



HairMax® introduces technologically advanced Laser 272 Hair Growth Cap with exclusive PowerFlex design for comfort, flexibility, quality & unsurpassed clinical results at CES 2020, Booth #44722 in Las Vegas.

HairMax, the pioneer in laser hair growth, unveils its next-generation laser hair growth cap to the world at CES, the global stage for innovation and technology.

BOCA RATON, Fla. - Jan 5, 2020 --

Utilizing the groundbreaking technology of its pioneering LaserComb and LaserBand devices, the introduction of the Laser 272 PowerFlex Cap expands the HairMax range, offering the widest selection of light therapy devices for hair growth.

The HairMax Laser 272 PowerFlex Cap has been scientifically engineered with these unique features, surpassing all other Laser Caps on the market:

- Laser 272 PowerFlex Cap incorporates 272 medical grade laser diodes, providing 1360mW output. No LEDs.
- Exclusive PowerFlex design provides maximum flexibility and unparalleled comfort, adjusting to fit different head sizes and shapes.
- The soft comfort silicone insert is uniquely fabricated to both conceal the internal circuitry and protect the laser diodes.
- The laser diodes are densely spaced and precisely aligned to deliver uniform follicle stimulation.
- Dual operating mode technology for choice of 15 or 30 min treatment.
- Rechargeable & lightweight battery for freedom of movement at home or on the go.
- Illuminated treatment timer and battery level indicator to keep track of your treatment and lets you know when it's time to recharge.

HairMax laser devices are FDA cleared to treat hair loss and stimulate hair growth. Seven clinical studies were conducted at major medical research centers in the U.S. showing an increase hair count of 129 additional new hairs per sq. inch and an 81% increase in hair growth when compared to that of the control device.

HairMax stands alone with an unmatched 20-year tradition of high-quality manufacturing standards in an ISO 13485:2016 registered, MDSAP certified and GMP compliant facility.

“Our family of laser devices for hair growth are as varied as the individual needs of the men and women we serve. We are continually inspired to innovate new hair growth products to fit each and every hair loss concern, budget and lifestyle.” said David Michaels, HairMax Founder and Managing Director.

In celebration of our new Laser 272 PowerFlex Cap CES launch, we will feature giveaways during the event. One lucky winner* will be selected to receive a HairMax laser device (LaserComb, LaserBand, and a Grand Prize Giveaway Laser 272 PowerFlex Cap). The first 25 media representatives who check in to our exhibit will receive a 3pc HairMax Bio-Active Hair Therapy Starter kit (retail value \$25). *limited to press & media representatives. Names selected at random.

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.

For more information, please visit: <http://www.HairMax.com>

MEDIA CONTACT

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HairMax Partners with Breastcancer.org In Support of Breast Cancer Awareness Month

HairMax, the pioneer in laser hair growth, is pleased to announce its corporate support for Breastcancer.org during Breast Cancer Awareness Month in October.

BOCA RATON, Fla. - Oct 1, 2019 - PRLog --

Lexington Int'l is pleased to announce its support of BreastCancer.org during Breast Cancer Awareness Month in October. Breastcancer.org is a nonprofit organization dedicated to providing the most reliable and up-to-date information about breast cancer and breast health as well as an active and supportive online community.

We are joining Breastcancer.org in their efforts to help women and their loved ones help make sense of the complex medical and personal information about breast health, so they can make the best decisions regarding treatment. To support this organization, HairMax has made a generous donation and is providing 15% savings to their members on every sale made through their exclusive link - www.breastcancer.org/shop using code: BCOHair."

"Breast Cancer.org is an amazing organization that helps millions of women and men dealing with the devastating effects of Breast Cancer," said Francesca Dubsy, Director of Marketing, "We are proud and excited to support this organization and to provide their members with special offers."

While chemotherapy has made major advancements in successfully treating breast cancer, it is well-known that as a result, excessive or complete loss of hair can occur. Once the regimen has been completed the returning hair can look thinner and sparser, than it was prior to treatment. Because of this, hair loss due to chemotherapy is one of the most emotionally distressing side effects of treatment.

"Partners like HairMax allow Breastcancer.org to empower people with the confidence, clarity and knowledge they need. Going through breast cancer is one of the most challenging times, which is why we feel passionate about helping women and making their lives a little easier" states Rita Lusen, VP of Partnerships & Development.

HairMax laser devices are indicated by the FDA for the treatment of hereditary hair loss. Although they are not indicated to treat chemotherapy induced hair loss, many people who have completed chemotherapy have chosen to use HairMax laser therapy and hair care products and have reported good results.

Mr. David Michaels, Managing Director of Lexington said: "As a company that truly cares, it gives us great satisfaction to help women and men regain their self-confidence and positive feelings about themselves. It is important to us to make a difference, by helping people to achieve the best results for their hair."

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