

HAIRMAX
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax Expands Distribution to Salon/Spa Industry By Introducing the HairMax Hair Growth System

Lexington Int'l is pleased to announce a new partnership with the salon/ spa industry via the HairMax Salon Program which will enable salons and spas to offer the HairMax Hair Growth System to their clients.

Boca Raton, FL August 14, 2012 - Lexington International, LLC manufacturer of the revolutionary HairMax LaserComb® for the treatment of hereditary hair loss, is pleased to announce the new HairMax Salon/Spa Program.

This program is specially designed to make it possible for salons and med spas to become a HairMax Center for Hair Growth by offering a clinically proven treatment to their clients suffering with hair loss. With the integration of the HairMax® Hair Growth System, salons and med spas can expand their product lines and add a profitable revenue stream to their business.

The HairMax Hair Growth System features the patented HairMax LaserComb, the first and only FDA Cleared home-use laser photo therapy device that stimulates hair follicles and promotes hair growth in men and women with hereditary hair loss. The HairMax LaserComb has been clinically proven safe and effective in seven double blind, device controlled studies. Over 90% of users in these studies experienced significant hair growth. Other benefits include revitalization of dormant hair follicles, increase in hair density and reversal of the thinning process. Most importantly, no serious adverse side effects have ever been reported.

The HairMax Hair Growth system also includes a comprehensive line of hair care products, treatments and supplements formulated with ingredients known to support hair growth and complement the HairMax LaserComb treatment.

Reports show that over 80 million men and women in the U.S. are suffering from hereditary hair loss. A growing number of hair salons and med spas are recognizing this fact by offering products and services tailored to hair loss sufferers. Ms. Corinne Smith Business Development Manager, Aesthetics Channel of Lexington said, " We are pleased to launch this new program, enabling salon owners and stylists to offer their clients the HairMax Hair Growth System. Expanding our distribution channel to include salons, will make the system more accessible to those suffering from hair loss and thinning hair."

For more information regarding the HairMax Hair Growth system please visit www.hairmaxsalons.com or contact Corinne Smith at (561) 314-2430 x131 for U.S. sales / Mila Sardelli at (561) 314-2430 x130 for international sales.

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).



www.Facebook.com/hairmax



www.Twitter.com/hairmax



www.YouTube.com/hairmaxlasercomb

Lexington International, LLC | 777 Yamato Road, Suite 105, Boca Raton, FL 33431 | 561.417.0200

www.HairMax.com