

Lexington  
**HairMAX**<sup>TM</sup>  
LaserComb



Volu-Med (Ireland)  
Ltd.

# Contents

- 1 Introduction
  - I Introduction to Laser Phototherapy
  - II Introducing the HairMax
  - III Two Types of Lasercombs
- 2 FDA Clearance
  - I Breaking News
  - II What it means to be FDA cleared
  - III Hairmax Clinical trials Overview
- 3 About HairMax Lasercomb
  - I HairMax Questions and Answers
  - II Users guide
  - III Technical guide and how to look after your lasercomb
- 4 HairMax Orders, Delivery and Guarantees
  - I How to Take an Order
  - II Delivery Information
  - III Price Information
  - IV Guarantee, Warranty and Money Back Guarantee

5	Testimonials and Pictures
	I    Users Experiences
	II   Before and Afters Pictures
6	About Hairloss and Other Hairloss Remedies
	I    About Hairloss
	II   Other Remedies
7	Keywords and Phrases to Keep at Hand
8	Current Prices and Delivery Charges

## **1. Introduction**

### **I Introduction to Laser Photo-Therapy**

Laser Phototherapy is a form of laser technology also referred to as Low Level Light Therapy. Laser Phototherapy has been used clinically for numerous medical purposes in Europe for over thirty years and has been the subject of over 2,500 scientific papers published worldwide. There are no reported side effects to the therapy, which is painless, non-toxic and complements many traditional therapies.

Until recently, Laser Phototherapy has been relatively unknown. Today, however, there is increasing awareness and acceptance of Laser Phototherapy among healthcare practitioners. The FDA has just cleared three other Laser Phototherapy devices for Carpal Tunnel Syndrome and chronic pain relief.

For many years, leading hair clinics and salons around the world have also been using Laser Phototherapy for individuals suffering from thin lifeless hair. These clinics have been very successful in improving the health and condition of hair.

White Cliffs has been combining the use of this laser technology with proven scalp and hair regrowth products for a number of years.

#### ***The Benefits:***

- Stops excessive hair loss
- Stimulates hair follicles to help re-growth
- Produces fuller, shinier and thicker hair
- Repairs and improves quality of hair shafts
- Relieves irritation scalp conditioning

### **II Introducing the HairMax**

The HairMax Lasercomb is a breakthrough in hair care because it is the first Laser Phototherapy device

designed for the general public to use at home. Developed in Sydney, Australia from over 18 years of clinical experience, the HairMax Lasercomb is a high-quality device using precision components. It is manufactured and patented in the USA.

The HairMax Lasercomb is the first product of its kind, a unique hand-held, Laser Phototherapy device that delivers the healthy and nourishing effects of low-level laser to improve your hair.

The HairMax LaserComb is an effective therapy for thin lifeless hair. The LaserComb works through the scientific principle of PhotoBioStimulation, which is the natural process by which light energy is converted into cellular energy.

Science has shown that skin cells thrive in light and your hair is no different. Through the scientific principles of 'Photo-Bio-Stimulation', Laser Photo-Therapy progressively improves the quality, strength and health of your hair over time. Results vary from person to person, but you should notice early, general improvements and activation of your hair within 8 to 12 weeks. These improvements include a normalizing of scalp condition as well as shinier and thicker hair. Gradually, over the next few months, you should notice your hair becoming fuller, healthier and denser as your hair responds to the rejuvenating effects of the laser light.

Users of the HairMax LaserComb experience high user satisfaction. Over 93% of the people who use the HairMax LaserComb experience benefits. Our goal is to provide a sincere service to the public, conveying realistic expectations and providing positive user experiences and satisfaction.

The information contained in these pages have been compiled to help you answer customer questions effectively and give you a better understanding of the recently FDA cleared HairMax lasercomb.

