



HAIRMAX[®]

The science of hair growth.™



FLEX-FIT

DESIGN BY *pininfarina*



The Complete Solution for HAIR LOSS & THINNING HAIR

From a Company Devoted to Hair Science



As the founder of Lexington International, I had my first introduction to Laser PhotoTherapy for hair loss in 1999, at the Laser Hair Clinic in Sydney, Australia. I was 35 years old and had been experiencing hair problems for five years. I tried everything available at that time. Nothing worked.

Soon after I started laser treatments at the Sydney Laser Hair Clinic, my hair became thicker and fuller, the condition of my hair improved dramatically and my dandruff also subsided. I was so amazed at the results that I began a working relationship with the founder of the Sydney Laser Hair Clinic, who was a pioneer in the use of Laser PhotoTherapy for hair growth. We joined efforts to develop a prototype of an affordable hand-held laser device so everyone could experience the same exciting results that I had experienced. After several years of design, development and research, our efforts resulted in HairMax® laser devices .

HairMax has profoundly improved the quality of life for both men and women in over 170 countries by reversing the course of their hair loss and actually re-growing denser, fuller more vibrant hair.

At Lexington International, our mission is to continually seek the latest technology, formulas and treatment protocols to safely and effectively treat hair loss and thinning hair. Positive customer experiences and user satisfaction are our primary goals.

We take your hair loss concerns personally. We hope that after you read this brochure, you will decide to try one of our HairMax devices and our entire selection of breakthrough hair loss treatments.

Yours Truly,

David Michaels
Co-Founder

Innovation. Technology. Science.

Solutions that give you unparalleled results.



HairMax has pioneered the development of advanced home use hair growth laser devices and an innovative line of hair care products targeted for thinning hair care. Be assured that like over a million people worldwide who have trusted us to help treat their hair loss, you can choose HairMax with complete confidence.

HairMax® Breakthrough Technology for Hair Growth

HAIRMAX
UNDERSTANDS



HAIRMAX
RESPONDS

There are over 50 million men and 30 million women in the U.S. suffering from hereditary hair loss. It can be devastating watching your hair thin, seeing more hair in your brush or going down the drain. Hair is considered our crowning glory. It affects how we feel about the way we look and our self-confidence.

At HairMax, we understand the impact of hair loss on people's lives, and we have dedicated our efforts in pioneering the research, design and development of safe and effective, 'state of the art' hair growth products.

For years, *Laser PhotoTherapy* has been used in hair loss and hair restoration clinics around the world with great success. However, these treatments are inaccessible to most, as they are costly and require ongoing visits. HairMax has been able to engineer the astonishing success of *Laser PhotoTherapy* for home use. HairMax is the first FDA Cleared* home-use laser phototherapy medical device to treat hair loss and stimulate hair growth in both men and women.

Clinically proven and recommended by doctors, HairMax devices have helped over a million men and women around the world suffering from hair loss and hair thinning to transform their hair, regain their self-confidence and enrich their lives.

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

Benefits of Laser Light Treatment



Treats
Hair Loss



Stimulates New
Hair Growth



Reverses
Thinning Hair



Activates
Hair Follicles



Strengthens and
Thickens Hair



Repairs
Damaged Hair



Rejuvenates
Aging Hair

OVER
90%

of clinical study participants
experienced significant hair
growth[†]



129

additional hairs per sq.
inch, average increase
in hair count.[†]



3x

per week usage for
just a few minutes



[†]Based on seven clinical studies with 460 participants over six months using the HairMax devices.

HairMax® Laser Devices - LASERBAND 82



Fastest Treatment Time

The new enhanced hands-free HairMax LaserBand 82 cradles your scalp with nourishing laser light to energize and revitalize your hair follicles to REGROW YOUR HAIR.

The fastest laser hair loss treatment available, you can treat your entire scalp or easily target your problem areas from the front hairline to the back of your head in as little as 90 seconds.

The unique curved design incorporates a patented hair parting teeth mechanism, exclusive to HairMax devices, to part your hair during treatment for maximum laser light delivery to your follicles for optimal results. Experience new hair growth, increased density and healthier, fuller, more attractive hair with the HairMax LaserBand.

