



LEXINGTON INTERNATIONAL, LLC PRESS RELEASE

HairMax Receives ANVISA Approval for Laser Devices for the Treatment of Hair Loss in Brazil

HairMax announces approval for HairMax® Laser devices by ANVISA in Brazil for home-use laser phototherapy devices to treat hair loss, thinning hair and the promotion of hair growth.

BOCA RATON, Fla. - March 29, 2018 - PRLog -- Lexington International, LLC, developer and manufacturer of HairMax laser devices is pleased to announce that the HairMax LaserBand 82 and the Prima 7, Ultima 9 and Ultima 12 LaserComb devices have achieved ANVISA approval for marketing for the treatment of hereditary hair loss in Brazil. We now have registration in the largest cosmetic market in Latin America. The hair care category alone in Brazil is estimated to be worth almost USD 6 billion and has a 50% share of the Latin American market. This approval is a huge opportunity for HairMax to capture more market share and solidify its global dominance in the hair care/hair loss category.

Sergio Borjas, Quality Systems and Regulatory Compliance Manager stated: “The approval process was arduous, taking 1 ½ years to complete and required an extensive submission of documentation including clinical study information, technical specifications and safety profile. This is a major achievement, as Brazil is a key market for HairMax.”

As background, HairMax laser devices have been the subject of 7 clinical studies in 460 male and female participants. They have been conclusively proven both safe and effective in treating hereditary hair loss and promoting hair growth. In the clinical studies, over 90% of all subjects experienced hair growth with an average increase in hair count of 129 additional new hairs per sq. in. There are a range of devices available, which vary in the number of laser diodes and treatment time – from 15 minutes with the Prima model to as little as 90 seconds with the LaserBand 82 model. To date, over 1 million men and women around the world have treated their hair loss with HairMax devices.

David Michaels, Managing Director of Lexington said; “The introduction of HairMax in Brazil is a major milestone and continues our ongoing marketing efforts to expand distribution of HairMax laser devices in South America. Achieving the approval of ANVISA enables us to reach a wider audience of people suffering from hair loss in that vital region. ‘Mr. Michaels stated, “Lexington will continue to pursue additional international medical device registrations to assure further availability of HairMax laser devices world-wide, to help hair loss sufferers regrow their hair and enrich their lives.”

About HairMax

Based in Boca Raton, Fla. Lexington International, LLC. is a pioneer in the development of advanced hair loss treatments and laser hair growth products. HairMax laser devices are the only laser phototherapy medical devices with seven FDA clearances for the treatment of hereditary hair loss in both men and women. HairMax Lasers are also the only laser phototherapy devices with seven clinical studies proving efficacy and safety, with study results published in four peer review journals. Since 2001, in over 171 countries worldwide, HairMax has helped hundreds of thousands of individuals treat their hair loss, stimulate hair growth and improve the condition of their hair.

Online Press Kit: www.hairmax.com/press

For more information please visit: www.hairmax.com for more details.

Media Contact

For Media Inquiries Contact: Francesca Dubsky, Director of Marketing

Email: fd@hairmax.com

Corporate Office: 561.314.2430 ext. 124