### **III Two Types of HairMax Lasercombs**

#### ***1 HairMax LaserComb® Premium***

*Ultimate performance and quality for maximum results.*

With the LaserComb Premium, experience real hair growth with minimal effort. Rest easy knowing you have invested in a precision device, manufactured with the highest quality components and designed to last a lifetime.

#### **LaserComb Premium Features:**

9 Laser Beams  
10-15 Minute Treatment Time  
10-15 Year Life Span  
26 Week Money Back Guarantee (less 20% re-stocking fee)

#### **Your Set Includes:**

One HairMax LaserComb®  
Premium Leather Travel Case  
Worldwide AC Power Adapter 110-240 Volts  
Second Set of Comb Teeth

User Manual  
DVD or VHS instructional Video  
Warranty Card  
Quick Start Guide  
6 months Money Back Guarantee if unsatisfactory results!  
1 Year Product Warranty

**2     *HairMax LaserComb SE™ Compact***  
***Unmatched LaserComb Technology. Unbeatable Value.***

Discover the power of low-level laser therapy to help you grow new hair at an affordable price. The HairMax LaserComb SE Compact delivers the effective power of laser energy at a reduced size and cost.

LaserComb SE Compact Features:

5 Laser Beams  
15-20 Minute Treatment Time  
5-7 Year Life Span  
12 Week Money Back Guarantee

Your Set Includes:

One HairMax LaserComb SE™  
Premium Leatherette Travel Case  
Worldwide AC Power Adapter 110-240 Volts  
User Manual  
DVD or VHS instructional Video  
Warranty Card  
Quick Start Guide  
12 Week Money Back Guarantee!  
1 Year Warranty



## 2. FDA Clearance

### I Breaking News

#### **FDA Clears the HairMax LaserComb for the Promotion of Hair Growth**

BOCA RATON, FL, February 15, 2007 – Lexington International LLC is proud to announce the landmark achievement of US Food & Drug Administration (FDA) clearance for their medical laser device, the HairMax LaserComb. Through years of extensive research and clinical studies in the science of hair growth, Lexington have developed an affordable and convenient, hand-held laser device, clinically proven to promote hair growth for men of all ages (Norwood IIA to V).

For the FDA submission, Lexington conducted an extensive clinical study in four different locations around The United States. The study concluded that 93% of the participants (ages 30-60) using the HairMax LaserComb had an increase in the number of terminal hairs. The average number of terminal hairs per square centimeter increased by 19 hairs/cm<sup>2</sup> over a six-month period. During the study, there were not any reports of serious adverse events. The number and types of adverse events were similar in both the active and placebo groups.

David Michaels, Managing Director, shares his thoughts on this momentous announcement, “I believe the results of this study are far more significant than any other product on the market today. We are very excited about having reached a major milestone in hair care and science. Laser hair treatment is the talk of the hair restoration industry and with our FDA clearance behind us, we are now soundly positioned to dominate this emerging Laser treatment segment.”

It is estimated that 55 million men are suffering from hair loss in the United States alone. Until recently, the FDA has only approved two other products as solutions to combat hair loss. The clearance of the HairMax LaserComb offers an exciting new modality for the stimulation of hair growth in males. Compliance is a key factor in the efficacy of any hair growth treatment. Fortunately, The HairMax LaserComb is very easy to use in the comfort and convenience of your own home, treatments last 10 to 15 minutes three times per week. The HairMax LaserComb is also the only natural, drug-free option available thus allowing many who were previously unable or weary of drug based solutions new found hope in their battle against hair loss.

Dr. Matt Leavitt, Chief Medical Advisor to Lexington International, expresses his enthusiasm on news of the clearance, “The HairMax LaserComb is a method of treatment that can be of great help to men of all ages

suffering from hair loss. I am impressed with the results from the clinical trials that Lexington has conducted and believe the LaserComb will offer a third FDA cleared solution for hair growth. We can now deliver a new confidence to our patients and gain strong customer acceptance.”