82

LASER MODULES

3x

PER WEEK

AS LITTLE AS

90
SECONDS

TREATMENT TIME



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

HairMax® Laser Devices - LASERBAND 41



Flexible Band Design

Experience new hair growth, increased density and healthier, fuller more vibrant hair with the revolutionary new HairMax LaserBand 41. The LaserBand 41 provides a safe, effective and easy to use hair regrowth treatment. Nourishing laser light is delivered to your scalp through 41 medical grade lasers.

The light-weight, flexible band design adjusts to fit most head sizes for a very comfortable treatment. The proprietary soft touch teeth part your hair during treatment to allow the maximum amount of energizing light to reach your follicles for optimal hair growth results. Treat your entire scalp in just 3 minutes, 3 times a week. The LaserBand 41 is compact and portable, weighing just 6 oz., making it perfect for use at home and while traveling.

41

LASER MODULES

3x

PER WEEK

AS LITTLE AS

3

MINUTES

TREATMENT TIME



- 41 professional strength medical grade lasers
- As little as 3 minutes treatment time
- Flexible, headband design adjust to your head size
- Patented teeth effectively part hair ensuring maximum delivery of therapeutic light
- Cordless and lightweight for comfort and freedom of movement
- Rechargeable battery / charging cradle

HairMax® Laser Devices - LASERCOMB® ULTIMA 12



Targeted or Full Scalp Treatment

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. Lightweight and portable, this device contains a lighted display which helps you keep track of your treatment time. This device is perfect for those who wish to target their treatments to certain areas of the scalp or for full coverage. This targeted laser treatment delivers nourishing light energy directly to your hair follicles to regrow your hair.

12

LASER MODULES

3x

PER WEEK

8

MINUTES

TREATMENT TIME

- 12 professional strength medical grade lasers
- 8 minutes 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 / charging cradle
- Removable teeth
- Lighted timer display



DESIGN BY *pininfarina*

HairMax® Laser Devices - LASERCOMB® PRIMA 7



Targeted or Full Scalp Treatment

The revolutionary new Prima 7 LaserComb® redefines how you treat your hair loss and thinning hair. This state-of-the-art laser phototherapy device targets hair follicles with nourishing light energy to treat hair loss and regrow your hair.

Now you can experience new hair growth, increased density and healthier, fuller more attractive hair in just weeks.

7

LASER MODULES

3x

PER WEEK

15
MINUTES

TREATMENT TIME

- 7 professional strength medical grade lasers
- 15 minutes 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
- Storage cradle



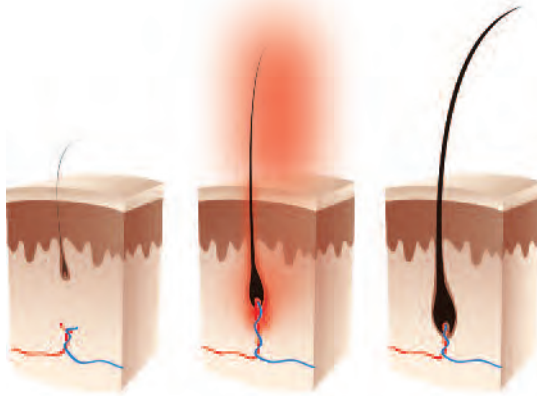
The Science of Hair Growth

OVER 2 DECADES
OF RESEARCH AND
DEVELOPMENT



LASER PHOTOTHERAPY
TECHNOLOGY
FOR HAIR GROWTH

HairMax Laser devices deliver gentle, nourishing laser light to your hair follicles which stimulates cellular energy production to create a healthier environment for hair growth. This boost of laser light encourages more blood flow to the follicle, bringing in more oxygen and nutrients, activating antioxidant defenses, and speeding up the elimination of waste products such as DHT. HairMax laser light treatments help restore your hair's natural growth cycle resulting in new hair growth with increased density, fullness, and vibrancy.



