

HAIRMAX TEN YEARS LATER



Growing Hair... Growing Sales... Growing Worldwide



If you search for “HairMax” in Google, you will be presented with over 3.5 million online choices in a one third of a second! That is extraordinary brand recognition and reflects years of aggressive advertising and sales promotion. Significantly, among those listings are Amazon.com, Facebook, YouTube, Nordstrom, QVC, Sephora, and Nieman Marcus, to name just a few.

In January 2007, the HairMax LaserComb® became the first and only medical laser device for home use to receive FDA Clearance for the treatment of hair loss in males with androgenetic alopecia (pattern baldness). In June 2011, HairMax received FDA Clearance for the treatment of hair loss in females as well. Today, HairMax offers two LaserCombs, and two configurations of its new LaserBand, designed by Pinninfarina in Italy. HairMax hair growth lasers are now available in over 170 countries and sales continue to grow.

To learn more about the expanding laser market, The Hair Authority sat down with David Michaels, founder and Managing Director of Lexington International, the company that launched HairMax.

“We partnered with Italian designer, Pininfarina to redesign our devices with a modern, sleek look that are more visually appealing.”

Hair Authority: The population is aging rapidly in most industrialized countries. Is this an important contributor to HairMax growth?

David Michaels: For sure, we have become more and more a culture that emphasizes youth and beauty. People are living longer, working well into their years and want to maintain a youthful appearance. The anti-aging market is growing exponentially as men and women alike, are looking for to help

reverse the signs of aging and restore a more youthful appearance.

There are so many anti-aging products on the market, but hair is rarely addressed in this segment. We believe that the most obvious sign of aging is thinning, balding and lifeless hair. HairMax provides at home laser treatments to help reverse thinning and help regain youthful looking hair.

Authority: You are frequently seen on QVC and have the opportunity to tell viewers about low-level laser light therapy. How does the public react?

David: We’ve had great success on QVC and other home shopping networks. These programs are a great format for explaining the technology, demonstrating the treatment and answering caller questions. There’s a level of intimacy between the host and the viewer and a level of trust that is hard to replicate in other shopping arenas. QVC has the ability to bring a



RANDY VELIKY ON QVC - SOLD OUT!

product to life, in a format that showcases what a product does and how it works. Products sold on QVC go through rigorous quality assurance and legal claims, so people are very confident in purchasing through them. QVC has given HairMax brand recognition, fueled sales across all platforms, B2B and B2C – and helped make HairMax a household name.

Authority: The laser market has progressed from large floor standing devices available only in professional hair loss centers to portable headwear. In terms of convenience and ease of use, is this the end of the road, or are more design improvements on the horizon?

“HairMax devices have fastest treatment times available from as little as 90 seconds to 11 minutes, depending on the device – this greatly enhances compliance and satisfaction.”

David: Yes, many professional health and beauty devices have made their way from professional offices or clinics into the home. Many people use their home use devices to complement their in-office treatments. As the first home use laser hair growth device, the first to obtain FDA Clearance and the first to conduct clinical studies proving efficacy, HairMax has taken laser phototherapy for hair growth a long way since it's floor standing origins. Our devices have evolved from hand held LaserComb devices with 7, 9 & 12 lasers to hands-free LaserBand devices with 82 & 41 lasers, providing total scalp coverage equal to 246 lasers.

Our innovation team continues to explore ways to make laser therapy more affordable, easier to use and more effective. For example, our research identified that hair is a photo-protectant, which blocks light from the scalp. That led to developing devices with patented hair-parting teeth mechanisms, to

part the hair and allow the optimal amount of laser energy to reach the follicle.

These devices become part of your life and everyday routine, so we partnered with Italian designer, Pininfarina to redesign our devices with a modern, sleek look that are more visually appealing. The LaserBand 82 was launched to great success, with its unique band design and the fastest treatment time ever available – as little as 90 seconds. The form, functionality, speed and effectiveness of the HairMax LaserBand 82 is a game changer in the hair loss industry. The super-fast treatment help users to be more compliant with treatment and achieve better results. We continue to research and explore ways to enhance customer satisfaction and effectiveness.

