

RESULTS

Users of the HairMax will notice some or all of the following benefits:

- ✓ New hair growth of dormant follicles
- ✓ A substantial decrease in hair fallout
- ✓ Increased speed of hair growth
- ✓ Increased manageability of the hair
- ✓ Overall better quality and condition of the hair



HAIRMAX®

HAIRMAX.COM

Call 24/7

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QUESTIONS AND ANSWERS

Q: Who is the best candidate for the HairMax®?

A: HairMax can be used by men and women with thinning hair or pattern baldness caused by a hereditary condition.* Physicians use a system known as the Norwood-Hamilton Classification (men) and the Ludwig-Savin Scale (women) to describe the degree of hair loss. Your physician can discuss with you whether the HairMax is appropriate for treating your condition.

Q: How often do I need to use the HairMax?

A: It is recommended to use the HairMax 3 times per week with at least a day between each treatment. Depending on the model, the total treatment time varies from 8 to 15 minutes at each session.

Q: Can the HairMax be used with other medications?

A: Yes, there are no contraindications against using HairMax with other medicines. You should, however, discuss this with your physician and determine which methods of treatment best suit your individual needs.

Q: Will results improve when the HairMax is used more frequently than 3 times a week for 15 minutes?

A: It has been found that three times a week is the optimal amount of usage needed to generate maximum results. Using the HairMax more than three times per week has not shown any additional benefits of treatment.

Q: How long before results are seen from use of the HairMax?

A: Experience varies, but most users start to see benefits in as little as 12 weeks. However, hair grows slowly and it may take some users a longer time to see the benefits. Allow a full 26 weeks of usage to see new hair growth, reduction in shedding and hair that is healthier and more manageable.

Q: When is the best time to use the HairMax?

A: The HairMax is best used after showering. It can be used on a wet or dry scalp, but should be used before applying any topicals, gels or other hair products.

QUESTIONS AND ANSWERS

continued...

Q: Will additional hair fall out when using the HairMax?

A: Some users experience an initial increase in telogen fallout after starting treatment. This is a good sign and indicates a new healthy anagen hair is growing in to replace the weakened telogen hair.

Q: What is the difference between the 3 models?

A: The laser energy delivered by each of the devices is the same. The only difference is in the treatment time needed at each session. The more lasers the device has the less time is needed.

Q: How often do I have to charge the HairMax?

A: The HairMax Lux 9, Premium and Professional 12 are equipped with a built-in lithium ion battery and once fully charged (in 2-3 hours) they can be used for approximately 10 hours of continuous use. When the battery requires charging, the HairMax will turn off. It is recommended that you always return the HairMax to the charging cradle after each use to keep it fully charged.

Q: Does the laser power of the HairMax diminish if the battery is not fully charged?

A: The HairMax is designed to deliver the optimum dose of laser energy and will not diminish as the battery discharges. Instead, if the battery becomes too weak, the device will turn off completely and alert the user that it is in need of charging. The battery is designed to last for 2-3 weeks without a charge. If traveling longer than 2 weeks, we recommend that you take your power cord with you in case the device needs charging while you are away.

Q: How do I use the HairMax to treat my hair loss?

A: Place the HairMax flat on your scalp so that both rows of the teeth are touching your scalp. Start by moving the HairMax against the way your hair grows from front to back. Next, move the HairMax from side to side. Repeat these passes for the total recommended treatment time of your device.