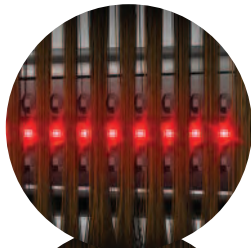
- CLINICALLY PROVEN
- FDA CLEARED*
- DOCTOR RECOMMENDED

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The HairMax Advantage

Patented Teeth For Optimal Delivery

Hair is a natural photo protectant which blocks light energy from reaching the scalp. HairMax® is equipped with a patented teeth mechanism which parts the hair to allow for the maximum delivery of laser light energy to reach the follicles and achieve optimal hair growth benefits. This is a significant advantage in using HairMax devices.



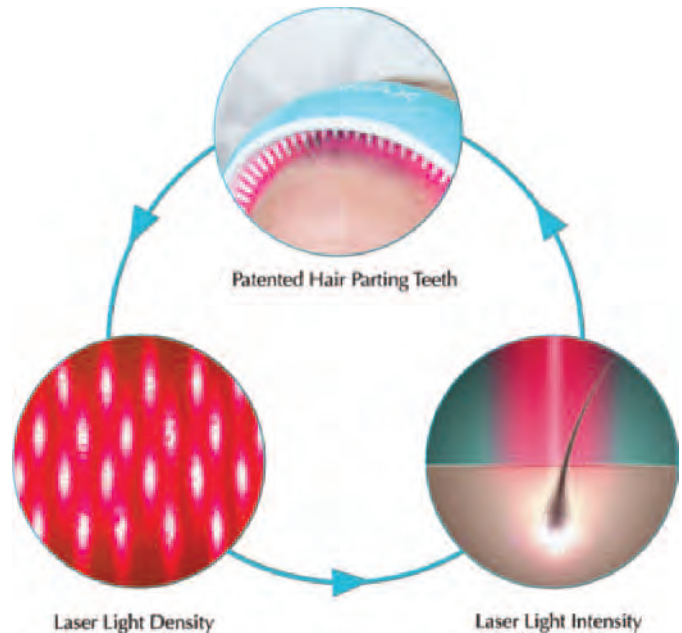
The HairMax® parts hair for optimal laser light delivery



Hair blocks laser light from scalp with hooded, stand or cap devices

The ONLY laser hair growth device with 3 Elements for Efficacy

Our proprietary design includes 3 elements for efficacy – patented hair parting teeth, laser light intensity and laser light density – providing a highly effective treatment.



There is a HairMax® Device for Everyone



All HairMax® devices provide the same efficacy. Visible results in just 16 weeks for many users.

HairMax Models	LaserBand 82	LaserBand 41	Ultima 12	Prima 7
Laser Modules	82	41	12	7
Clinical Studies Proving Efficacy	√	√	√	√
FDA Cleared for Males & Females*	√	√	√	√
No Serious Side Effects Ever Reported	√	√	√	√
Cordless Operation	√	√	√	√
Lighted Timer Display	—	—	√	—
Removable Teeth	√	—	√	—
Beep/Vibrate	Vibrate	Vibrate	Beep & Vibrate	Beep & Vibrate
Charging Cradle	—	√	√	—
Display Stand	—	—	—	√
Approximate Treatment Time (min)	90 sec	3	8	15
2-Year Warranty	√	√	√	√
Worldwide Power Adapter	√	√	√	√

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Seeing is Believing



FEMALE - was experiencing diffused thinning on the vertex of her scalp. Her hair regrew to cover her scalp, and the density and fullness of her hair were markedly improved.



MALE - extensive hair loss in the vertex area of his scalp. At completion of the clinical study, denser hair is seen with much less scalp showing through and balding areas less pronounced.



FEMALE - significant hair loss at the temporal area. At completion of the clinical study, the target area has shown significant new hair growth.



MALE - typical male pattern baldness on top of the scalp. After 26 weeks of using HairMax, the area has filled in with new hair growth.



FEMALE - significant hair loss at the temporal area at the part line. After 16 weeks of using HairMax, the target area has shown significant regrowth.



MALE - extensive hair loss not only in the vertex, but frontal area. Extensive regrowth of hair is seen particularly in the frontal area.