Randy Veliky, Lexington COO, comments, “The HairMax LaserComb will revolutionize the hair growth industry, but we are not stopping there. Lexington is dedicated to continuing research into laser technology. We will be expanding our offering of laser hair growth solutions to include freestanding clinical units, affordable laser panel arrays for the home market and broadening the features of our current products.”

For over 20 years, Lexington has been at the forefront of laser hair growth research. Born from this passion for innovation, The HairMax LaserComb uses a patented technology to part the hair allowing the focused laser energy to reach the scalp.

The laser is most effective when it has unobstructed path directly to the hair follicle. Extensive research has also allowed Lexington to determine the optimal wavelength and energy level to deliver maximum results. Lexington’s continued dedication to consistent innovation ensures that users of users are always receiving the latest in Laser hair technology. **About Lexington International, LLC**

Based in Boca Raton, Florida Lexington International manufactures and distributes the HairMax LaserComb® ([www.hairmax.com](http://www.hairmax.com)) to more than 80 countries and has provided new hope and satisfaction to tens of thousands of customers since 2001. The HairMax LaserComb is based on 20 years of international research and studies on the effects of Low Level Laser use. Both the press and users alike have universally taken to the HairMax LaserComb. Coverage has included Dateline NBC, *TIME Magazine*, as one of their “Inventions of the Year”, as well as the November 2004 issue of *Good Housekeeping Magazine*.

Lexington is a proud member of “Team Florida” and has participated in high-level, overseas trade missions with Governor Jeb Bush. Additionally, the company was awarded by the U.S. Department of Commerce for “Commercial and Export Achievement”.

## II What it means to be FDA cleared

The FDA, US’s Food and Drug Administration, is the biggest medical clearance authority in the world. The responsibility of the FDA is to determine if newly developed medical products are safe and effective. Whether it is a prescription medication, a medication sold over the counter, a medical device, a vaccine, or another type of biologic, the product can be marketed for general sale in the United States only if it has FDA approval.

Certain claims about the medication, medical device and vaccination can only be made if it is FDA approved.

Hair Max has recently been FDA cleared. We can now make claims about regrowth, reduction of shedding or increasing the strength of the hair in MEN ONLY (the device has not been approved for women yet so we cannot make this claim for women at present how it is clinically proven and FDA submissions are in progress).

- Improve the health and condition of hair
- Re-grow your hair

- Makes hair appear thicker, fuller healthier
- Reduce shedding
- Makes hair shinier, more manageable
- Improve blood flow or circulation
- Energize or stimulate follicles
- Improves appearance of hair
- Energizes scalp
- Users experience more “good hair” days

### **III Hairmax Clinical trials**

Here you will find a summary of the clinical trial which lead to the approval by the FDA. Full report is also available.

<p style="text-align: center;"><b>Final Clinical Study Report</b> <b>A Randomized, Double-Blind Clinical Trial to Evaluate</b> <b>the Safety and Efficacy of the Hairmax LaserComb</b> <b>for the Treatment of Androgenetic Alopecia in Males</b></p>
---

#### ***Conclusions***

The results of this study showed that the HairMax LaserComb® was effective in the promotion of hair growth and in the cessation of hair loss in males and females diagnosed with androgenetic alopecia when treatment is applied 10-15 minutes three non-concurring days a week (i.e. Monday, Wednesday, Friday) for 26 weeks. The results also demonstrated that the LaserComb is safe in these subjects.

#### ***Study Objectives***

The primary aim of the study was to assess the safety and effectiveness of the HairMax LaserComb in the promotion of hair growth and in the cessation of hair loss in males and females diagnosed with Androgenetic alopecia.

#### ***Study Design***

The study was designed as a multi center, randomized, placebo-controlled trial conducted at four sites in the United States. Subjects who met all entry criteria were randomized in a 2:1 fashion to receive either the HairMax LaserComb or an identical sham device that did not emit a laser. Subjects were to use the device three times per week on non-concurring days for a total of 26 weeks. Hair density measurements were done at baseline immediately prior to randomization and again at 26 weeks. Subjects who terminated prematurely were to have had hair density measurements at their termination visit. Additional clinic visits were scheduled at 8 and 16 weeks.

