

HAIRMAX[®]
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



New HairMax LaserComb Professional Web Site Launched as Part of Corporate Rebranding

Lexington Int'l announces the launch of their new Professional website which is designed to provide complete information to health care professions about treatment of hair loss with the HairMax LaserComb.

Oct 30, 2012 - 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 LaserComb® Professional web site, www.hairmaxpro.com which incorporates the revised company branding. The site is designed to enable dermatologists and other health care professionals gain a comprehensive understanding of not only the HairMax LaserComb, but all of the HairMax® Healthy Hair Care line of hair care products that are available for the treatment of their patients' hair conditions. These products are formulated to compliment treatment with the HairMax LaserComb.

The new web site is designed with sharp, up-dated graphics and a clean, new look that enables viewers to easily navigate through it to find pertinent information about the HairMax LaserComb and the other products in the line. The look is uncluttered and there are tabs to access pages such as: 'Laser Therapy', 'Clinical Studies', 'FDA Clearance', 'Typical Results', 'Press Releases', and a complete list of "Resources" that are available to help enhance treatment with the HairMax LaserComb.

The site also features the results obtained from 7 clinical trials with 460 subjects that have been carried out to date with the HairMax LaserComb. There is also information on the FDA marketing Clearance granted by the FDA for the device. The HairMax is the only device of its kind to receive FDA Class II marketing Clearance to allow claims of hair growth in men and women. Those who visit the web site will learn that the HairMax has an excellent safety record, as there have never been any reports of serious side effects occurring from its use.

Mr. Leonard Stillman, Director of Professional Services stated; "The HairMax is an ideal first line alternative to drugs for treating hereditary hair loss. We believe that this newly designed web site will enable health care professionals to better understand the placement of the HairMax in his/her armamentarium as a first line choice for the treatment of hair loss in men and women".

About Lexington International, LLC Based in Boca Raton, Lexington is a manufacturer and developer of advanced phototherapy devices for home use. Lexington International markets the only laser device that has published the results of the efficacy of the device in a peer review journal. The HairMax is also the first and only device of its kind with FDA Clearance for marketing. Over the past 10 years and in over 155 countries worldwide, Lexington has helped hundreds of thousands of individuals to treat their hair condition. For more information about the HairMax LaserCombs, before & after photos or to request a product sample for editorial review, please contact: mediarelations@hairmax.com



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