

# MEDIA KIT

---

## 2016



DESIGN BY *pininfarina*

# HAIRMAX<sup>®</sup>

The science of hair growth.™

Contact: Francesca Dubsky  
Email: [fd@hairmax.com](mailto:fd@hairmax.com)

Tel: 561.314.2430 x124  
Media Kit: [HairMaxpr.com](http://HairMaxpr.com)



## HAIRMAX® AT A GLANCE

### HOW DO HAIRMAX® LASER DEVICES WORK?

HairMax Lasers deliver safe, nourishing laser light energy directly to the scalp to energize and stimulate hair follicles and help promote hair growth. Treatment is effective, safe, simple, and convenient. Use just three times a week, in sessions ranging between **90 seconds** and 15 minutes (depending on model) in the comfort of your own home.

### CLINICAL STUDIES

Seven clinical studies have been conducted since 2005 at top medical research centers, including the Cleveland Clinic, University of Miami and University of Minnesota. These trials involved 460 males and females suffering from hair loss. Over 90% of the study participants experienced significant hair growth, with an average increase in hair count of 129 new hairs per square inch. Additionally, HairMax users reported increased density and fullness, reversal of the thinning process and overall improvement in scalp health. There were no reports of harmful side effects.

### 7 FDA CLEARANCES

Since 2007 HairMax has been granted 7 FDA marketing clearances. FDA marketing clearances require compliance with stringent rules and high standards covering all aspects of manufacturing and quality control. HairMax is the first home use laser phototherapy device to be reviewed by the FDA and cleared for marketing for the treatment of androgenetic alopecia (pattern hair loss) in both males and females.\* HairMax also holds 11 medical device licenses worldwide.

### FDA-CLEARED VS. FDA-APPROVED

The FDA “approves” drugs and generally “clears” medical devices. Cleared medical devices are those that FDA has determined to be substantially equivalent and safe to another similarly marketed device. The FDA requires data to back equivalence claims and descriptive, performance and safety data to support this type of submission. In the case of new technology, the FDA requires submission of the results of a clinical trial proving **not only safety, but efficacy**. The results of the clinical trials, submitted with the filings, were a key factor in the FDA Clearing HairMax devices.

### MEDICAL ADVISORY BOARD

HairMax maintains a medical advisory board of over 30 established key authoritative figures in the fields of dermatology and hair restoration. Our board members attest first-hand to the efficacy of low level laser therapy in the treatment of hair loss. **Our board members are available for media interviews.**

### DISTRIBUTION CHANNELS

HairMax devices are available from a variety of distribution channels including prestige retail department stores such as Neiman Marcus, Nordstroms, Bergdorf Goodman and Harrods, Ulta, direct response catalogs, QVC and The Shopping Channel Canada. HairMax devices can also be purchased online at [www.hairmax.com](http://www.hairmax.com). Other distribution channels include hair restoration clinics, cosmetic surgeons, dermatologists, hair salons and med spas. HairMax is sold globally in over 165 countries worldwide.

# HAIRMAX® LASER LIGHT HAIR GROWTH DEVICES

## The HAIRMAX® LASERBAND

THE WORLD'S FASTEST LASER PHOTOTHERAPY DEVICE TO TREAT HAIR LOSS AND THINNING HAIR

**CLINICALLY  
TESTED**

**FDA  
CLEARED\***

**DOCTOR  
RECOMMENDED**

In less than 90 SECONDS you can treat your entire scalp or easily target your problem areas from the front hair line to the back of your head in under 30 seconds per area.

The new enhanced hands-free HairMax LaserBand cradles your scalp with nourishing laser light to energize and revitalize your hair follicles to regrow your hair.

The LaserBand's unique design features a patented hair-parting teeth mechanism, exclusive to HairMax devices. These specially-designed teeth, part the hair during treatment for maximum laser light delivery to your follicles to achieve optimal results.

Experience new hair growth, increased density and healthier, fuller, more attractive hair with the NEW HairMax LaserBand.



