



HairMax® The Pioneer in Laser Hair Growth, Launches Innovative Product Line Creating a New Category in Hair Care.

HairMax® for den•si•ty with targeted delivery system, proprietary NRG8-pLEX™ formula and light activated ingredient helps protect against biological aging and transforms thinning hair.

BOCA RATON, Fla. - October 17, 2018 - PRWEB -- HairMax, the Florida-based pioneer in laser hair growth announced the launch of their new HairMax for den•si•ty hair care system now available worldwide. Scientifically developed and designed to go a step beyond simply treating thinning hair, the new system targets the scalp directly with over ten active ingredients to energize and nourish hair & scalp.

Suitable for all hair types, HairMax for den•si•ty is formulated with a proprietary NRG8-pLEX™ blend and ingredients such as Adenosine ATP, Apple Stem Cell, Reishi Mushroom, Caffeine, Niacinamide (vitamin B3), and a custom zinc and amino complex, all clinically proven ingredients for thinning hair. A unique targeted delivery system, utilizing liposome technology, delivers the active ingredients to help protect hair against biological aging and environmental stress.

“The newly formulated HairMax for den•si•ty hair care line expands the HairMax brand into a new category of hair care. Incorporating NRG8-pLEX, into our premium bio-active formulas has resulted in a fantastic product line for consumers with all hair types.” said David Michaels, HairMax Co-Founder and Managing Director. “Our hero product, ACCELER8™ Hair Booster + Nutrients was innovated with a light activated ingredient to enhance the overall hair growth treatment experience.”

The Hair Max® for den•si•ty hair care line was created as a stand-alone system for thinning hair, but also works to enhance the treatment of HairMax’s FDA Cleared laser hair growth devices.

- **HairMax® STIMUL8™ Shampoo & EXHILAR8™ Conditioner**- The first step in the system. The gentle cleansing effect and moisture-balancing properties prepare the scalp to absorb the NRG8-pLEX™ blend, allowing for optimal delivery of the active ingredients. Additionally, the energizing formula supports hair strength by sealing the hair cuticle to prevent future breakage and product build up.
- **HairMax® ACCELER8™ Hair Booster + Nutrients** - The hero product for thinning and lifeless hair. This leave-in booster combines advanced science with the most effective topical delivery system on the market. The highly effective ingredients are encapsulated in a liposome to target the hair follicle. This powerful booster helps treat all 6 mechanisms of thinning hair, leaving you with fuller voluminous looking locks.
- **HairMax® RSN8™ Pro Scalp Treatment** - Healthy hair starts with a healthy scalp. RSN8 Pro Scalp Treatment applies skin care research to your scalp. Eight highly active ingredients rejuvenate, stimulate and nourish your scalp to help fight the signs of aging and provide a stronger foundation for thicker, fuller hair.

“When people think of skincare, the scalp is often neglected. The scalp is also skin and ages just like our facial skin does. Biological aging is one of the reasons for thinning hair, and it is important to keep our scalp healthy and youthful.” Said Ashlee Halbe, PA-C, MMS, and Vice President of Strategic Development at HairMax®. “The philosophy behind the re-invention of the HairMax® for Density hair care line was to find new routes to fuller, thicker, healthier hair. We took an innovative multi prong approach by using actives that deliver superior efficacy and combined them with a targeted delivery system. This product line was inspired by the fact that consumers want healthy looking, fuller hair so we worked to formulate high performance products that are unique to this market.”

HairMax® for den•si•ty is joining the company’s legacy of FDA cleared laser hair growth devices, including the LaserBand 82 and the RegrowMD Laser 272 and is available for purchase and worldwide shipping through <http://www.hairmax.com> and <http://www.hairmaxdensity.com>

About Lexington International, LLC

Based in Boca Raton, Lexington Int’l is the global leader in laser hair growth technology. Lexington laser devices are the first device on the market to receive FDA Clearance as a medical device to treat hair loss and stimulate hair growth. Lexington laser devices have been the subject of 7 clinical studies proving both efficacy and safety with an over 90% success rate. Today, Lexington laser devices hold 8 FDA clearances and 14 medical device licenses world-wide. Sold in over 170 countries, Lexington has helped over 1.5+ million men and women treat their hair loss and enrich their lives.

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