#### ***Subject Population and Demographics***

The study population included males and females between the ages of 30 and 60 years with a diagnosis of androgenetic alopecia who had been experiencing active hair loss within the last 12 months. They were also required to have a Norwood-Hamilton classification of IIa to V (for males) or Ebling Rook I to III (for

females), and have Skin Type I, II, III, or IV on the Fitzpatrick Skin Type Scale. A total of 123 male subjects and 16 female subjects were randomized between September 24, 2004 and February 21, 2005. Baseline demographics and clinical characteristics show that subjects randomized to LaserComb had comparable baseline characteristics to those randomized to the placebo.

### ***Methods***

Screened subjects who met the entry criteria returned to the study site for the baseline visit. At this visit study personnel assessed the subject's scalp for any signs of irritation or dermatological conditions that would disqualify the subject from study participation. Qualified subjects had global images taken to document hair loss since the screening visit, had the target site area of the scalp identified and tattooed, and had a hair clipping to determine the baseline hair density. They were then provided with their randomized study device. Subjects returned to the clinic at 8 and 16 weeks at which adverse events and concomitant medications were collected, vital signs were assessed, the scalp was evaluated for local dermatitis and other scalp conditions, and subjects completed an 11-question questionnaire. At the final visit, Week 26 or the termination visit, the same digital camera, hair clippings, and the investigator global assessment of new hair growth. The protocol was originally designed for both males and females. After the study began it was amended to only include males at the request of the FDA, and the females will be included in a similar study with only females. The results for the 16 females treated in this study are briefly summarized in this report.



### 3. About HairMax Lasercomb

#### I HairMax Questions and Answers

*Can you tell me about the LaserComb?*

The LaserComb is a very healthy and nourishing precision laser device. The LaserComb works through the scientific process of Photo-Bio-Stimulation. Light is energy. Living cells thrive in light and your hair is no different. The LaserComb sends stimulating laser light energy into your hair to stimulate hair follicles to produce healthy new hair without topical solutions or drugs, which may cause worrisome changes in hormone levels.

The LaserComb is a natural, healthy way to improve the health and condition of your hair. It's safe and very effective. The end result is that the hair flourishes. It becomes thick, healthy and vibrant.

The press and public have taken great interest in the LaserComb. Time Magazine has called the LaserComb one of its "Inventions of the Year" and it has been featured on ABC, CBS, NBC and Fox news.

User satisfaction is high. Over 93% of the users experience positive benefits from using the LaserComb..

The LaserComb will help make your hair thicker, healthier, and more vibrant over time.

**PAUSE AND GIVE THE CUSTOMER A CHANCE TO ASK THE NEXT QUESTION. IF THE CUSTOMER DOES NOT ASK A QUESTION READ ON. ASK IF THEY ARE READY TO PLACE AN ORDER.**

*Can I get one on order for you?*

*Will the LaserComb regrow my hair?*

HairMax achieves over 90% user satisfaction

User satisfaction is very high! In the hair related industry, this is one of the highest user satisfaction indicators of any product. User feedback suggests that more than 90% of users achieve some positive benefits and results. In general, about 45% of users see noticeable indications of benefits from use of the LaserComb within 8 weeks. Another 45% realize indications from 10 to 12 weeks and 5% see distinct improvements after 12 weeks.

We are now FDA cleared and can now claim hair regrowth. An independent clinical study, was published in the International Journal of Cosmetic Surgery and Aesthetic Dermatology demonstrating significant results. We are very confident of our product and that's why we offer a 6month money back guarantee (see terms and conditions), if you are not satisfied with the results.

**PAUSE AND GIVE THE CUSTOMER A CHANCE TO ASK THE NEXT QUESTION. IF THE CUSTOMER DOES NOT ASK A QUESTION READ ON. ASK IF THEY ARE READY TO PLACE AN ORDER.**

Can I get one on order for you?