**82**  
MEDICAL  
GRADE LASERS

**3x**  
PER WEEK

**90**  
SECONDS

### BENEFITS

- Stimulates hair growth
- Treats hair loss
- Increases density and fullness
- Revitalizes damaged Hair
- Reverses the thinning process
- No adverse side effects
- Drug-free treatment
- FDA cleared\* for men & women

### FEATURES

- 82 professional strength medical grade lasers
- Less than 90 second treatment time
- Curved band design ensures uniform and even laser coverage
- Patented teeth effectively part hair ensuring maximum delivery of therapeutic light to your scalp
- Cordless and lightweight for comfort and freedom of movement
- Rechargeable battery

[www.HAIRMAX.com](http://www.HAIRMAX.com)

May not be duplicated or reprinted without authorization. © Copyright Lexington International, LLC 2016

\*HairMax Devices are indicated to treat Androgenetic Alopecia, & promote hair growth in males who have Norwood Hamilton Classifications of IIa to V & in females who have Ludwig (Savin) 1-4, 11-1, 11-2, or frontal patterns of hair loss & who both have Fitzpatrick Skin Types I to IV.



## HAIRMAX<sup>®</sup> LASER LIGHT HAIR GROWTH DEVICES

### The HAIRMAX ULTIMA 12 LASERCOMB

THE ULTIMATE SOLUTION FOR HAIR LOSS & THINNING HAIR

**CLINICALLY  
TESTED**

**FDA  
CLEARED\***

**DOCTOR  
RECOMMENDED**

The new state of the art, Ultima 12 LaserComb combines the benefits of HairMax's clinically proven hair growth technology with a new iconic Italian design. This targeted laser treatment delivers nourishing light energy to revitalize your hair follicles and regrow your hair.

The Ultima 12 LaserComb features a patented hair-parting teeth mechanism, exclusive to HairMax devices. These specially-designed teeth, part the hair during treatment for maximum laser light delivery to your follicles to achieve optimal results.

Now you can experience new hair growth, increased density and healthier, fuller, more attractive hair in just weeks with the HairMax Ultima 12 LaserComb.



DESIGN BY *pininfarina*

**12**  
MEDICAL  
GRADE LASERS

**3<sub>x</sub>**  
PER WEEK

**8**  
MINUTES

#### BENEFITS

- Stimulates hair growth
- Treats hair loss
- Increases density and fullness
- Revitalizes damaged hair
- Reverses the thinning Process
- No adverse side effects
- Drug-free treatment
- FDA cleared\* for men & women

#### FEATURES

- 12 professional strength medical grade lasers
- 8 minute treatment time
- Designed for targeted treatment or full scalp coverage
- Patented teeth effectively part hair ensuring maximum delivery of therapeutic light to your scalp
- Cordless and lightweight for comfort and freedom of movement
- Rechargeable battery

## THE SCIENCE OF HAIR GROWTH MEETS THE ART OF DESIGN.

DESIGN BY *pininfarina*

HairMax® has collaborated with the Iconic Italian design firm, Pininfarina to create a refined and distinctive design for the newest range of HairMax devices. Combining form with function, technology with innovation, the HairMax-Pininfarina line of laser hair growth devices is exquisitely-designed and unequalled in style, usability and effectiveness.

Pininfarina is renowned worldwide for raising the bar in the field of design, including automobiles, consumer products and architecture. Since 1930, Pininfarina has created the profile of many of the world's most luxurious motorcars including Ferrari, Maserati and Alfa Romeo. Pininfarina designs are also found in high-speed trains, yachts, and private jets. Coca-Cola's futuristic touch screen beverage dispenser, the Freestyle, is another Pininfarina design collaboration. The international company's architectural designs include ultra-modern and luxurious residences and commercial buildings.

*Our goal was to reach the perfect synthesis of functionality and aesthetics. A tradition at Pininfarina, many of our designs are conceived out of functionality. We were inspired by the groundbreaking hair growth technology that HairMax introduced to the world in 2001 and we embarked on a journey to bring an ultra-modern and contemporary look to these devices, which would not only be pleasing to the eye, but also provide outstanding performance.*

- Matteo De Lise, Managing Director of Pininfarina, USA

### NEW 2015 LAUNCHES

HAIRMAX®  
LASERBAND 82



HAIRMAX®  
ULTIMA 12 LASERCOMB

[www.HAIRMAX.com](http://www.HAIRMAX.com)