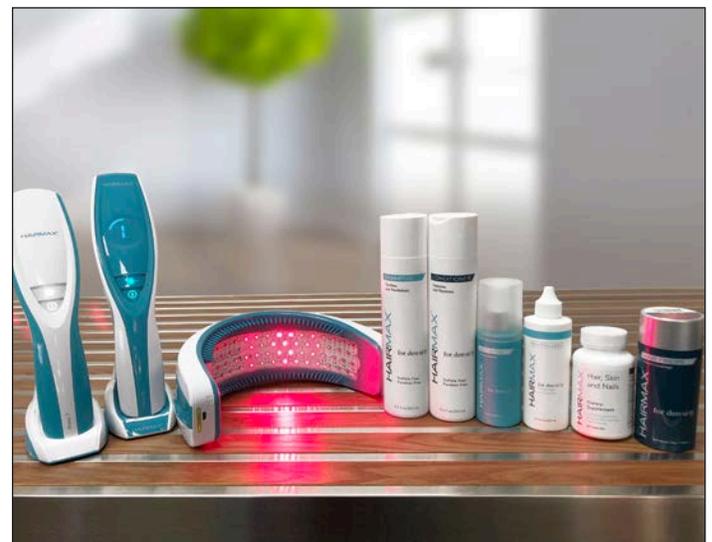
Authority: With new medical research, what further insights have we gathered about phototherapy to promote hair growth?

David: There is a range of laser wavelength that has been clinically proven to promote hair growth, however as part of our continuing research, we are studying other wavelengths to ascertain how they may affect hair growth.

Authority: Are there any steps, procedures or companion products a consumer can take it home to enhance the effectiveness of laser therapy?

David: HairMax is a stand-alone treatment for hair loss and thinning hair. In clinical studies, HairMax was proven to grow hair with an average increase in hair count of 129 new hairs per sq. in. However, HairMax can be used in a multi-therapy approach to hair loss. It can be combined with Minoxidil and/or Finasteride for instance. Also, we've innovated a line of specialty products to complement the laser treatments, including Dietary supplements and Sulfate Free Shampoo & Conditioner. Our scalp exfoliator is a wonderful product, exfoliating the scalp and clearing excess build-up of sebum and styling products that can clog hair follicles and inhibit hair growth. Our Follicle Activator gives an extra boost to the laser treatments. Of course, eating right and living a healthy life style all play a part in healthier hair.

Authority: We know, and admire, the company's policy of not



HAIRMAX AND SUPPORT PRODUCTS



PATENTED HAIR-PARTING TEETH

talking about the competition. However, since other products can enhance or pollute consumers understanding of laser therapy, are there any issues or behaviors that are of particular concern?

David: There are a few companies out there who have tried to copy us – the “Me- Too’s” as we call them. However, there is no comparison between a HairMax Laser device and other “Me-Too” devices.

HairMax is the pioneer and the global leader in laser hair growth technology. We have conducted more clinical studies than any other company on light energy for hair growth and, as mentioned previously, we were the First to be granted FDA Clearance.

David: HairMax lasers devices are the only devices on the market with a proprietary 3-part system; we call them, elements for efficacy. These elements include patented hair parting teeth, laser density and laser intensity. The hair parting teeth is an integral mechanism that parts your hair during treatment, allowing the optimal amount of laser light to reach the hair follicles. Without the teeth, your hair would block a large amount of the light from reaching the follicle.

David: HairMax devices are manufactured with 100% lasers only – NO LEDs. Our high-quality medical grade lasers, deliver columnated light to the follicles. This columnated light is highly focused to more effectively reach and energize the follicle root, which is where your hair growth begins. LED devices put out dispersed wide-band light, which is not focused, and is spread out like a fan over the scalp. This dispersed light does not penetrate or effectively reach the follicle as efficiently as laser. Our lasers are densely distributed within our devices. They are optimally spaced, providing full and concentrated scalp coverage. We’ve made our devices lightweight and convenient to use at home and while traveling, no heavy helmets or battery packs to carry with you. As with most innovative products, there will always be competitors and/or imitators. It’s all about educating the consumer; once they know the differences they make the right choice.

Authority: Your device, any device, is only effective if people use it as direct it. How do you ensure that your customers use their HairMax laser device regularly in order to obtain the

optimum results?

