



LEXINGTON INTERNATIONAL, LLC
PRESS RELEASE



Introducing HairMax Minoxidil Hair Growth Products for Treating Hair Loss in Men and Women

Lexington Int'l introduces HairMax Minoxidil 5% and HairMax Minoxidil 2% for the battle against hair loss in men and women, for use either alone or in combination with the HairMax LaserComb.

Boca Raton, FL (October 2, 2013) - Lexington Int'l, pioneered home use laser phototherapy treatment of hereditary hair loss with the introduction of the HairMax LaserComb® in 2001. The HairMax LaserComb remains the only device of its kind with FDA Clearance for treating hair loss in both men and women. Now Lexington is pleased to announce a major expansion of its HairMax product line, with the introduction of HairMax® Minoxidil unscented in 5% and 2% concentrations which is FDA approved, for hair regrowth in men and women respectively. Minoxidil is proven to be a well-established hair growth treatment choice people with hereditary hair loss, and offers an easy treatment option. These products will be sold on the HairMax internet site, www.hairmax.com and on the QVC home shopping channel.

HairMax Minoxidil is ideal addition to the HairMax® line, as these products will increase the options men and women have from Lexington for treating their hair loss. HairMax Minoxidil can be used alone twice a day, or in combination with other treatments such as the HairMax LaserComb, to successfully treat their hair loss. The HairMax LaserComb is easy and convenient to use, requiring treatment only three times a week for 8 -15 minutes at a session, depending on model. The HairMax LaserComb has also been proven in 7 clinical trials with 460 subjects to effectively treat hair loss and stimulate hair growth.

Minoxidil and the LaserComb have two different mechanisms of action. Minoxidil is a potassium channel opener, which is thought to stimulate the widening of blood vessels to allow more oxygen, blood and nutrients to the follicle which energizes hair follicles that are dormant to stimulate hair growth. The LaserComb is thought to act directly on the hair follicle to stimulate an increase in ATP (the main energy source for cells) that leads to normalization of cell function and energizes the follicle to stimulate hair growth. Many physicians recommend treating hair loss with both the HairMax LaserComb and minoxidil, because they believe that there is a synergistic effect when these products are used together in a treatment regimen.

The HairMax line of products also includes the HairMax Healthy Hair Care Products, consisting

of a shampoo, scalp treatments, and dietary supplements which compliment treatment of hair loss with the HairMax LaserComb and HairMax Minoxidil products.

Mr. David Michaels, Managing Director of Lexington stated, "The introduction of HairMax Minoxidil is a major step forward in our efforts to expand our line of treatment options for hair loss". Mr. Michaels also said, "We continue to be the world-wide leaders in the hair growth market and have successfully treated hair loss and enriched the lives of hundreds of thousands of people worldwide with the HairMax LaserComb".

About Lexington International, LLC

Based in Boca Raton, Lexington Int'l is an established leader in Hair Growth, Hair Care and Hair Science, and is a pioneer in the development of advanced hair loss treatments and hair growth products. The results of a clinical study proving efficacy and safety was published in a peer review journal. Since 2001, the HairMax has helped hundreds of thousands of individuals to treat their hair condition and enrich their lives. (www.hairmax.com)



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