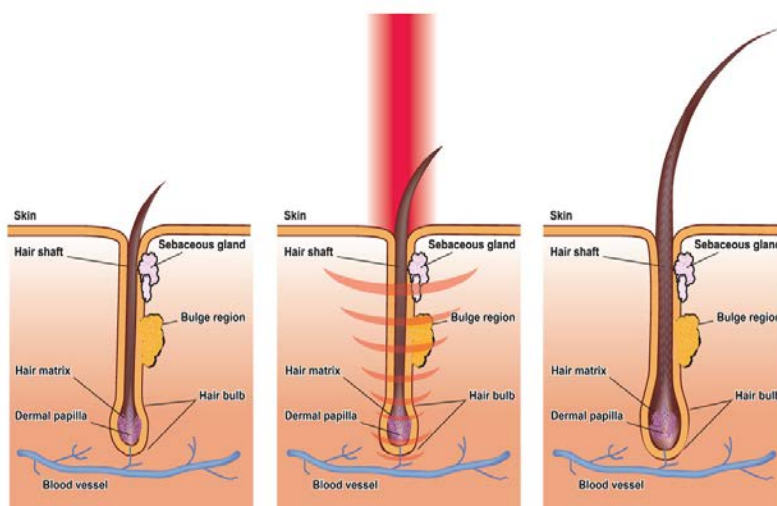
May not be duplicated or reprinted without authorization. © Copyright Lexington International, LLC 2016

\*HairMax Devices are indicated to treat Androgenetic Alopecia, & promote hair growth in males who have Norwood Hamilton Classifications of IIa to V & in females who have Ludwig (Savin) 1-4, 11-1, 11-2, or frontal patterns of hair loss & who both have Fitzpatrick Skin Types I to IV.

## HOW HAIRMAX LASER DEVICES WORK

### SCIENCE OF HAIRMAX<sup>®</sup> LASER EFFECTIVENESS

HairMax Laser devices deliver gentle, nourishing laser light to your hair follicles which stimulates energy production and creates a healthier environment for hair growth. This boost in laser energy stimulates hair growth by increasing cellular energy through enhanced ATP production, increases blood flow to the follicle, brings in more oxygen and nutrients, activates antioxidant defenses and speeds up the elimination of waste products such as DHT. HairMax laser light treatments help restore your hair's natural hair growth cycle resulting, in new hair growth with increased density, fullness and vibrancy.



Laser light energizing hair follicles to stimulate hair growth

### THE HAIRMAX ADVANTAGE

Hair is a natural photo-protectant designed to keep light from reaching the scalp. To overcome this, HairMax laser devices have a patented teeth mechanism which parts the hair to allow for maximum delivery of laser light energy to the follicles and achieve optimal hair growth benefits. This is a significant advantage to laser hair loss treatment with HairMax.



HairMax lasers part hair for optimal laser light delivery



Hair blocks laser light from scalp in hooded devices without teeth

## FDA CLEARANCE

### FDA CLEARANCE FOR MALES AND FEMALES:

A MILESTONE IN THE TREATMENT OF HAIR LOSS AND THE PROMOTION OF HAIR GROWTH\*

Currently, there are only two FDA approved drugs (Minoxidil and Propecia®) for the treatment of hair loss on the market, but with the addition of HairMax®, there is now a drug free alternative. HairMax is the only Laser Phototherapy device that has been reviewed by the FDA and Cleared for the treatment of pattern hair loss in both males and females\*. HairMax has an excellent safety record, with no serious side effects ever reported. It is a one time purchase with no ongoing costs.

- In January 2007, HairMax became the first and only home use medical laser device to receive FDA clearance to market for the treatment of pattern hair loss in males\*.
- In June 2011, the HairMax received FDA Clearance as a home use medical device for hair growth in females with pattern hair loss\*, **making it the only NEW FDA Cleared hair loss treatment for females in over 23 years.**

Since 2007, there have been a total of 7 FDA CLEARANCES received for various HairMax Laser Devices.

### FDA 510(K) SUBMISSION - SAFETY & EFFICACY

The FDA approves drugs and generally clears medical devices. The FDA requires data to back equivalence claims, descriptive data and performance data to support this type of submission. The purpose of a 510(k) submission to the FDA is to demonstrate that a device is "substantially equivalent" to a predicate device (one that has been FDA cleared or marketed before 1976). The submission compares and contrasts the subject and predicate devices, explaining why any differences between them should be acceptable.

