

**HAIRMAX**<sup>®</sup>  
The science of hair growth.

# HAIR GROWTH LASER LIGHT DEVICE

HairMax LaserComb<sup>®</sup>

A Revolutionary Treatment  
for Hair Loss & Hair Growth



**93%**

of participants in clinical  
studies experienced  
hair growth.

**CLINICALLY  
PROVEN**

**DOCTOR  
RECOMMENDED**



Laser Light - Avoid Direct Eye Exposure

## A PERSONAL STORY

As one of the Directors of the company, I had my first introduction to Laser PhotoTherapy for hair in 1999, at our founder's Laser Hair Clinic. At that time, I was 35 years old and had already been experiencing hair problems for five years. I had tried everything from topical solutions (which I found to be very inconvenient and messy—my hair looked worse than ever!) to vitamin supplements. Nothing worked. Then I heard about Laser PhotoTherapy for hair.

Soon after I started laser treatments at the Sydney 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 Laser Hair Clinic, who was a pioneer in the use of Laser PhotoTherapy for hair. 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 the HairMax LaserComb.

At Lexington International, our primary focus is to assist individuals suffering from hair loss. Positive customer experiences as well as user satisfaction are our primary goals. We hope that after you have read this brochure, you will decide to try the HairMax LaserComb. It has worked successfully not only for myself, but for hundreds of thousands of people just like you.

Yours Truly,

*David Michaels*

Managing Director

## EFFECTIVE TREATMENT OF HEREDITARY HAIR LOSS FOR MEN AND WOMEN\*

Many people deal with hair loss by spending thousands of dollars and countless hours using drugs, messy topicals, and so-called miracle supplements. Some of these treatments require prescriptions, some have unwanted side effects, and continued use requires ongoing costs. Even worse, all of these efforts are sometimes in vain as many of these products do little, if anything, to help the problem. This leaves many users of these products feeling hopeless in the fight against their hair loss. Now, thanks to the HairMax LaserComb®, FDA (Class II) Cleared for both men and women, it no longer has to be this way.



LaserComb Models from the left: Advanced 7, Premium, Professional 12

If you feel diminishing attractiveness and dwindling confidence due to your hair loss, there is now hope. The HairMax LaserComb has revolutionized the hair care industry, and has made hair loss a choice rather than an unavoidable destiny.

### Indications of Use:

\*The HairMax Advanced 7, Lux 9, Premium, and the Professional 12 models 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.

## INTRODUCTION

Following nearly two decades of research and development in Sydney, Australia, the directors of Lexington International were able to engineer the astonishing success of Laser PhotoTherapy for hair growth into a product that is affordable and convenient for home use, the HairMax LaserComb. The HairMax LaserComb is a clinically proven, FDA 510(k) Cleared medical device that grows thicker, fuller and healthier hair in as little as 16 weeks.

## REAL USERS, REAL DATA AND A PROVEN SOLUTION TO HAIR LOSS



Since 2000, the LaserComb has been delivering great results to people worldwide suffering from hereditary hair loss. During this time, our users and our clinical data have confirmed that the HairMax LaserComb is effective in not only treating hair loss, but also in re-growing lost hair and improving overall scalp health.

For over three decades, Laser PhotoTherapy or "Low Level Laser Therapy" (LLLT) has been used in hair salons and clinics around the world with great success. The problem, though, is that these

treatments are overly costly and require ongoing clinical visits.

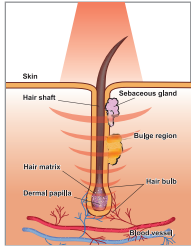
With the LaserComb, what was once an "exclusive" treatment, is now an affordable, convenient at-home solution for re-growing your hair.

Numerous clinical studies were conducted on the LaserComb in top medical research centers across the United States, including the Cleveland Clinic, the University of Miami and the University of Minnesota. These studies showed that 93% of users experienced hair growth. Clinical study participants saw results in as little as 16 weeks and reported no serious adverse side effects.





Our clinical data, coupled with our user satisfaction rate of over 90%, are among the best in the hair-care industry and prove that you too may achieve exciting, visible results with the LaserComb.

# THE SCIENCE OF LASERCOMB EFFECTIVENESS

The LaserComb works by stimulating the natural hair growth cycle. Through a process known as Photo-Biostimulation, the LaserComb energizes each hair follicle to promote strong healthy hair growth. Light is energy and the LaserComb delivers this safe, effective light energy into the scalp. Similar to the way photosynthesis converts light energy into plant energy. The light energy is absorbed by the cells in each hair follicle where it is converted into cellular energy. When the hair follicles have more energy, they are able to produce hair that is healthier, grows faster and grows longer. But not just any light will do. We have invested years of research to determine the most effective type of light to target the hair follicle and stimulate growth. This research has led to the development of the HairMax LaserComb® and it has been validated through extensive clinical studies.