In Their Own Words

"I am writing to sing the praises of the HairMax LaserComb. I first learned of your product a few years ago as I began experiencing female thinning hair. The HairMax LaserComb has been a godsend, as it has kept my hair shiny, helped with new hair growth and appears to have even thickened it. All I can say is thanks for making such a great product available and affordable for personal use." R. Stone

"I immediately began to see obvious hair growth along my hairline! This is a very exciting development! It is hard to describe how happy I was to see new hair coming back. My confidence in my appearance is slowly returning. I highly recommend the HairMax Laser. I should also mention that I recently purchased the HairMax Vitamins, the shampoo/conditioner/topical solution, and the hair fibers. I feel that the HairMax product line is a winning combination responsible for my new hair growth."
Vivien K.

"Just in 2 months of using the LaserComb my hair has stopped falling out and is growing back. I am so excited about your product I am telling everyone. I also love your shampoo and conditioner. I had tried everything, even the expensive Beverly Hills stuff. Your products are all natural, and not expensive and work wonderfully on my hair." Chris G.

"I have been using the LaserComb for 5 months and have already begun to see results. In the battle against hair loss, it's been great to use a product that is so easy to use and has been clinically proven. It has certainly helped me maintain the hair that I have." Marc M.

"I just wanted to say thank you to everyone involved with the LaserComb. You have changed my life and made me so happy. Thank you. I will recommend the comb to the hairdressers I am finally going to go to."
Phillip C.

"I have been using this product for about six months now, the hair band along with the shampoo and conditioner. I take my vitamins daily. Not only has my hair become visibly thicker but there is more volume than before. The bald spot in the back of my hair is no longer my bald spot. My thinning hair on the top of my head is no longer thinning. This is the best product ever and a Godsend. Thank you very much HairMax for giving me my hair back!" Mary L.

"For years I had thinning hair and tried every pill, lotion, potion, shampoo, and system there was...I was embarrassed, ashamed, hopeful, saddened and lost. After reading studies, and comparing units, I figured I would try one last thing before I went the wig route. It's been 6 months, using the LaserBand 3x a week, with the hair care products. I have hair growing all over my head, a pronounced hair line and officially, no longer bald on top of my head! This unit is better than others, not only due to the amount of lights, but due to the combs that separates your hair to get the lights closer to the scalp, and handsfree is so much easier. It take just a few minutes, is easy to use, and, more importantly, it works."
Beth M.

View all HairMax video testimonials at <http://www.youtube.com/hairmax>

Are You a Candidate for Laser Therapy with HairMax®?

HairMax® devices can be used by men and women with thinning hair or pattern baldness caused by a hereditary condition. Doctors use a system known as the Norwood Hamilton Classification (men) and the Ludwig-Savin Classification (women) to describe degrees of hair loss. Below are pictures representing different stages of hair loss. The shaded areas show the type of hair loss that can be treated effectively with the HairMax. HairMax has not been clinically tested for hair loss outside of the shaded area.

Ludwig-Savin Classification - Females



Norwood Hamilton Classification - Males



HairMax has not been clinically tested for hair loss outside of the shaded areas.

HairMax® was studied in light to brown skin tones (Types 1,2,3,4) as described in the Fitzpatrick Scale below. If your hair loss and skin tone fall into these categories, HairMax should work for you.

Fitzpatrick Skin Type Classification Guide: A way to describe your skin type based on your complexion and what happens to your skin in sunlight.

Clinically Tested for these skin types		NOT Clinically Tested for these skin types	
Type 1	Very white or freckled skin, always burns with sun exposure (very fair; often in people with red or blond hair and blue eyes)	Type 5	Dark brown skin, very rarely burns with sun exposure (common in people of Middle-Eastern descent)
Type 2	White skin, usually burns with sun exposure (fair; often in people with red or blond hair and blue, green, or hazel eyes)	Type 6	Black skin, never burns with sun exposure
Type 3	White or olive skin tone, sometime burns with sun exposure (fair; seen in people with any hair or eye color)		
Type 4	Brown skin, rarely burns with sun exposure (common in people of Mediterranean descent)		

*Adapted from Fitzpatrick's Dermatology in General Medicine. McGraw-Hill Professional; 5th edition. Please note that HairMax was only tested on light to medium skin tones. This does not indicate that it will not work on darker skin tones.

