

**HAIRMAX**  
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC  
PRESS RELEASE



## **HairMax Expands Distribution to Harrods, The Largest Luxury Merchandiser in the United Kingdom**

**Lexington Int'l is pleased to announce that HairMax LaserComb is now available at Harrods in London, England, the most prestigious merchandiser in the world. HairMax will be the exclusive device for treating hair loss offered at Harrods.**

Boca Raton, FL Sep 05, 2012 - Lexington International, manufacturer of the HairMax LaserComb®, the only home-use laser phototherapy device that is clinically proven to effectively treat certain classes of hereditary hair loss in men and women, is pleased to announce that HairMax LaserComb® Professional 12 model is now offered for sale at the most prestigious merchandiser in the world, Harrods in London.

The HairMax LaserComb has been proven in seven clinical trials with 460 subjects, to be an effective and safe non-drug treatment for hair loss and for the promotion of hair growth. Further, since the introduction of the HairMax in 2001, hundreds of thousands of people have successfully used HairMax to treat their hair loss condition. Harrods, in-store Cosmetic Center, offers an extensive line of prestigious home-use 'Beauty Devices' for anti-aging. HairMax will expand the line of 'Beauty Devices' at Harrods to satisfy increasing consumer demand for an effective, safe, convenient, non-drug product to effectively treat their hair loss. HairMax Professional 12 is a one-time investment and does not require the use of any other products to achieve results.

Since hair loss is an aesthetic condition, products for the treatment of hair loss should not cause further complications. The HairMax is effective when used alone and does not require the use of any drugs to be efficacious, which makes the HairMax an ideal first line non-drug choice for people with hereditary hair loss.

Harrods is the number one luxury store in England and the most unique and prestigious merchandiser in the world. From its modest beginnings as a grocer and tea merchant in 1834, it has evolved to what is now a Terracotta Palace filled with luxury merchandise. The store continues to amaze and intrigue customers from around the world with first-class service, product quality and an unmatched international brand selection. Harrods is undoubtedly the most popular shopping destination for anyone who visits London.

Mr. David Michaels, Managing Director of Lexington said: “We are honored and excited to have the HairMax chosen by Harrods to be the exclusive home-use hair loss treatment available in-store. Expansion of distribution of HairMax LaserComb to Harrods, the number one luxury merchandiser in England is another milestone in the continued growth and acceptance of the HairMax as an effective treatment for hair loss”. Mr. Michaels further stated, “This marks another important step in our quest to rapidly to expand distribution into other important retail merchandisers to generate widespread availability of the device”.

### **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](http://www.hairmax.com)**)



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

[www.HairMax.com](http://www.HairMax.com)