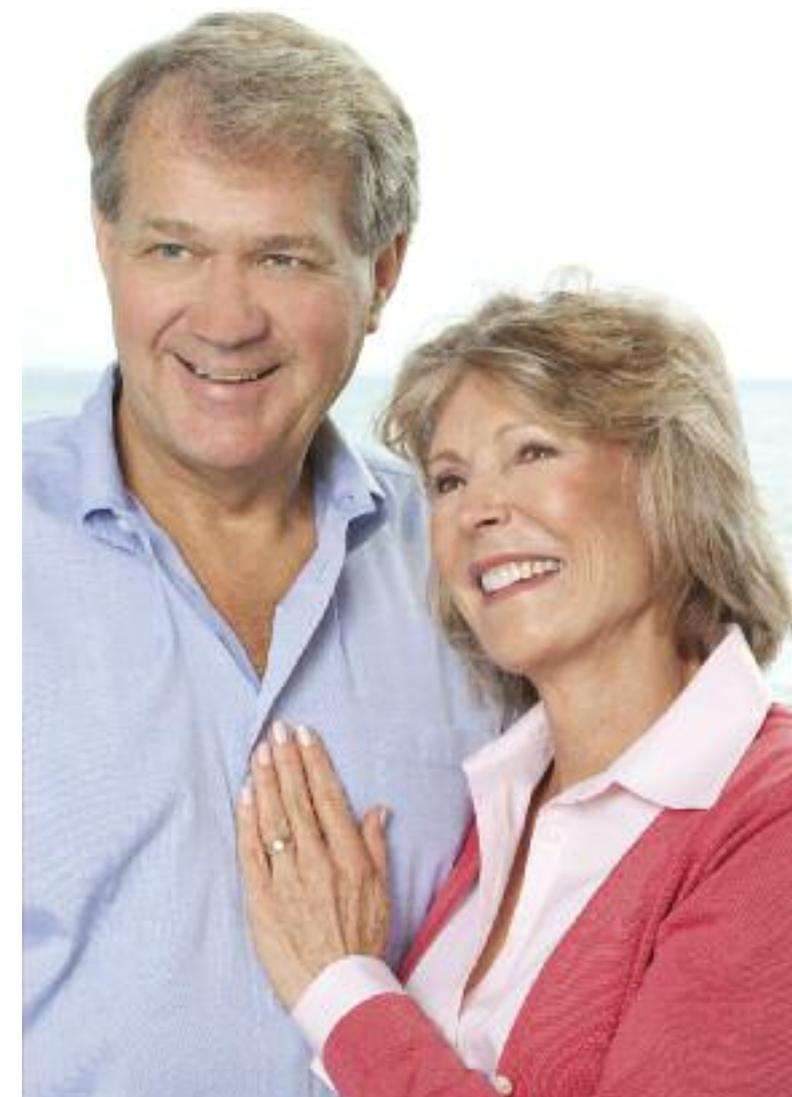
*The HairMax LaserComb models are indicated to treat Androgenetic Alopecia, and promote hair growth in **males** who have Norwood Hamilton Classifications of IIa to V and in **females** who have Ludwig (Savin) I-4, II-1, II-2, or frontal patterns of hair loss and who both have Fitzpatrick Skin Types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

HAIRMAX®

The science of hair growth.

PATIENT INFORMATION

Breakthrough in Hair Growth,
Hair Care and Hair Science



INTRODUCTION

Some say it is the hair that makes the man or the woman; it's been called our crowning glory and defines our style, framing our personal presentation. For many people, losing their hair is a frustrating experience.

Thanks to the HairMax LaserComb®, there is now well founded hope for those suffering from hair loss and thinning hair.*

Lexington International, LLC began developmental work on Laser PhotoTherapy over 20 years ago in Australia. Since then, the company has been at the forefront of this emerging technology. In 2001, the HairMax was introduced to the market and, from its inception, over 93% HairMax users are satisfied with their results.

In 2007, based on a multi-center clinical study, the HairMax received FDA Marketing Clearance for the treatment of androgenetic alopecia and the promotion of hair growth in males.* In 2011, based on multi-center clinical studies, the HairMax received FDA Marketing Clearance for the treatment of androgenetic alopecia and promotion of hair growth in females*.

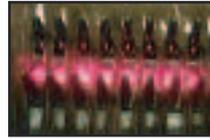
Since 2001, there have been a total of seven clinical studies completed with 460 subjects and all of the studies have demonstrated the efficacy and safety of the HairMax.

The hand-held HairMax is available without a prescription and is a one time purchase that delivers long term benefits. It is portable, easy to use, and requires only three treatments per week. HairMax is even described as "therapeutic" or "soothing" by many of its users.

Now available in 3 different models and marketed in 163 countries, HairMax is fast becoming the standard for effective hair loss treatment.



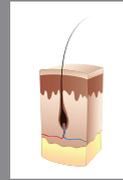
HOW THE HAIRMAX WORKS



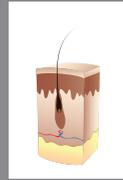
Hair parting teeth for an unobstructed path to the hair follicle.

The HairMax® works via the principle of PhotoBio Stimulation, a process by which laser energy is delivered to the hair follicle. Laser PhotoTherapy stimulates growth factors within the hair follicle. Some users report stabilization of hair fallout at the onset of treatment followed by subsequent faster and thicker new hair growth. This points to the fact that the HairMax effectively targets the hair follicle at the cellular level and through bio-stimulation speeds up the hair growth process while at the same time inducing the growth of a thicker (or terminal) hair where a thin, dying hair may have been in place previously.

