hair loss treatments available to all. We further build our global brand with our range of thinning hair care products, which has expanded to include shampoo, conditioner, topical hair & scalp treatments and dietary supplements to help address the multiple causes of hair loss." states Francesca Dubsky, Director of Marketing.

The HairMax for den*sity collection, must have, high performance products developed with leading hair loss experts and researchers, help protect fragile thinning hair and optimize scalp health - bringing suppleness, vitality and new life back to your hair. This unique topical hair care line is formulated to gently cleanse and hydrate, nourish and revitalize hair, without the damaging effects of sulfates and other harsh ingredients.

- Shampoo - Low pH, Sulfate Free formulated with DHT blockers, anti-oxidants and therapeutic botanicals
- Conditioner - Sulfate free, plant extracts, Vitamin E and moisture locking polymers
- Revitalizer - Exfoliates the scalp, dissolving excess buildup that can clog hair follicles and inhibit hair growth.
- Activator Serum - 3 independent DHT blockers, Niacinamide, Anti-oxidants and other vital ingredients to

nourish the scalp and encourage naturally thicker, stronger, healthier looking hair.

- Dietary Supplements - providing nutrients known to support healthy hair, including Biotin, DHT Blockers, Niacin and MSM.
- Hair Building Fibers - NEW 2016 LAUNCH - re-formulated and re-packaged for a more natural appearance and easier application.

"We persistently innovate and work to expand multi-channel international distribution with key partners and we welcome your visit to our booth to review our product line and discuss how you can join our ever growing network."states, Randy Veliky, Chief Technology Officer.

Visitors are encouraged to visit our exhibit for a hands on demo of the product line and a sneak peek at the never before seen, newest laser device in the HairMax range, the LaserBand 41 - slated for Q4 release.

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.

Visit: <http://www.hairmax.com> for more details.

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