

HAIRMAX[®]
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax Dietary Supplements Reformulated With Essential Nutrients To Support Healthier Hair

Lexington has reformulated the HairMax Dietary Supplements for Men and Women, to assure that they contain the optimal essential nutrients to support overall hair health.

Jan. 29, 2014 - BOCA RATON, Fla. -- Boca Raton, FL - Lexington Int'l pioneered the home use laser phototherapy treatment of hereditary hair loss with the introduction of the HairMax LaserComb[®] in 2001. We are pleased to announce the reformulation of HairMax[®] Dietary Supplements for Men and for Women. These new formulas contain added ingredients known to deliver optimal essential nutrients to support overall hair health.

The original formulation has been changed with the guidance of the HairMax Medical Advisory Board, which is comprised of renowned key opinion leaders in the field of hair disorders. The new formulas include 2500 mcg of biotin which prevents hair breakage and strengthens hair, in addition to helping promote hair growth. Also MSM (methylsulfonmethane) was added to stimulate collagen production to help strengthen hair. Finally, hyaluronic acid was incorporated to reduce the production and activity of substances that promote inflammation, which is a leading contributor to hair loss.

The HairMax Dietary Supplements include the ingredients beta sosterol, saw palmetto (the formula) and soy isoflaven (the women's formula) which are hypothesized to regulate the androgens that can lead to thinning hair. They also contain powerful antioxidants such as resveratrol, glucosamine, essential vitamins, minerals, niacin, B6, zinc and folic acid, which are well recognized ingredients for promoting the health of hair. As female hair loss can also be a result of iron deficiency, the proprietary blend for females also includes that ingredient to address this issue.

It is well recognized amongst dermatologist that dietary supplementation is vital for healthy skin, hair and nails. This was confirmed in a survey of 300 dermatologists with the results published in Nutritional Journal, March 2011. Two thirds of the dermatologists surveyed recommend vitamin supplements for their patients who want to optimize the health of their hair. Therefore, the HairMax Dietary Supplements are an important member of the HairMax product line to not only contribute to overall hair health, but also to compliment the results of the treatment of hair loss

with the HairMax LaserComb. The HairMax Dietary Supplements dosage for maximum benefit, is one capsule in the morning and one in the evening with meals.

Mr. Randy Veliky, COO of Lexington said: “We have worked with our Medical Advisory Board to assure that the HairMax Dietary Supplements continue to provide optimal support in contributing to overall hair health in both men and women.” Mr. Veliky also stated: “For men and women treating their hereditary hair loss with the HairMax LaserComb, the HairMax Dietary Supplements are an ideal complement in helping to optimize treatment results.

About Lexington International, LLC

Based in Boca Raton, Lexington Int'l is a pioneer in the development of advanced hair loss treatments and laser hair growth products. The HairMax LaserComb is the only laser phototherapy medical device with 6 FDA Clearances for the treatment of hereditary hair loss in both men and women. The HairMax is also the only laser phototherapy device to have the results of 6 clinical studies proving efficacy and safety of the device, published in two peer-review medical journals. Since 2001, in over 165 countries worldwide, Lexington Int'l., LLC has helped hundreds of thousands of individuals to treat their hair loss and improve the condition of their hair. For more information please visit: (**www.hairmax.com**)



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