The FDA requires data to back equivalence claims, descriptive, performance and safety data to support this type of submission. In the case of new technology, the FDA requires submission of the results of a clinical trial proving not only safety, but efficacy. This was required in the case of the HairMax submission and was a key factor in the FDA Clearance for HairMax Lasers. HairMax Lasers was required to provide results of efficacy & safety from a controlled clinical study.

## CLINICAL STUDIES OVERVIEW

### CLINICAL TRIAL PROVES EFFICACY IN MALES AND FEMALES

#### HairMax - the only laser devices for hair growth on the market with clinical studies published in 4 peer review journals

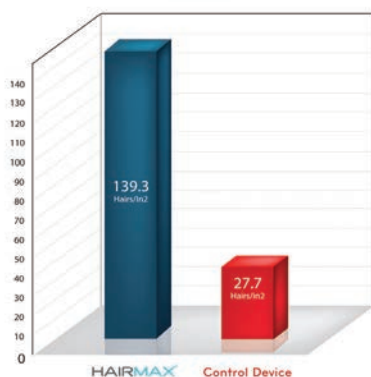
Seven clinical studies were conducted on HairMax® lasers, with 460 participants at top medical research centers across the U.S. Men and women in the studies were diagnosed with Androgenetic Alopecia, also known as pattern hair loss. Participants were classified as to the degree of their hair loss using the Norwood Hamilton Scale for men and the Ludwig(Savin) scale for women.

Clinical study participants were divided into two groups. One group used a HairMax LaserComb and the other group used a control device that looked like the LaserComb but did not provide any laser light. All of the LaserComb clinical studies complied with the strict regulations of the FDA's Good Clinical Practices. Each study was approved by an institutional review board and listed on the FDA's website, clinicaltrials.gov.

During these 6 month studies, subjects treated their hair once per day, 3 times a week, on non-consecutive days. The number of thick, normal, healthy hairs in the target area were counted at the beginning of the studies, at 8 weeks, 16 weeks and at 26 weeks.

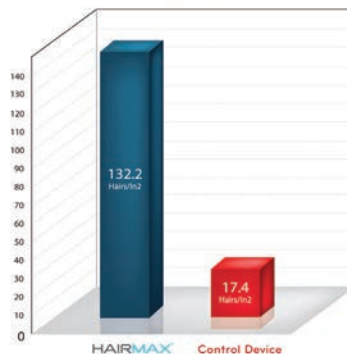
### CLINICAL STUDY RESULTS

Mean Terminal Hair Count Changes  
From Baseline in **MALES**  
26 Weeks



**Males:** The results of these studies in males showed that among those using the HairMax laser device, the average number of terminal hairs per square inch increased by 139.3 hairs at the completion of the study (26 weeks) vs. 27.7 among those using a control device which did not emit laser light..

Mean Terminal Hair Count Changes  
From Baseline in **FEMALES**  
26 Weeks



**Females:** In the female study the average number of terminal hairs increased by 132.2 hairs per square inch at the completion of the study (26 weeks) vs. 17.4 hairs among those using a control device which did not emit laser light.

