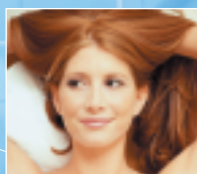


HAIR CARE TREATMENT  

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IN A HEALTHY NEW LIGHT



## NEW HOPE FOR MEN AND WOMEN WITH HAIR PROBLEMS

Some say that it is the hair that makes the man or woman. It's been called our crowning glory. It defines our style and frames our personal presentation. We sometimes joke about it, but for those of us with thin, lifeless, unhealthy hair, it's no laughing matter.



The fight for healthy hair comes with a high physical, emotional and financial price tag. Many men deal with it by spending thousands of dollars and countless hours on supplement therapies, topical treatments and so-called natural remedies. Women suffer the pain more privately; what is mistakenly thought of as a "male problem" often takes a larger emotional toll on female sufferers.

Unhealthy hair is a complex problem that has many causes including genetics, lifestyle, and other underlying health issues. It is estimated that over 50 million men and 30 million women suffer from problem hair in the United States alone. Because it is a chronic or on-going condition, continued treatment is needed for on-going benefits. The result is that you're constantly visiting a hair clinic or salon, and facing the continued high costs associated with purchasing hair treatments.

### **That's the way it was... Before the HairMax LaserComb™...**

Now, after 20 years of clinical experience, research and development, Lexington International, LLC has introduced the first hand-held Laser PhotoTherapy device for better looking hair: The HairMax LaserComb. Patented and manufactured in the United States, the LaserComb is an effective treatment for improving the appearance of hair that works without supplements or topical lotions.

## A BREAKTHROUGH SOLUTION

The HairMax LaserComb is an exciting breakthrough in the treatment of problem hair that uses the energizing effects of Laser PhotoTherapy to make hair look thicker, fuller and healthier.

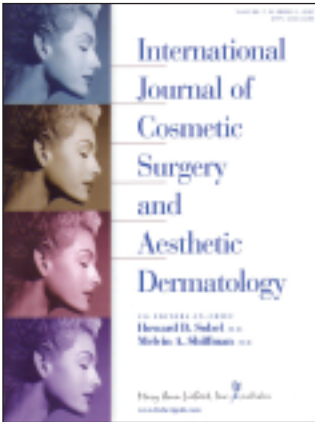
For over two decades, Laser PhotoTherapy or “Low Level Laser Therapy” has been used in exclusive clinics around the world with great success. By bringing the proven therapy of laser light for thicker, healthier looking hair to a device that is affordable and easy to use, the HairMax LaserComb brings new hope for healthier looking hair to millions of men and women around the world.

Over 90 percent of LaserComb users see visible results within 12 weeks and are satisfied with the improvements to the appearance of their hair. This level of customer satisfaction is among the highest for any hair care product on the market and indicates that you too, can achieve exciting results with the LaserComb.



## HOW THE LASERCOMB WORKS

Through the scientific principle of “Photo-Biostimulation”, the HairMax LaserComb progressively improves the appearance of your hair over time.



There have been over 3,500 positive scientific studies of Laser PhotoTherapy (Low Level Laser Therapy) published internationally to date. In 2003, an independent report by the Hair and Scalp Clinic of Clearwater, Florida was published in a peer reviewed medical journal. This landmark study demonstrated the correlation between LaserComb use and positive benefits to hair.

The HairMax LaserComb harnesses the energizing and nourishing effects of Laser Light Therapy to make hair look healthy and vibrant. Light is energy. Living cells thrive in light and your hair is no different. The end result is that the appearance of your hair will flourish and you will feel good about your hair again!



## SAFE AND GENTLE

The Low Level Laser Light, or Laser PhotoTherapy, used in the LaserComb complies with USA laser product safety standards. The laser affects only your hair and you achieve benefits without any worrying side effects.

Laser PhotoTherapy gives off no heat and is safe for consumers to use at home. Unlike high powered lasers used in manufacturing, medical surgeries and science, Laser PhotoTherapy is a gentle, nourishing light therapy that has positive effects on hair.

The HairMax LaserComb is safe to be used by itself or in conjunction with other treatments.

## EASY TO USE

Just glide the HairMax LaserComb slowly over your scalp for 10-15 minutes, three times a week. The LaserComb comes in a premium leather carrying case with a universal power supply that can be used in many different countries so you can easily take it on business trips or vacations.