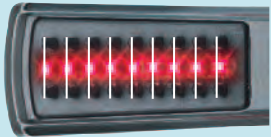


## ADVANTAGES OF THE LASERCOMB TREATMENT

Growth Phase	Resting to Telogen Phase	Vellus Hair	Dead Hair Follicle
			
To provide energy for healthy growth.	To stimulate root for new growth of healthy terminal hair.	To stimulate vellus follicle/root to encourage the transformation from vellus hair back to healthy terminal hair.	No follicle exists and thus this stage of the condition is beyond revitalization.

### Teeth for Optimal Delivery

The patented arrangement of “teeth” on the LaserComb helps to ensure that all laser energy is absorbed by the scalp. Actually, it is the “teeth” on the HairMax LaserComb that help make our product so consistently effective.



Through plowing and parting the hair, the “teeth” on the LaserComb guarantee that every part of the scalp receives equal and consistent amounts of nourishing laser light. This patented mechanism makes certain that visible results are achieved throughout the entire treatment area.

## A TYPICAL USER EXPERIENCE

Starting with the first treatment, our users routinely report feeling an overall “rejuvenation” of their hair. Some of the immediate benefits of using the HairMax LaserComb include increased manageability of the hair and increased shine.

Below is a weekly breakdown of how a typical user responds to laser phototherapy treatment of hair loss with the LaserComb.



Weeks 1-8	Weeks 8-12	Weeks 12-20	Post 20 Weeks
Decrease in shedding	New hair growth	New hair growth	New hair growth
Improvement of scalp conditions such as dandruff and scalp itch	Improved manageability	Decreased hair loss	Thicker, denser hair
	Increased shine	Healthier, thicker and more manageable hair	To receive ongoing benefits continue with the HairMax as directed

Although it may be difficult to see the new hair growth for yourself, ask your hair dresser or family member to closely look at your scalp. They may see small baby hairs growing in, or 2-3 hairs growing from the same follicle. The LaserComb stimulates the follicle to produce more than one hair per follicle adding to the fullness and thickness of your hair. The key to maximizing benefits is to use the LaserComb as directed.

## A REAL SOLUTION, SEE FOR YOURSELF

Below are pictures from our clinical trials. These are typical of the exciting results you may experience as a user of the HairMax LaserComb® when you use the device just 3 times a week for 8 – 15 minutes per session. With user satisfaction exceeding 90%, this is today's solution to thinning hair, and it is light years ahead of other products. In our clinical trials, over 93% of all men and women treated with the HairMax experienced hair growth!



This woman was experiencing thinning of her hair all over her head and she could see her scalp as shown in the 'Before' photo. She was treated with the LaserComb for 26 weeks and you can see in the 'After' photo the dramatic improvement in the thickness and fullness of her hair.



This man was experiencing hair loss all over his head, but it was much more severe in the frontal area as shown in the 'Before' photograph. After being treated with the LaserComb for 26 weeks, he regrew his hair, particularly in the frontal area.

\* The unretouched photos shown are of actual HairMax LaserComb users. Results may vary. For more Before and After photos go to: [www.hairmax.com/before-and-after-images](http://www.hairmax.com/before-and-after-images)

## AM I A CANDIDATE FOR THE HAIRMAX LASERCOMB?

The HairMax LaserComb 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 LaserComb. The LaserComb has not been clinically tested for hair loss outside of the shaded area.

The LaserComb was studied in light to medium 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, the LaserComb should work for you.

Ludwig-Savin Classification - Females



Norwood Hamilton Classification - Males



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

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

Type 1	Clinically Tested for these skin types	Very white or freckled skin, always burns with sun exposure (very fair; often in people with red or blond hair and blue eyes)
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 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)
Type 5	Not Clinically Tested for these skin types	Dark brown skin, very rarely burns with sun exposure (common in people of Middle-Eastern descent)
Type 6		Black skin, rarely burns with sun exposure

\*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.



## USING THE LASERCOMB

Use the LaserComb as directed, three times per week for 8-15 minutes, depending on model. Treatments should take place on non-consecutive days (i.e. Monday, Wednesday and Friday) and should be administered on a clean scalp. We recommend using the HairMax LaserComb after showering/shampooing, but before using any gels, hairsprays or other topicals that could hinder treatment.