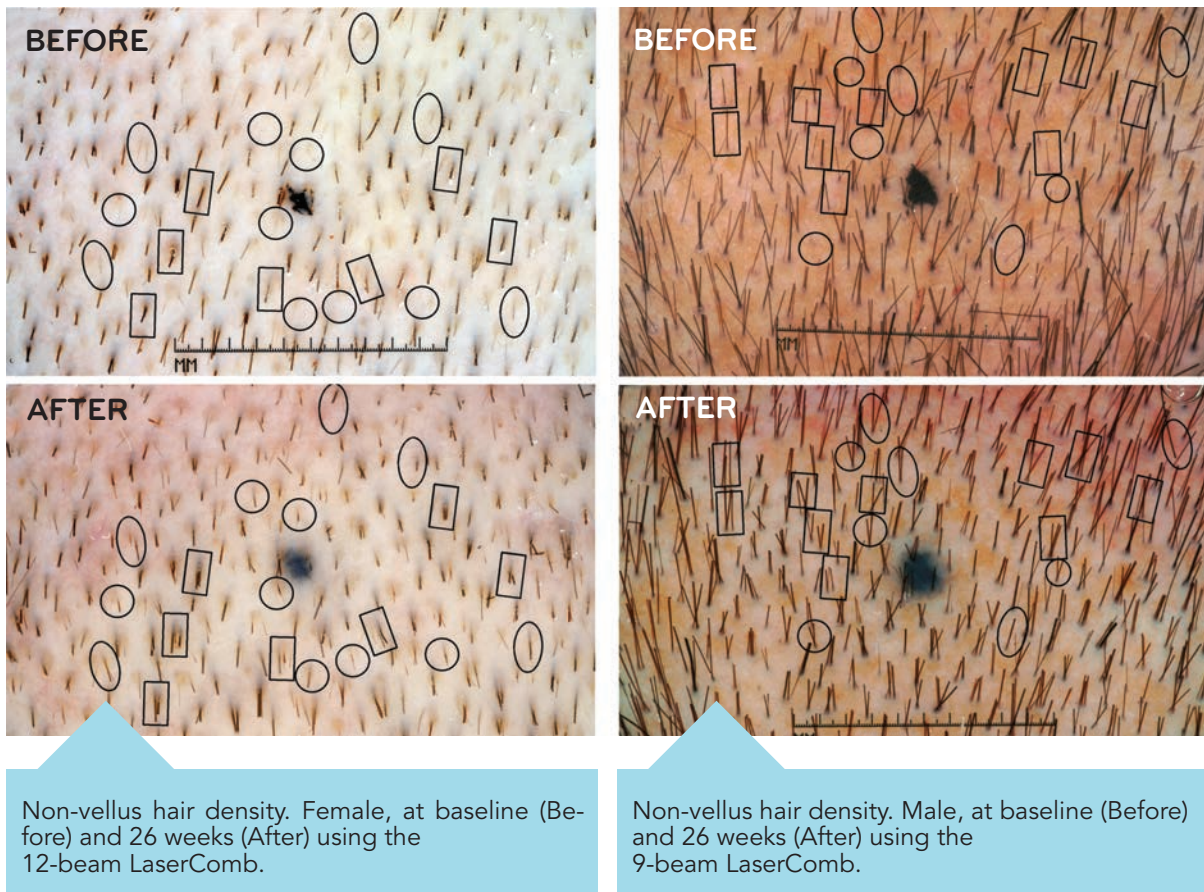
It is important to realize that these hair counts are averages, and that some subjects experienced hair count increases greater than 300 hairs per square inch. Data from these clinical studies showed that over 93% of all male subjects and 95% of all female subjects experienced hair growth. These results are considered scientifically and medically significant. Most importantly, the majority of subjects experienced increased density and fullness of their hair in all studies. No subjects in the studies experienced any harmful side effects.



## CLINICAL STUDIES OVERVIEW

### CLINICAL STUDY MACRO IMAGE

At baseline, a circle approximately 1 inch in diameter, positioned in the transition zone of the scalp was identified as the site for hair clipping and tattooing. Within this site was the target area for the hair density evaluation. Subjects were evaluated at baseline, week 8, week 16 and week 26. Digital images captured by FUJI S2 were taken of the target site within the clipped area following the site preparation.



- (Circles) - revival of dormant follicles      □ (Rectangles) - single follicular units of multiple units      ○ (Ovals) - vellus hairs to terminal hairs

## BEFORE & AFTER PHOTOS ACTUAL CLINICAL STUDY BEFORE AND AFTER PHOTOS

FEMALE



This female was experiencing diffused thinning on the vertex of her scalp. At completion of the clinical study, the hair regrew to cover her scalp and the thickness and fullness of her hair were marketed improved.

MALE



This male was experiencing extensive hair loss in the vertex area of his scalp. At completion of the clinical study, extensive regrowth of denser hair occurred, with much less scalp showing through and balding areas less pronounced.

FEMALE



This female presented with significant hair loss at the temporal area at the part line. At completion of the clinical study the target area had shown complete regrowth.

MALE



This male presented with extensive hair loss not only in the vertex, but in the frontal area. After 26 weeks of HairMax use, he experienced extensive regrowth of hair, especially in the frontal area. Refer to reference points on the forehead.