## THE HAIRMAX LASERCOMB WORKS FOR BOTH MEN AND WOMEN



With two decades of clinical experience internationally, the results seen with the laser used in the LaserComb are both encouraging and impressive. Direct experience shows that, unlike other treatments, men and women of all ages respond to the positive benefits of Laser PhotoTherapy. It is no surprise that satisfied users range in age from 18 to their late 80s.

## TYPICAL USER EXPERIENCE

Results will vary. A typical user will experience benefits in the first 8 to 12 weeks. These effects may include shinier and or thicker looking hair. Over the next few months, the user may notice their hair gradually appearing fuller, stronger and denser.

Over time, all users - men and women - generally notice increasing benefits as they continue to use the HairMax LaserComb. Conversely, once the usage stops, our experience is that the hair may appear to gradually regress back to where it was.



Like brushing your teeth to maintain healthy teeth and gums, regular LaserComb usage is recommended. As little as 10-15 minutes per treatment, three times a week, is sufficient to achieve positive results over time.



## THE SIMPLE SOLUTION TO AGE OLD HAIR PROBLEMS

Men and women of all ages have responded to laser hair treatments. With over 90% user satisfaction, the HairMax LaserComb is today's solution to thin looking hair that is light years ahead of other products.

**Before Laser Treatments**



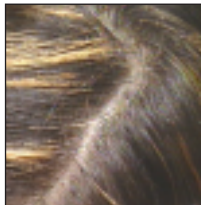
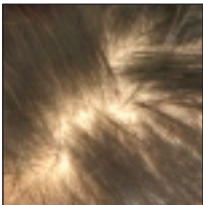
**After Laser Treatments**



*47 year old male*



*42 year old male*



*26 year old female*



*39 year old male*

## PROVEN TECHNOLOGY WITH ONE BIG DIFFERENCE

For many years, exclusive hair clinics and salons in Europe, Australia, Asia and around the world have been using Laser PhotoTherapy, also referred to as Low Level Laser Therapy, to improve the appearance of hair. Individuals suffering from thin, lifeless hair have achieved great success with this form of therapy.



But, up until now this Laser PhotoTherapy for hair was only available through exclusive hair clinics. These clinics rely on large, fixed laser devices that require many regularly scheduled "in office" therapy sessions for the patient.

Today, you can bring this effective hair care technology into the comfort and convenience of your home with the HairMax LaserComb — at a fraction of the cost.



## **THE HAIRMAX LASERCOMB ACHIEVES OVER 90% USER SATISFACTION**

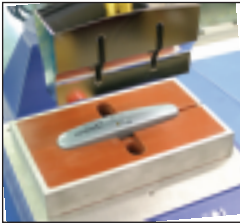
User feedback collected to date shows that **more than 90% of HairMax LaserComb users achieve positive benefits and are satisfied with the results they achieve.** In general, about 45% of LaserComb users see noticeable improvements in as little as 8 weeks of treatment. Another 45% realize benefits within 8 to 12 weeks. A small group of users take longer with noticeable results at around 12 weeks.



## **THE HAIRMAX LASERCOMB IS AN ECONOMICAL WAY TO HAVE THICKER, FULLER, HEALTHIER LOOKING HAIR**

By using the LaserComb 10-15 minutes per use, it should easily last a lifetime. Compare the one-time cost of a LaserComb to ongoing costs for other hair treatments and you'll see how the LaserComb is much more cost effective over the years. Other products may cost \$50 to \$100 per month and can add up to tens of thousands of dollars over 10 years.

## THE HIGHEST QUALITY



*All manufacturing processes are state-of-the-art including sonic welding (shown above) and are ISO Quality Assured.*

The HairMax LaserComb encompasses a state-of-the-art high precision laser diode encased in super strength housing for the ultimate in durability. The laser module has an estimated life of 10,000-15,000 hours. Realistic life span is 10+ years when used according to directions.

## CONFIDENCE THROUGH CERTIFICATION

To insure 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 certification and the commitment to quality.

In addition, the LaserComb has earned CE certification for conformity with the essential health and safety requirements set out in European Directives.

Lexington International, LLC is also a member of the Southeastern Florida Better Business Bureau and follows the BBB Code of Business Practices.



ISO 9001:2000  
ISO 13485:2003



## THE HAIRMAX LASERCOMB IS MAKING HEADLINES

Both the press and public have taken great interest in the LaserComb. The LaserComb has been the subject of numerous favorable reports on **NBC, CBS, ABC, FOX News** as well as other TV stations around the world.