3 times  
per week

Our users are often surprised by the ease of use of the LaserComb. It can be used in the comfort and convenience of your home. Cordless operation allows you the freedom to move around and treat your hair while watching television,

reading a book or relaxing around the house. Many users describe using the LaserComb as soothing and even therapeutic. The light energy is safe, effective and does not give off any heat. No lotion is involved so it does not leave any messy residue or interfere with your hair style.

The LaserComb comes with a storage cradle and convenient international power supply making it easy to take on vacations or business trips.

## SUMMARY OF CLINICAL STUDIES – MEN AND WOMEN

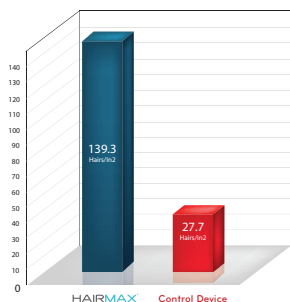
Seven clinical studies were conducted at 9 different locations in the United States. Men and women in the studies were diagnosed with Androgenetic Alopecia which includes hereditary hair loss or pattern baldness. Subjects were classified as to their degree of hair loss using the Norwood Hamilton Classification for men and the Ludwig-Savin Classification for women (see page 7).

Clinical study participants were divided into two groups. One group used the LaserComb and the other group used a control device that looked like the LaserComb but did not provide any laser light. All of the 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 [www.clinicaltrials.gov](http://www.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 and then at Weeks 16 and 26.

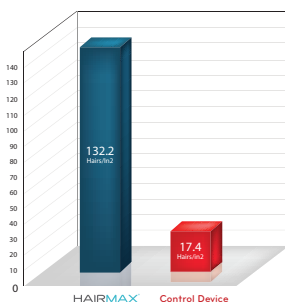
### CLINICAL STUDY RESULTS

Mean Terminal Hair Count Changes  
From Baseline in MALES  
26 Weeks



**Males:** The results of these studies in males showed that the average number of terminal hairs per square inch (hair count) increased by 139.3 hairs at the completion of the study vs. 27.7 hairs for the control device.

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 vs. 17.4 hairs for the control device.

These hair counts are averages, some subjects experienced hair count increases greater than 300 hairs per square inch. Data from these clinical studies showed that over 93% of all males and 95% of all females experienced hair growth. These results are considered scientifically and medically significant. Most importantly, the majority of subjects experienced increased thickness and fullness of their hair in all studies. No subjects in the studies experienced any serious side effects.

## SAFETY

The Low Level Laser Light used in the HairMax LaserComb complies with all USA and International laser product safety standards. The laser only stimulates your hair follicles so you achieve benefits without any worrying side effects.



This laser safety label can be found on the product.

Laser PhotoTherapy gives off no heat and is safe for consumers to use at home, at their own convenience. Unlike high powered lasers used in manufacturing, medical surgeries and throughout much of the scientific community, Low Level Laser Therapy is a gentle, nourishing light therapy that has only positive effects.

## USE WITH OTHER THERAPIES

Our clinical research demonstrates that the LaserComb works well as a standalone treatment. However, many of our doctors recommend a multi-therapy approach and suggest using the LaserComb in conjunction with Rogaine (minoxidil) or Propecia (finasteride). Each of these remedies address hair loss from a different angle and using them together can significantly improve your results.

In addition to a multi-therapy approach, hair transplant surgeons recommend using the LaserComb after hair transplant surgery. The nourishing laser light energy from the LaserComb may help to reduce post-surgical shedding, improve healing time and promote healthier graft retention.

## QUALITY ASSURANCE

The HairMax LaserComb encompasses 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. The realistic lifespan for the product is over 10 years when used as directed.



All manufacturing processes are state-of-the-art including quality control of laser diodes (actual process shown)

## WORLDWIDE REGISTRATIONS OF MEDICAL DEVICE LICENSES

- US FDA
- Health Canada
- TGA Australia
- Singapore
- Thailand
- Korea FDA
- Saudi Arabia
- Brazil ANVISA
- Colombia
- UK ASA Approved Efficacy Claims
- Egypt Ministry of Health
- Russian Ministry of Health

## CONFIDENCE THROUGH CERTIFICATION

To ensure consistent quality and customer satisfaction, Lexington International, LLC is an **ISO 9001:2000** and **ISO 13485:2003** certified company. Certification to ISO standards assures customers that Lexington International operates a Quality Management System in accordance with the International Standards Organization. Lexington undergoes regular audits to maintain ISO certification and commitment to quality.

In addition, the HairMax LaserComb has earned **CE Certification** for conformity with the essential health and safety requirements outlined in European Directives. While initialized as a European requirement, CE Certification has become the generally accepted standard for laser, and electrical safety worldwide.