Frequently Asked Questions



How often do I need to use HairMax®?

It is recommended to use any HairMax model 3 times per week with at least a day between each treatment.



Will results improve if I use my HairMax more frequently than 3 times a week?

Three times a week is the optimal amount of usage needed to generate maximum results. Using HairMax more than three times per week has not shown any additional benefits of treatment.



How long before I see results from use of my HairMax?

Experience varies, but most users start to see benefits in as little as 16 weeks. Hair grows slowly and it may take some users a longer time to see the benefits. Allow a full 26 weeks of usage to see new hair growth, reduction in shedding and hair that is denser, fuller and more manageable.



How long will I need to continue my hair loss treatment with my HairMax?

To keep seeing positive benefits from your HairMax model, you must use it as indicated on an ongoing basis. If you do not use the device as recommended, there is a strong possibility that you will not see benefits or you will regress to where you were prior to using HairMax.



Can I use my HairMax on damp or dry hair?

You can use your HairMax on either dry or damp hair. It is important that you use the device on a clean scalp, as any build-up of topicals such as oils, gels or sprays, can block the laser light from effectively reaching the follicles.



Do I have to use any special shampoos or products with my HairMax?

You do not. However, we recommend using sulfate free shampoos and hair care products that are gentle on your hair and scalp. HairMax **for den•si•ty**, our unique collection of shampoo and scalp treatments, is specifically designed for thinning hair. These products can be used with any HairMax device or on their own to help support hair growth and achieve thicker, denser, fuller looking hair.

HairMax[®] for den·si·ty

THINNING HAIR & SCALP TREATMENTS

SULFATE
FREE

SAFE FOR
COLOR TREATED HAIR

Four high performance products that deliver unparalleled results. Designed to cleanse, nourish, revitalize and fortify your follicles for denser, thicker, fuller looking hair.



Shampoo

cleanses and restores vitality, thickness and volume to your hair

Revitalizer

deeply cleanses and exfoliates the scalp

Conditioner

deeply hydrates, retaining moisture to strengthen and protect your hair

Activator

nourish the scalp and encourage naturally thicker, stronger, healthier looking hair

HairMax combines innovative formulas with leading edge technology specifically targeted for thinning hair.

Shampoo

FORTIFIES AND REVITALIZES

This high performance sulfate-free shampoo gently cleanses your hair and scalp while infusing strands with vital anti-oxidants for strength, thickness and volume. Our lower pH formula exfoliates the scalp and optimizes the natural hair growth cycle. Your hair and scalp are left thoroughly cleansed and refreshed.



- DHT blockers
- Anti-oxidants to restore and optimize scalp health
- Therapeutic botanicals to restore balance and enhance hair vitality

Revitalizer

INVIGORATES AND CLARIFIES

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



- Provides gentle exfoliation
- Anti-oxidants to restore and optimize scalp health
- Specially formulated to deeply cleanse your scalp for maximum benefits

Conditioner

HYDRATES AND RESTORES

A sulfate-free, botanically-infused conditioner that deeply hydrates your strands, retaining moisture to strengthen and protect your hair. This restorative, lightweight formula rinses free without leaving behind residue that can weigh hair down. Restores vitality and leaves your hair full, silky, and more manageable.



- Rich in vitamin E and essential fatty acids
- Plant extracts and nutrients to help strengthen and fortify hair
- Moisture locking polymers to help maximize hydration

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 that nourish the scalp and encourage naturally thicker, stronger, healthier-looking hair.



- Nutrient rich ingredients to promote hair vitality and strength
- Niacinimide to promote overall scalp health
- Anti-oxidants restore strength and reduce breakage
- Three independent DHT Blockers

HairMax® Dietary Supplements

HAIR, SKIN AND NAILS FORMULA

SCIENTIFICALLY
FORMULATED



30 DAY
SUPPLY

GLUTEN FREE FORMULA

HairMax Dietary Supplements are scientifically formulated with some of the world's leading hair growth researchers and recommended by physicians worldwide. Our natural vitamin complex is blended with proven hair strengtheners and nutrients to help support healthy hair, nails and skin.