## CELEBRITY STYLIST / BRAND AMBASSADOR

### HAIRMAX WELCOMES CELEBRITY STYLIST YIOTIS PANAYIOTOU

Yiotis Panayiotou is one of the leading hair stylists working today in Hollywood. Renowned also for his work in the film, music and fashion industries, Yiotis started life far away from the glittering lights of Hollywood, growing up in Cyprus and Greece. He studied at the world-renowned Vidal Sassoon Academy in London before coming to Hollywood in 2001. He has many impressive credits including head hairstylist for the blockbuster movie Transformers III and key hairstylist for Transformers IV. He designed Lady Gaga's hair for her "Just Dance" album cover. His fashion work has appeared in fashion editorials for Vogue, Marie Claire, Flaunt, Harper's Bazaar, Vanity Fair and Elle. He also handled fashion design in advertisements for Calvin Klein, Guess?, L'Oreal, Tommy Hilfiger, Saks Fifth Avenue and Neiman Marcus.

Yiotis's client roster includes Cindy Crawford, Val Kilmer, Helen Mirren, Eva Mendez, Kate Beckinsale, Toni Collette, Milla Jovovich, Matthew McConaughey, Mick Jagger and Heidi Klum.



*After a number of clients approached me over the years with hair loss and thinning hair concerns, I set out to find the very best options for them. Once I discovered HairMax, I heard the success stories of HairMax users, I learned about the multiple FDA clearances and I studied the results of numerous clinical studies. I observed the extremely high quality built into every device. I also investigated the quality ingredients in HairMax's line of hair care products, supplements and topical treatments and found them second to none. Not only do these products give you beautiful, vibrant looking hair, they actually help to support healthy hair growth!*

*I was impressed that HairMax is the original in the field of Low Level Light Therapy (LLLT) home use devices. The company's reputation for quality and customer service is legendary, and they have the most technologically advanced science behind their products. HairMax's product line has something to help everyone, men and women alike, who are dealing with the devastation of hair loss.*

*Then, and only then did I make a decision – not only would I recommend HairMax to my clients, I also wanted to become part of the company.*

Yiotis Panayiotou

**Yiotis Panayiotou is available for media interviews**

[www.HAIRMAX.com](http://www.HAIRMAX.com)

May not be duplicated or reprinted without authorization. © Copyright Lexington International, LLC 2016

\*HairMax Devices are indicated to treat Androgenetic Alopecia, & promote hair growth in males who have Norwood Hamilton Classifications of IIa to V & in females who have Ludwig (Savin) 1-4, 11-1, 11-2, or frontal patterns of hair loss & who both have Fitzpatrick Skin Types I to IV.



## HAIRMAX THINNING HAIR & SCALP TREATMENTS

### The HAIRMAX® for den•si•ty Collection

INNOVATION, TECHNOLOGY AND SCIENCE SYNERGISTICALLY COMBINED  
TO GIVE YOU UNPARALLELED HAIR GROWTH RESULTS.

HairMax brings a scientific approach to hair care. We combine leading edge technology with innovative formulas specifically targeted for hair growth.

Introducing our latest innovation; HairMax for den-si-ty thinning hair and scalp treatments. Grounded in science, these high performance formulas deliver unparalleled results. Designed to cleanse, restore, revitalize and fortify your follicles for denser, thicker, fuller looking hair.

**SULFATE  
FREE**

**SAFE FOR  
COLOR TREATED HAIR**



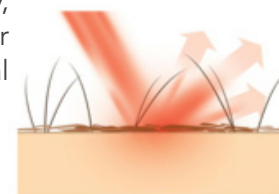
### Powerful Ingredients. Powerful Benefits.

#### HAIRMAX® for den•si•ty SHAMPOO

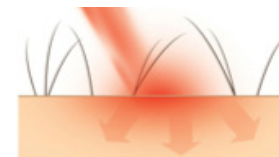
FORTIFIES & REVITALIZES

This high performance, sulfate free shampoo cleanses, restores vitality, thickness and volume to your hair. Our lower pH formula gently exfoliates your scalp and removes the build-up of sebum, styling products and environmental pollutants leaving your hair and scalp deeply cleansed and refreshed.

- Sulfate-free / low pH
- Gently cleanses hair without stripping essential oils
- DHT blockers, anti-oxidants, vasodilators
- Phytic acid provides exfoliation of skin cells to improve scalp health laser absorption



Scalp build up blocks  
laser light



Clean scalp: laser light  
reaches hair follicles

[www.HAIRMAX.com](http://www.HAIRMAX.com)

May not be duplicated or reprinted without authorization. © Copyright Lexington International, LLC 2016

\*HairMax Devices are indicated to treat Androgenetic Alopecia, & promote hair growth in males who have Norwood Hamilton Classifications of IIa to V & in females who have Ludwig (Savin) 1-4, 11-1, 11-2, or frontal patterns of hair loss & who both have Fitzpatrick Skin Types I to IV.



