

Questions and Answers

Q: Can the HairMax be used with other medications?

A: Yes, there are no contraindications against using HairMax with other medicines. You should, however, discuss this with your Freedom Hair Professional which methods of treatment best suit your individual needs.

Q: Will results improve when the HairMax is used more frequently than 3 times a week for 15 minutes?

A: It has been found that three times a week is the optimal amount of usage needed to generate maximum results. Using the HairMax more than three times per week has not been shown to accelerate the benefits of treatment.

Q: How long before results are seen from use of the HairMax?

A: User experience varies, but in general, improvement will start to be seen after 8 - 12 weeks of treatment. However, since hair grows slowly, we recommend that the HairMax be used for at least 20 weeks before judging results

Q: When is the best time to use the HairMax?

A: The HairMax is best used after showering. It can be used on a wet or dry scalp, but should be used before applying any topicals, gels or other hair products .

Q: Will additional hair fall out when using the HairMax?

A: Some users experience an initial increase in telogen fallout after starting treatment. This is a good sign and indicates that healthy (terminal) hair is growing up from the scalp and will soon take the place of the former telogen hair.

Results

Users of the HairMax will notice some or all of the following benefits:

- ? New hair growth of dormant follicles
- ? A substantial decrease in hair fallout
- ? Increased speed of hair growth
- ? Increased manageability of the hair
- ? Decrease in dandruff and/or scalp itch
- ? Overall better quality and condition of the hair

HAIRMAX®

Additional Information

For further information on the HairMax visit

www.hairmax.com

This Website contains comprehensive details on the product. Interested patients from Canada should contact the professionals at Freedom Hair Systems for recommendations and purchase options.

How to Order

The HairMax LaserComb is available for purchase in Canada by accessing the web site:

www.TheFreedomStore.ca

or by calling:

1 800 851 4169

Sales and Support associates are available

Tuesday through Saturday

Freedom Hair Systems
90 Sheppard Avenue East, Suite 107

North York, Ontario. M2N 3A1

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NEW CORDLESS DESIGNS

HAIRMAX®



Patient Information

Breakthrough in Hair Growth, Hair Care and Hair Science



Patient Information

Introduction

Some say it is the hair that makes the man or the woman; it's been called our crowning glory and defines our style, framing our personal presentation. For many people, losing their hair is a frustrating experience.

Thanks to the HairMax LaserComb®, there is now well founded hope for those suffering from hair loss and thinning hair.

Lexington International, LLC began developmental work on Laser PhotoTherapy over 20 years ago in Australia. Since then, the company has been at the forefront of this emerging technology. In 2001, the HairMax was introduced to the market and, from its inception, over 90% HairMax users are satisfied with their results.

In 2007, based on a multi-center clinical study, the HairMax received Clearance for marketing by the US FDA for the Promotion of Hair Growth in males with certain classes of Androgenetic Alopecia (male pattern baldness). The HairMax is marketed in 125 countries and is the first and only medical device ever cleared by the FDA for "Promotion of Hair Growth".

The handheld HairMax is available without a prescription and is a one time cost that delivers long term benefits. It is portable, easy to use, requires only three treatments per week. HairMax is even described as "therapeutic" or "soothing" by many of its users.



How the HairMax Works

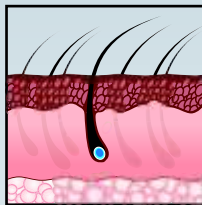


Hair parting teeth for an unobstructed path to the hair follicle.

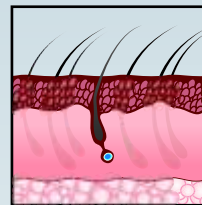
The HairMax works via the principle of Photo-BioStimulation, a process by which laser energy is delivered to the hair follicle. While the exact mechanism of action is unknown, it is hypothesized that Laser PhotoTherapy stimulates growth factors within the hair follicle. Some

users report stabilization of hair fallout at the onset of treatment followed by subsequent faster and thicker new hair growth. This points to the fact that the HairMax effectively targets the hair follicle at the cellular level and in some way both speeds up the hair growth process while at the same time inducing the growth of a thicker (or terminal) hair where a thin, dying hair may have been in place previously.

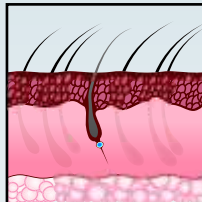
Treatment Objectives



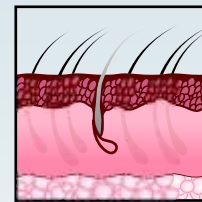
To provide energy for healthy growth.



To stimulate root for new growth of healthy hair.



To stimulate vellus follicle to encourage the transformation back to healthy hair.



No follicle exists and this stage of the condition is beyond revitalization.

Patient Candidates

Your Freedom Hair Professional will discuss with you whether the HairMax is appropriate for your condition.

Indications for Use

*The HairMax LaserComb is indicated to promote hair growth in males with androgenetic alopecia who have Norwood Hamilton Classifications of IIa to V and Fitzpatrick Skin Types I to IV.

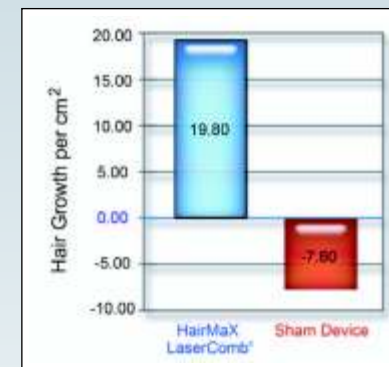
Studies Demonstrating HairMax Effectiveness

A clinical trial in support of the FDA submission was designed and conducted as a multicenter, randomized, sham-device controlled trial. It was conducted under strict GCP (Good Clinical Practices) guidelines and was overseen by an IRB (Independent Review Board).

The primary aim of the study was to assess the following:

- ? Promotion of hair growth
- ? Cessation of hair loss
- ? Changes in hair density
- ? Scalp overall health
- ? Safety

Study subjects used the HairMax three times per week on non-concurrent days for a total of 26 weeks. Hair density measurements were recorded at baseline and at 26 weeks, with additional clinical visits taking place at 8 and 16 weeks.



Clinical Results

Subjects in the HairMax treatment group demonstrated a significantly greater increase in mean terminal hair density (+19.80 cm²) than subjects in the placebo (sham-device) group (-7.60 cm²). Subjects in the HairMax group also had significantly better self assessments of overall hair health and regrowth than subjects in the placebo group.

There were no reports of adverse side effects from any of the subjects.