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The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



Internationally-Renowned Stylist to the Stars Joins HairMax

HairMax is pleased to welcome Celebrity Stylist, Yiotis Panayiotou as their new Brand Ambassador

Feb. 23, 2015 - BOCA RATON, Fla. -- Behind every great celebrity hairstyle is a great hairstylist, and behind many of those great celebrity hairstyles is Yiotis Panayiotou.

Now, the man who has coifed such Hollywood heavyweights as Cindy Crawford, Val Kilmer, Helen Mirren, Eva Mendez and Heidi Klum has partnered with the manufacturer of the HairMax LaserComb as spokesperson and brand ambassador. Yiotis will be representing HairMax at media and hair events as well as in the company's advertising.

Panayiotou said that he agreed to come on-board after learning about the science behind the pioneering company's hair loss treatments and hair growth products. Those include the FDA-cleared HairMax LaserComb and a full line of products to support healthy hair growth.

"More and more of my clients had been approaching me with their hair loss concerns, so I began looking into options," said Yiotis. "In my research, I found that the quality and excellence of the HairMax product line was unmatched".

"I learned that there had been seven clinical studies resulting in six FDA clearances for the HairMax LaserComb. I examined the clinical before and after photos of users and spoke with men and women who had benefitted from the LaserComb treatment and the company's various hair growth products, "With HairMax's innovations leading the hair loss industry, I knew that this was a company that I wanted to get involved with."

He added that he was especially impressed that the affordable LaserComb has a track record of promoting hair regrowth in over 90 percent of people who use it as directed.

"We are extremely excited to be welcoming Yiotis to the HairMax team," said the company's marketing director Francesca Dubsky. "We had been looking for a long time to work with someone we felt could passionately tell the HairMax story, and Yiotis was the perfect fit."

"My job is to help my celebrity clients look their best both on and off camera," added Yiotis, who studied at the legendary Vidal Sassoon Academy in London before coming to Hollywood in 2001. "If I can do the same for others by promoting the many effective options HairMax offers, then everyone can have their own little piece of Hollywood glamour. After all, everyone deserves to look their best."

About HairMax

Based in Boca Raton, HairMax is a pioneer in the development of advanced hair loss treatments and laser hair growth products. The HairMax LaserComb is the only laser phototherapy medical device with 7 FDA Clearances for the treatment of hereditary hair loss in both men and women. The HairMax is also the only laser phototherapy device to have the results of 6 clinical studies proving efficacy and safety of the device, published in four peer-review medical journals. Since 2001, in over 165 countries worldwide, Lexington Int'l. has helped hundreds of thousands of individuals to treat their hair loss and improve the condition of their hair. For more information, visit www.hairmax.com

About Yiotis Panayiotou

Yiotis is one of the leading hair stylists working today in Hollywood. Renowned also for his work in the film, music and fashion industry, Yiotis started life far away from the glittering lights of Hollywood, growing up in Cyprus and Greece. He studied at the world-renowned Vidal Sassoon Academy in London before coming to Hollywood in 2001.

He has many impressive credits including head hairstylist for the blockbuster movie Transformers III and key hairstylist for Transformers IV. He designed Lady Gaga's hair for her "Just Dance" album cover. His fashion work has appeared in fashion editorials for Vogue, Marie Claire, Flaunt, Harper's Bazaar, Vanity Fair and Elle. He also handled fashion design in advertisements for Calvin Klein, Guess?, L'Oreal, Tommy Hilfiger, Saks Fifth Avenue and Neiman Marcus.

Yiotis's client roster includes **Cindy Crawford, Val Kilmer, Helen Mirren, Eva Mendez, Kate Beckinsale, Toni Collette, Milla Jovovich, Matthew McConaughey, Mick Jagger and Heidi Klum.**

For more information about Yiotis Panayiotou please visit www.yiotispanayiotou.com



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