## HAIRMAX THINNING HAIR & SCALP TREATMENTS

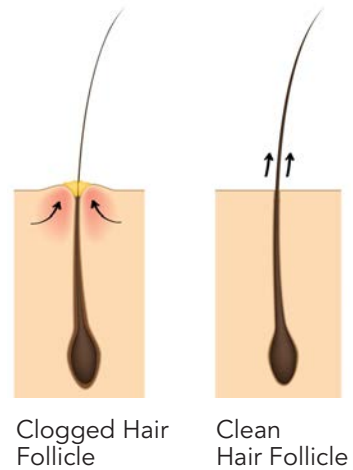


### HAIRMAX® for den•si•ty REVITALIZER

#### INVIGORATES & CLARIFIES

This scalp treatment deeply cleanses and exfoliates the scalp dissolving excess sebum, perspiration and environmental pollutants that can clog hair follicles and inhibit hair growth. An invigorating blend of menthol and peppermint oil leaves your scalp feeling refreshed and revitalized.

- Sulfate-free / low pH
- Deep scalp cleansing
- Dissolves excess sebum, styling gels, perspiration
- Promotes natural lubrication of hair follicle
- Contains phytic acid beneficial for environmental damage protection

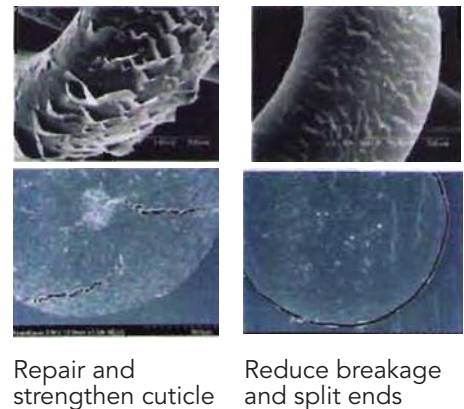


### HAIRMAX® for den•si•ty CONDITIONER

#### HYDRATES & RESTORES

This scalp treatment deeply cleanses and exfoliates the scalp dissolving excess sebum, perspiration and environmental pollutants that can clog hair follicles and inhibit hair growth. An invigorating blend of menthol and peppermint oil leaves your scalp feeling refreshed and revitalized.

- Sulfate free / low pH
- Formulated to lock in moisture and help repair damaged hair



Repair and strengthen cuticle

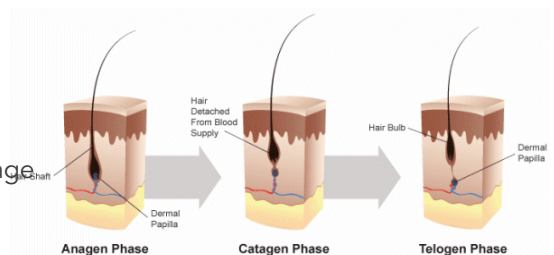
Reduce breakage and split ends

### HAIRMAX® for den•si•ty ACTIVATOR

#### FOLLICLE BOOSTER

Fortify and enrich your scalp with this breakthrough, high-performance, leave-in serum spray. This unique peptide complex, designed for thinning hair is loaded with a proprietary blend of follicle-boosting ingredients to nourish the scalp and encourage naturally thicker, stronger, healthier looking hair.

- Nutrient-rich ingredients to promote hair vitality
- Formulated to address multiple causes of hair loss
- DHT blockers
- Anti-oxidants to increase strength and reduce breakage
- Niacinimide to promote overall scalp health



## HEALTHY HAIR CARE PRODUCTS



Available in the USA only.

### HAIRMAX® MINOXIDIL FOR MEN & WOMEN

Minoxidil is approved by the FDA for growing hair in both men and women on the top of the head and is available without a prescription. Minoxidil works by helping to open blood vessels around the hair follicle to bring in nutrients and eliminate waste products. This helps the hair follicle return to a normal state whereby new, thicker, healthier hairs can grow.