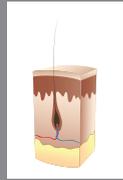
TREATMENT OBJECTIVES



To provide energy for healthy growth.



To stimulate root for new growth of healthy hair.



To stimulate vellus follicle to encourage the transformation back to healthy hair.



No follicle exists and this stage of the condition is beyond revitalization.

Clinical evidence demonstrates reversed miniaturization, increase number of hairs per follicular unit and prolonged anagen growth phase.

INDICATIONS FOR USE

*The HairMax Advanced 7, Lux 9, Premium and the Professional 12 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. Laser light - avoid direct eye exposure.

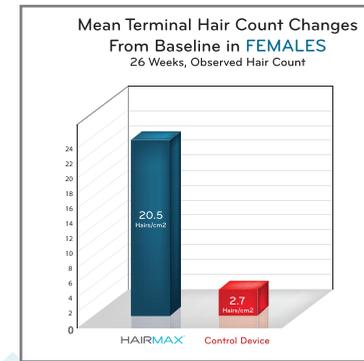
Your healthcare provider will discuss with you whether the HairMax is appropriate for treating your condition.

STUDIES DEMONSTRATING HAIRMAX EFFECTIVENESS IN WOMEN



In 2010, two double-blind clinical trials were conducted in females, aged 25 to 60 years of age with androgenetic alopecia at a number of research sites across the country. These trials were also conducted under strict GCP (Good Clinical Practice) guidelines and were approved by an IRB (Independent Review Board) and overseen by a CRO (Contract Research Organization).

The subjects were randomized to HairMax LaserComb® device or a control device. Subjects used the HairMax for 26 weeks and were evaluated for change in hair count over baseline. Below is a chart of the results.



As can be seen, those subjects using the HairMax experienced an average of 20.5 hairs per cm² (squared centimeter) vs. 2.7 hairs per cm² for the control device at the end of the study at 26 weeks. This hair count is an average, and some subjects using the HairMax experienced over 40 hairs increase per cm² over their baseline. While subjects in the HairMax group experienced hair growth at 16 weeks, hair growth increased dramatically at the end of the study at 26 weeks. Most importantly, over 93% of all subjects using the HairMax experienced hair growth at 26 weeks and no serious side effects were reported. Subjects also reported seeing an increase in thickness and fullness of their hair.

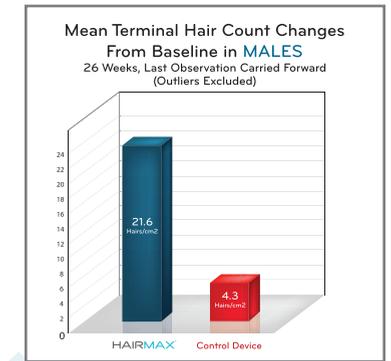
The results of this study was a key part of the 510(k) submission and subsequent FDA Marketing Clearance granted in 2011 for the treatment of female pattern hair loss.*

STUDIES DEMONSTRATING HAIRMAX EFFECTIVENESS IN MEN



In 2010, two double-blind clinical trials were conducted in males, aged 25 to 60 years of age with androgenetic alopecia at a number of research sites across the country. These trials were conducted under strict GCP (Good Clinical Practice) guidelines and were approved by an IRB (Independent Review Board) and overseen by a CRO (Contract Research Organization).

The subjects were randomized to either the HairMax Advanced 7, the HairMax Lux 9, the HairMax Professional 12 or a control device. Subjects used the HairMax for 26 weeks and were evaluated for change in hair count over baseline. Below is a chart of the results.



As can be seen, those subjects using the HairMax experienced an average increase of 21.6 hairs per cm² (squared centimeter) vs. 4.3 hairs per cm² for the control device at the end of the study at 26 weeks. This hair count is an average, and some subjects on the HairMax experienced over 50 hairs increase per centimeter² over their baseline. Most importantly, over 93% of all subjects using the HairMax experienced hair growth at 26 weeks and no serious side effects were reported. Subjects also reported seeing an increase in thickness and fullness of their hair.

In 2006, a clinical trial of the HairMax compared to a sham device was submitted to the FDA as part of a 510(k) filing. The study was designed to assess the promotion of hair growth, changes in hair density and safety. This study showed that the HairMax was effective and safe in the treatment of hereditary hair loss in males* and was a key factor in the granting of FDA Marketing Clearance in 2007.