**Dateline NBC** included the LaserComb in its story about popular hair treatments showing positive "results". The HairMax LaserComb has also been highlighted by **TIME** Magazine as one of the "Inventions of the Year". Respected publications including the **Wall Street Journal**, the **Chicago Tribune** and **Good Housekeeping Magazine** have each featured encouraging articles. Even **Ripley's Believe It or Not** rated the LaserComb as a "Believe It!" product.



*Time Magazine, December 4th, 2000*

**TIME MAGAZINE "Invention of the Year" —**  
**DATELINE NBC, GOOD HOUSEKEEPING Magazine —**  
**ABC NEWS — CBS NEWS — FOX NEWS —**  
**NBC NEWS — TODAY-TONIGHT (AUSTRALIA) —**  
**WALL STREET JOURNAL — PALM BEACH POST — THE CHICAGO TRIBUNE —**  
**HEALTH NEWS DIGEST — CARGO MAGAZINE — MAXIM MAGAZINE —**  
**MEN'S HEALTH — NATIONAL HAIR JOURNAL — AMERICAN MEDICAL REVIEW —**  
**ELLE MAGAZINE — GQ — NY POST — NATIONAL ENQUIRER —**  
**TECH TV — RIPLEY'S BELIEVE IT OR NOT TELEVISION — BBC RADIO —**  
**United States Dept of Commerce "Export Achievement Award"**  
**South Florida Manufacturing Association**  
**"Manufacturer of the Year" Finalist**

## **THE SOONER, THE BETTER**

If you are concerned about your hair, the earlier you start using the LaserComb, the better. There's nothing more ageing or detrimental to a person's appearance than lifeless hair. And the later you try to do something about it, the less chance there is of reversing the problem.

## **WITH THE HAIRMAX LASERCOMB, YOU WILL START TO FEEL GOOD ABOUT YOUR HAIR AGAIN!**

The HairMax LaserComb brings the most advanced laser hair care technology right to your home and makes it as simple as combing your hair.

Dramatic improvements in the appearance of your hair can be achieved with the LaserComb in just a few months. So what have you got to lose?



## HOW IT ALL BEGAN

From 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 into a product that is affordable and convenient for home use, the HairMax LaserComb. The LaserComb is a clinically proven product that makes hair appear thicker, fuller and healthier in as little as 12 weeks.

## A PERSONAL STORY

As one of the directors of the company, I had my first introduction to laser therapy 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 Therapy for hair. Laser PhotoTherapy, as it is referred to in the medical community, is a safe, effective therapy with no reported side effects.

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. From several years of design and development, our efforts resulted in the HairMax LaserComb.

At Lexington International, our primary focus is to assist individuals suffering from thin, lifeless hair. 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 for tens of thousands of men and women just like you.

Yours truly,

David Michaels, Managing Director

## **10 REASONS WHY YOU WILL LOVE THE HAIRMAX LASERCOMB!**

- 1. User satisfaction is high!**  
Over 90% of users are satisfied with the results within 3–5 months of use.
- 2. No more daily, messy lotions or supplements with worrying side effects.**  
Easy to use, only 3 times per week.
- 3. Improve hair condition.**  
Increase hair shine, bounce and manageability.
- 4. Thicker, fuller, healthier looking hair.**  
See real results.
- 5. Convenient home treatment.**  
No more traveling to hair care clinics.
- 6. Certified and completely safe.**  
Complies with USA laser product safety standards.
- 7. Attractive ergonomic design with high-tech feel.**  
Designed to fit the hand like a brush, the LaserComb is lightweight and easy to hold.
- 8. Easy purchase plan.**  
No more high, ongoing costs.
- 9. Worldwide delivery.**  
Order in the comfort of your own home.
- 10. Use Internationally.**  
Comes with a universal power transformer.

## SPECIAL DEDICATION



**Niels Ryberg Finsen, M.D.**

*Note his full head of hair!*

### **Niels Ryberg Finsen, M.D. of Denmark**

*(1860 - 1904) received the second Nobel Prize in Medicine in 1903, for his contribution to the treatment of diseases with concentrated light energy, "PhotoTherapy".*

*It was this Nobel Prize winner's ground-breaking research in PhotoTherapy that laid the foundation for the invention of the HairMax LaserComb for the treatment of hair. Dr. Finsen is responsible for bringing early credibility to PhotoTherapy.*



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

For both pre and post sales questions, or to read about additional user experiences, please visit the HairMax LaserComb online forum at [www.hairmaxforum.com](http://www.hairmaxforum.com)