- Identical to FDA approved formula (Rogaine)
- 2% strength for women
- 5% strength for men
- Applicator dropper included
- Packaged as two-month supply



### HAIRMAX® DIETARY SUPPLEMENTS

Our natural vitamin complex is blended with clinically-proven hair strengtheners to help support healthier hair.

- 2500 mcg of biotin to help produce keratin, increase hair elasticity and help maintain hair health
- Niacin helps improve blood circulation to the hair bulb
- Contains DHT blockers (beta sistosterol & saw palmetto)
- Contains MSM (sulfur) for healthy collagen and keratin, which are essential to healthy hair growth.
- Contains powerful antioxidants
- Does not contain: artificial color, artificial flavor, preservatives, sugar, lactose, gluten, wheat, yeast, shellfish or sodium



### HAIRMAX® HAIR FIBERS

The perfect solution for men and women suffering with hair loss and thinning hair. Natural keratin protein fibers blend and statically cling to your existing hair to conceal balding and thinning areas, resulting in a natural-looking full head of hair. INSTANTLY!

Available in 8 colors.



## HAIRMAX IN THE MEDIA

HairMax is continuously featured in various magazines and television programs around the world.

Among the many popular media outlets featuring or reviewing our products are:

The Dr. Oz Show	Dateline NBC	Prevention	W
The Doctors	Rachel Ray	People Magazine	Marie Claire UK
Good Morning America	InStyle	GQ	Harper's Bazaar
The Today Show	Good Housekeeping	Maxim	Men's Health
Cosmopolitan	Elle	Allure	



[www.HAIRMAX.com](http://www.HAIRMAX.com)

May not be duplicated or reprinted without authorization. © Copyright Lexington International, LLC 2016

\*HairMax Devices are indicated to treat Androgenetic Alopecia, & promote hair growth in males who have Norwood Hamilton Classifications of IIa to V & in females who have Ludwig (Savin) 1-4, 11-1, 11-2, or frontal patterns of hair loss & who both have Fitzpatrick Skin Types I to IV.



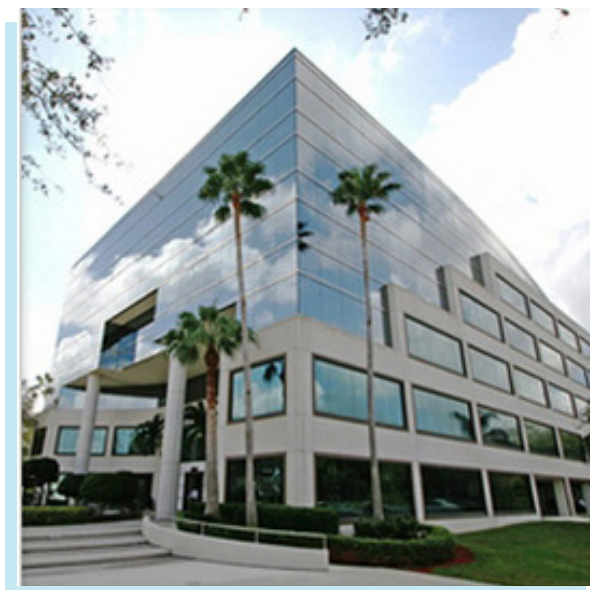
## ABOUT HAIRMAX®

Lexington International, LLC. is a global medical device company headquartered in Boca Raton, FL. Since our founding in 2000, our mission has been to provide the most advanced hair loss treatments and hair growth products.

The revolutionary HairMax® Laser Devices have redefined treatments for hair loss and thinning hair. It is the first laser light hair growth device, FDA cleared for home-use to treat hair loss and stimulate hair growth in both men and women. HairMax bathes the scalp with nourishing laser light, infusing hair follicles with energy to treat hair loss and grow denser, fuller hair.

HairMax brings a scientific approach to hair care. We combine leading edge technology with innovative formulas specifically targeted for hair growth.

We are dedicated to providing products that consistently meet or exceed the requirements and expectations of our customers. The application of a rigorous quality management system, including a commitment to comply with regulatory requirements, ensures the highest possible standards.



Contact: Francesca Dubsky  
Email: [fd@hairmax.com](mailto:fd@hairmax.com)

Tel: 561.314.2430 x124  
Media Kit: [HairMaxpr.com](http://HairMaxpr.com)