Lexington International is also a member of the **Southeastern Florida Better Business Bureau** and follows the BBB's Code of Business Practices. Lexington International has been a good standing member of the BBB since 2000.

In the United States in addition to ISO compliance, companies **MUST** be compliant with **FDA standards for Good Manufacturing Practices (GMP)**. Meeting the ISO standards and FDA regulatory requirements, demonstrates a company's commitment to safety and manufacturing quality of its medical devices.

In conclusion, when you are considering a laser device to treat your hair loss, it is recommended that you ask the company directly: 1) if they have ISO credentials, 2) if the address of their company on the web site is an actual office location, 3) what methods they use for validating their laser's performance and, 4) are they compliant with all FDA standards for GMP.

Only when a company confirms that they meet all these requirements can you be assured of the purchase of a quality device. **Lexington complies with all ISO guidelines and practices GMP**. You can read all about this at: [www.hairmax.com/safety-standards-clearance](http://www.hairmax.com/safety-standards-clearance).



US Presidents E-Award

## THE HAIRMAX LASERCOMB IS MAKING HEADLINES

The HairMax LaserComb works so well that the media has taken a great interest in our product. It has been the subject of numerous favorable reports on NBC, CBS, ABC and FOX News as well as other TV stations and publications around the world.

In 2000, the HairMax LaserComb was named one of Time Magazine's "Inventions of the Year." The Wall Street Journal, the Chicago Tribune and Good Housekeeping Magazine all featured encouraging articles on the LaserComb. Even Ripley's Believe it or Not rated the HairMax LaserComb as a "Believe It!" product.

Here is a brief list of some of the other media outlets that have positively reviewed the HairMax LaserComb over the years:



TIME, Allure, InStyle, GQ, Maxim, Men's Health, Good Housekeeping, New Beauty Magazine, Newsday, New York City, Forbes.com, New York Times, People Magazine, TimeOut Magazine, USA Today, Fox News, Dermatology Times

Dateline, CBS, FOX, Today Show, The Rachael Ray Show, NBC Nightly News, The Doctors, The Doctor Oz Show, The View CNBC "The Big Idea" With Donny Deutsch.

To access more stories as were seen on TV and other media accolades please visit [www.hairmax.com/in-the-news](http://www.hairmax.com/in-the-news).

## WHAT DOES FDA 510(K) CLEARANCE MEAN?

The FDA 510(K) Clearance is a rigorous process conducted by the FDA to ensure the safety and effectiveness of a device. Before you can legally sell a medical device in the US, the FDA must review the product to validate its safety and effectiveness. The HairMax LaserComb® was required to undergo demanding clinical studies to prove beyond the shadow of a doubt that it was effective in promoting hair growth and treating pattern baldness. Other tests for laser safety, electrical safety and biocompatibility must also be submitted to the FDA for review before Clearance will be granted.

In addition to the clinical studies, the FDA requires the device to be manufactured in a quality controlled facility adhering to the strict standards of FDA's Good Manufacturing Practices (GMP). The FDA conducts periodic audits of the manufacturing facility to ensure the product is being built to the highest quality standards possible. Each LaserComb undergoes comprehensive quality testing and inspections before they ship.

In conclusion, the FDA 510(K) submission is a rigorous process that ensures the safety and effectiveness of the HairMax LaserComb. Lexington follows strict guidelines in the design, clinical testing and manufacturing of the device. Lexington is committed to providing a product that meets these standards and is focused on your complete satisfaction.

## MEDICAL ADVISORY BOARD

Lexington International has long been committed to facilitating positive user experiences, providing comprehensive customer support and operating our business to the highest ethical standards. We now proudly introduce our Medical Advisory Board, a further extension of our dedication to quality.



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

provide quality products to our customers.

The Board consists of many established key authoritative figures in the medical field who can attest first-hand to the efficacy of the LaserComb as a treatment for hair loss. In fact, these respected professionals have chosen to support our product based upon their experiences and belief that the HairMax LaserComb provides beneficial results.

To view detailed biographies for members of Lexington's Medical Advisory Board, please visit our web site at [www.hairmax.com/hairmax-advisory-board](http://www.hairmax.com/hairmax-advisory-board).