- 2500 mcg of Biotin per serving 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 Sistrosterol & Saw Palmetto)
- Contains MSM for healthy collagen and keratin, which are essential to healthy hair growth
- Contains powerful antioxidants
- Works for all hair types
- No Artificial Color or Flavor, No Preservatives, No Sugar, No Gluten, No Wheat, No Yeast, No Shellfish, Sodium Free

HairMax[®] Hair Fibers

NATURAL LOOKING COVERAGE

HairMax[®] Hair Fibers are natural keratin protein hair building particles that blend and statically cling to your existing hair to hide any receding areas and provide dramatic density, volume and natural looking coverage, INSTANTLY!

HairMax Hair Fibers are the perfect solution for men and women suffering with hair loss and thinning hair who want to change the way they feel about their appearance. Balding and thinning areas instantly vanish, leaving you with a natural looking full head of hair.

HairMax Hair Fibers are a great way to conceal your thinning areas while allowing time for HairMax hair growth products to work.



- Conceal thinning hair
- Instant coverage
- Available in 9 colors



SPRAY APPLICATOR
SOLD SEPARATELY



Medical Advisory Board

Meet our Medical Advisory Board, a further extension of our dedication to quality.

This board consists of over 30 established key authoritative figures in the field of dermatology, hair restoration and medicine who can attest first-hand to the efficacy of HairMax® treatment for hair loss. In fact, these respected professionals have chosen to support our product based upon their experiences with and knowledge of the benefits of the HairMax.



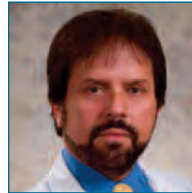
Dr. Pierre Bouhanna
Paris, France



Dr. Lawrence A. Schachner
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Dr. Zakia Rahman
California, USA



Dr. Joaquin Jimenez
Miami, FL, USA



Dr. Daniel Man
Boca Raton, FL, USA



Dr. M.H. Mohmand
Islamabad, Pakistan

Each member represents a commitment to the advancement of the hair care industry through ethical, credible practices and is individually responsible for contributions to the hair loss community. As a whole, the Medical Advisory Board provides its expertise and credentials to support us as we continue our efforts to provide quality products to our customers.

Above is a partial listing. For a full list of our prestigious advisory board members please visit our website <http://www.hairmax.com/medboard>

Trust us to Give You Real Solutions

- **7 FDA CLEARANCES** - With 14 International Medical Device Licenses and 7 FDA Clearances since 2007, HairMax® is the first home-use Laser Photo Therapy device that has been reviewed by the FDA and **cleared for the treatment of Androgenetic Alopecia** (pattern hair loss), **caused by hormonal or hereditary factors** in both males and females.*
- **CLINICAL STUDIES** - Seven clinical studies with 460 subjects were conducted with HairMax at top medical research centers in the USA. **Over 90% of participants experienced significant hair growth with an average increase of 129 additional hairs per sq. inch.** In addition to new hair growth, HairMax users also report increased density and fullness of hair, reversal of the thinning process and an overall improvement of scalp health.
- **NO WORRISOME SIDE EFFECTS** - This drug-free hair loss treatment has shown no adverse side effects since HairMax entered the market in 2000.
- **QUALITY ASSURANCE** - Lexington International, LLC is an ISO 9001:2008 and ISO 13485:2003 certified company. Regular audits maintain ISO certification and commitment to quality. HairMax devices encompass a state-of-the-art high precision laser diode encased in a super-strong housing for ultimate durability. The laser module has an estimated life of 10,000-15,000 hours; a realistic lifespan of the product is over 10 years when used as directed.
- **SAFETY** - HairMax complies with all USA and International laser product safety standards.
- **CERTIFICATIONS & APPROVALS** - HairMax has achieved worldwide certifications and approvals. Please visit hairmax.com for a complete listing.
- **PROFESSIONAL AFFILIATIONS & MEMBERS**



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HAIRMAX[®]

The science of hair growth.™

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