

HAIRMAX[®]
The science of hair growth.

LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



HairMax Launches Spanish Language Web Site Featuring Treatments For Hair Loss and Thinning Hair

Lexington Int'l is pleased to announce the launch of a Spanish Language web site to make it easier for Spanish speaking people to access complete information on HairMax products for hair loss and thinning hair.

Mar. 28, 2014 -- Boca Raton, FL - Lexington Int'l, a pioneer in the development of advanced hair loss treatments and hair growth products is pleased to announce the launch of a Spanish language web site: <http://www.hairmax.com/es>.

In the U.S.A. alone, there are approximately 35 million Hispanic men and women over the age of 18, of which 11 million are estimated to suffer from hereditary hair loss. Research has shown that language barriers cause many people not to seek information about treatment for medical conditions including hair loss. Therefore, it is vital to provide complete information on the HairMax treatment options, including the non-drug FDA Cleared HairMax LaserComb, laser light hair growth device, to Spanish speaking individuals. In addition, Lexington Int'l has added 3 HairMax consultants, who can provide Spanish speakers the opportunity to communicate with them in their native language.

The HairMax LaserComb is a home use laser phototherapy medical device and is the only device of its kind on the market with 6 FDA Clearances for the treatment of pattern hair loss in both men and women. There have been a total of 7 clinical studies with 460 subjects to date that have proven the efficacy and safety of the HairMax LaserComb. The results of four recent clinical studies, was recently published in a peer-review journal, The American Journal of Clinical Dermatology. A copy of this article can be found on www.hairmax.com.

The HairMax LaserComb is routinely recommended by physicians worldwide and has been used by hundreds of thousands of men and women to effectively treat their hair loss and help enrich their lives.

Mr. David Michaels, Managing Director said: "The Hispanic population represents a significant number of hair loss sufferers, who may not be gaining access to information about options for treating their condition. We are pleased that with the implementation of this web site, resources are now available for them to more easily access information on treatment options to enable them

to make educated decisions about HairMax treatments, including the HairMax LaserComb.”

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 7 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/es)



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