

HAIRMAX
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



Announcing the HairMax LaserComb ‘SWITCH’ Program for Men With Hair Loss

Lexington Int’l announces the creation of the ‘SWITCH’ Program, which offers a discount for purchase of the HairMax LaserComb® for men with hereditary hair loss who wish to switch treatment from oral drugs to the non-drug treatment, the HairMax LaserComb.

Boca Raton, FL July 13, 2012 Lexington Int’l manufacturers of the home use laser phototherapy medical device, the HairMax LaserComb is pleased to announce the launch of a new sales program to provide those suffering from hereditary hair loss with a drug-free alternative. The ‘SWITCH’ program, intended for men being treated for hair loss with an oral drug, will allow these men to purchase the HairMax LaserComb at a significant discount. The HairMax is the only laser phototherapy device proven effective for the treatment of certain classes of hereditary hair loss and the promotion of hair growth in both men and women. The HairMax LaserComb is available in 3 models, the Advanced 7, the Premium 9, and the Pro 12.

On July 12, the Today Show and again on Nightly News with Brian Williams on NBC, a segment by Dr. Nancy Scheiderman, Chief Medical Editor for NBC News was broadcast on the potential for the occurrence of sexual side effects in men treated with the oral drug finasteride, which is marketed as Propecia®. She reported on a study conducted on the drug at George Washington University and below is a link to a discussion and a video of that study by the clinical investigator.

<http://www.gwu.edu/explore/mediaroom/gwinthenews/researchspotlight/gwstudyshowsmenreportpersistentsexualimpairmentafteruseofcommonhairlossdrugs>

While the incidence of these side effects has not been firmly established, these and other reports have created much concern and anxiety amongst many men taking the drug.

If any men who are taking oral drugs are concerned about the potential for side effects, we encourage them to discuss this with their physician. If after that discussion if they want to ‘SWITCH’ from an oral drug to the HairMax LaserComb, they can order the HairMax LaserComb and receive \$25.00 to \$50.00 off of the purchase price depending on the model. They simply have to call the Sales Office at Lexington, 1-800-9REGROW (734769) and tell the Customer Service Representative that they wish to take advantage of this ‘SWITCH’ offer and the discount will be given.

The HairMax LaserComb is an ideal non-drug alternative to oral drugs. The efficacy and safety of the HairMax LaserComb has been proven in 7 clinical studies with 460 subjects where over 93% of subjects experienced hair growth. Most importantly, there has never been any reports of serious side effects occurring in the clinical studies, nor from the over 10 years the device has been marketed. The HairMax LaserComb is the only laser phototherapy medical device with FDA marketing Clearance for the treatment of androgenetic alopecia (pattern baldness) in both men and women. Complete information can be found on the official HairMax LaserComb web site:<http://www.hairmax.com>. Below is the official indication for the device.

“The HairMax LaserComb models are indicated to treat Androgenetic Alopecia, and promote hair growth in males who have Norwood Hamilton Classifications of IIa to V and in females who have Ludwig (Savin) I-4, II-1, II-2, or frontal patterns of hair loss and who both have Fitzpatrick Skin Types I to IV”

The HairMax LaserCombs are cost effective and will offer a safe and effective alternative to oral drugs when used 3 times a week for 8-15 minutes per session. Results are seen in as little as 12 weeks and there is a 20 week money back guarantee (less a restocking charge). If a physician has any questions about the HairMax LaserComb, provide them with this Press Release so he/she can learn where they can receive Professional information at:
<http://www.hairmaxpro.com>

Mr. Leonard Stillman, Director of Professional Services at Lexington said; “While the incidence of sexual side effects with Propecia has not been fully quantified, many men now taking the drug are concerned and have discussed with their physician their desire to discontinue the drug. The HairMax LaserComb offers a non-drug option instead, which is a safe and effective alternative to oral drugs for the treatment of hereditary hair loss”

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)



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