David: Yes, consistency in treatment is very important in obtaining the best results. We emphasize in our marketing, user manuals and packaging contents that consistency is key. Use on clean scalp, 3 times weekly (every other day) for the time recommended. Also, HairMax devices have fastest treatment times available from as little as 90 seconds to 11 minutes, depending on the device – this greatly enhances compliance and satisfaction.

Authority: For the longest time, managing director, David Michaels, chose to remain “behind the scenes”. However, he is now stepping forward on the company website with a personal message to visitors. Is this because he is proud to have founded a company that has received many awards and enjoys commercial success, or is it because his personal commitment adds credibility and depth to HairMax customer relations?

David: Through the years many people have asked me, how did you get the idea for this device? What motivated you to put so much time, money and effort in clinical studies and pursuing FDA Clearances and medical device licenses to into bring this device to market.

The launch of a new groundbreaking product usually has a real story behind it and comes about by someone trying to fill a need. In my case, the need was a treatment for my own hair loss. I experienced great success with laser treatments at a hair loss clinic in Australia, but realized that these treatments were out of reach for many people due to costs and convenience. That’s when the light bulb went off, and I started development of a home use device, so people could treat their hair loss at home at a fraction of the cost in the convenience of their own home.

**“WE ARE ALWAYS WORKING ON
INNOVATING NEW LASER DEVICES
AND THINNING HAIR CARE
PRODUCTS – YES, WE HAVE A FEW
NEW THINGS IN DEVELOPMENT.
STAY TUNED.”**

So many people were interested in hearing my story, I decided to share it. It gives people confidence to know that a real person and a real experience produced a product that has changed the hair and lives of people around the world.

Authority: Who is the prime user the of a laser? Is it a hairloss product, a hair enhancement product, a beauty aid or a techie toy for geeks?

David: HairMax is first and foremost a medical device to effectively treat hair loss and stimulate hair growth in both men and women. However, there are many other benefits that the treatment brings. In addition to new hair growth, HairMax

is also used to help prevent further hair loss, rejuvenate aging hair and help keep hair vibrant and lustrous and help keep your scalp in optimal health. As for geeks, yes, those who are interested in the latest technology are intrigued.

Authority: Did the brand go through different stages of consumer acceptance from technology “early adopters” to people with a severe hair loss concern, to people looking to maintain healthy hair and then ultimately, people who wish to enhance and preserve their natural beauty?

David: We’ll, being the first device of its kind on the market, we had to educate the consumer on the technology. Most people had never heard about lasers for hair growth. People were skeptical, which is why we went through very costly clinical trials to prove that the technology really works. As the population ages and in various countries around the world, we are seeing people using HairMax to help prevent further hair loss, to help maintain healthy hair and scalp and to help keep their hair healthy and strong.

Authority: Lexington international keeps its new technologies private until it is ready to announce them. But just as the media tries to outguess Apple Computer, so let us try to extract a few clues about where Lexington is going in the next six months. I know you have an exciting 2018 planned. What can we expect?

David: We are always working on innovating new laser devices and thinning hair care products – yes, we have a few new things in development. Stay tuned. NHA

In Memoriam

Leslie (Les) E. Martin

It is with the deepest regret that The Authority learned of the passing of Les Martin on March 2, 2018 in Palm Beach, Florida at the age of 88. Les was a hair industry innovator, visionary and legend. He co-founded New Image Labs and grew it to become one of the world’s leading hair importers and distributors. Always upbeat and positive, he was a one-of-a kind leader.



After close to fifty years in the hair loss business, Les retired in 2011 when the company was sold to the Hiking Group. He is survived by his loving wife, Sheryl; and was the cherished father of daughter, Jackie. He was predeceased by son, Randy; his wife of 59 years, Kae; his sister, Shirley; and grandson, Stephen.

Les Martin transformed the hair addition market and will be sorely missed. On behalf of clients and studio and clinic owners everywhere, we offer the family our deepest condolences. NHA

JON RENAUX | EASIHAIIR



46% OF ALL TOPPER SALES
ARE FOR THE **BEGINNING STAGE OF HAIR LOSS**

EASIPART
BEST-SELLING TOPPER FOR THE
BEGINNING STAGE OF HAIR LOSS

BASE SIZE: 2.75" X 5"
LENGTHS: 8" / 12" / 18"
FIBERS: HUMAN HAIR &
HEAT RESISTANT SYNTHETIC