# MEDICAL ADVISORY BOARD (Partial List)



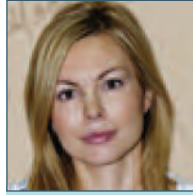
Dr. Matt Leavitt  
Orlando, FL



Prof. Ralph Trüeb MD  
Switzerland, Zurich



Dr. Lawrence A. Schachner  
Miami, FL



Dr. Tatiana Ostroukhova  
Moscow, Russia



Michael R. Hamblin, PhD  
Boston, MA



Dr. René Rodríguez  
Bogotá, Colombia



Dr. Joaquin J. Jimenez  
Miami, FL, USA



Karl Lintmer, PhD  
Paris, France



Dr. Maria Muricy  
Brazil



Dr. Leila Bloch  
San Paulo, Brazil



Dr. Craig Ziering  
Beverly Hills, CA



Dr. med. Conradin von  
Albertini  
Zurich, Switzerland



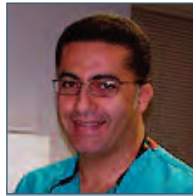
Dr. Melike Kùlahç  
Istanbul, Turkey



Dr. Mark DiStefano  
Worcester, MA



Dr. Glen Charles  
Boca Raton, FL



Dr. Marwan Saifi  
Warsaw, Poland



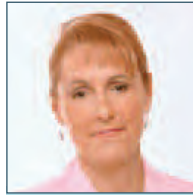
Dr. Yves Crassas  
Lyon, France



Dr. John Kahen  
Beverly Hills, CA



Dr. Marco Barusco  
Port Orange, FL



Dr. Mary Wendel  
Worcester, MA



## IN THEIR OWN WORDS

### Dr. Matt Leavitt,

Dermatologist –

"The ease of use and the efficaciousness of the HairMax will make a huge difference to women in treating their hair loss"

### Dr. David Kingsley,

Trichologist –

"After a short time I have noticed impressive improvement with the HairMax on a majority of both my men and women patients."

### Dr. Ralph Trueb,

World Renowned Hair Loss Expert –

"I am convinced both of the science and clinical efficacy of the HairMax LaserComb, both in men and in women."

### Janet E. –

"Once I started using it, I could tell that my hair stopped falling out and over time, it seemed that my hair was growing back. I am very grateful that your product exists and I have been very pleased with the results."

### Ron C. –

"You have no idea how long I have suffered about hair loss. Just in 2 months of using the HairComb, my hair has stopped falling out, and is growing back. I am so excited about your product I am telling everyone."

### Marlene S. –

"I'm not only enjoying fuller, thicker hair, my friends, family and co-workers are noticing a difference and want to know what I have done differently."

### Michael –

"I have been using the HairMax LaserComb for a year and I'm very happy with it, I've seen excellent results. My hair is thicker and more manageable. I would recommend it to anyone who has a hair loss problem and is looking to achieve fuller, thicker hair."

## 10 REASONS WHY YOU CAN USE THE LASERCOMB WITH CONFIDENCE!

- 1 The Only Home-Use Medical Device Cleared by the FDA for Hair Growth\*.** Why waste your time with other products that are not backed by solid clinical data nor comply with the rigors of FDA regulations?
- 2 No More Messy Topicals.** The LaserComb uses nourishing laser light energy that's been clinically proven to be safe and effective. There's no need for messy lotions or creams that can ruin your hairstyle.
- 3 Real Hair Growth.** Our clinical studies showed that 93% of subjects using HairMax LaserComb experienced a significant increase in hair growth.
- 4 Improve Hair Condition.** The LaserComb increases shine, tensile strength, bounce and manageability of your hair. In no time people will be telling you how much better your hair looks.
- 5 Convenient Home Treatment.** The LaserComb can be used in the comfort and convenience of your own home. There is no need to travel to clinics or salons to receive treatments.
- 6 No Worrisome Side Effects.** The LaserComb has been on the market for over 10 years and has undergone extensive clinical studies to prove its safety and effectiveness. In all of our history, there haven't been any negative side effects reported from using the LaserComb.
- 7 No Prescription Required. No Ongoing Costs.** The HairMax LaserComb is a one time purchase and is free from recurring prescription costs. Purchase the HairMax LaserComb just once, and experience the benefits of better looking hair for many years to come.
- 8 Supported by Medical Professionals Worldwide.** Our team of Medical Advisors supports our product because they too have experienced the treatment benefits with the HairMax LaserComb and believe in the science behind the product.
- 9 Quality Assurance.** The LaserComb is manufactured following Good Manufacturing Practices (GMP) and Good Clinical Practices (GCP). Lexington is an ISO Quality Certified company.
- 10 Worldwide Delivery.** Order in the comfort of your own home, and the HairMax LaserComb is delivered right to your door.

# HAIRMAX<sup>®</sup>

The science of hair growth.

HairMax LaserComb<sup>®</sup>



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