***Is the LaserComb Safe? Are there any side effects?***

The idea of using Laser Phototherapy to improve hair has been in use in the US, Europe and Australia for over 18 years with no reported side effects. The Lasercomb complies with U.S. safety standards (United States CDRH) as a safe non significant risk laser, which means that the general public can safely use it.. The laser light provided by the Lasercomb is safe, gentle and nourishing. It is also medically cleared to grow hair in Singapore & Canada. It has international CE stamp for medical safety.

Every day, we encounter low-level laser used in security and scanning devices like you might find at a supermarket checkout counter. These lasers are safe. The word 'laser' is like the word 'transportation'. There are many types of lasers just as there are many types of transportation. The difference between Low-Level Laser used in health applications and High-Powered Laser used in industrial applications can be equated to the difference between a passenger car for transportation and a jumbo jet for crossing the continents.

As with any light source, it is cautioned not to stare into the output from the laser. The same would go for a household light bulb. Staring into any light source could damage the eyes, although this has never occurred to date with a Laser Phototherapy device.

**PAUSE AND GIVE THE CUSTOMER A CHANCE TO ASK THE NEXT QUESTION. IF THE CUSTOMER DOES NOT ASK A QUESTION READ ON. ASK IF THEY ARE READY TO PLACE AN ORDER.**

Can I get one on order for you?

***How long has it been on the market?***

The HairMax LaserComb has been on the market for over 7 years. During that time, tens of thousands of customers have experienced great results using the LaserComb. The concept of using lasers to improve the condition of your hair has been around for over 18 years. It has been very popular in the US, Europe and Australia.

***How long will I have to wait to see results?***

Results vary. About 45% of users see benefits between weeks 8-10, another 45% see benefits from weeks 10-12. Other users see distinct benefits after 12 weeks. User satisfaction is very high. Over 90% of our users see

noticeable benefits to their hair. We are very confident of our product and offer a 6months money back guarantee if the HairMax does not meet your expectations.

### ***What are the Benefits?***

There are many early indicators that tell you the HairMax LaserComb is working for you. For example, any one of the following indicates early response to the laser therapy:

1. Your hair is shinier and fuller looking
2. Your hair feels healthier
3. Your hair is more manageable
4. You have more “good hair” days

These are early indicators - not only of what is happening over the short term, but more importantly, what's happening as your hair continues to grow. Over time, your hair appears healthier, stronger and more vibrant.

### ***Does it work for Women as effectively as it does for men?***

Because HairMax works in a natural, healthy way to restore vitality to hair, it works equally well for both men and women. Over 40% of our customers are women. The results that have been seen with Laser PhotoTherapy used in HairMax are exciting and impressive. Our direct experience shows that men and women of all ages respond with positive benefits. Our customers range in age from 18 to 80. Conversely, once the usage stops, our experience is that hair and scalp conditions will regress back to their original state.

### ***Pregnant?***

Although the LaserComb is safe and gentle, we recommend consulting your physician before using your LaserComb during your pregnancy.

### ***Is it safe to use with other products?***

The nourishing light energy provided by the LaserComb is safe and gentle. It can be used in conjunction with other hair products. Often users discover the LaserComb is effective by itself, however here at White Cliffs we offer a number of different products that enable the Lasercomb to work more effectively and help your hair reach its optimum.

### ***Age / Children***

The nourishing light energy provided by the LaserComb is safe and gentle. However we recommend that you consult your pediatrician before using on children under 18 years old.

### ***What is the difference between LaserHood or Clinical Laser Treatments?***

The HairMax LaserComb was inspired from the Laser Clinic treatments. They both use Laser PhotoTherapy to deliver nourishing light energy to improve the health and condition of your hair. The LaserComb has some advantages over the LaserHood. The LaserComb is portable and convenient and can be used in the privacy of your own home or taken with you when you travel. Also – the LaserComb has teeth that plow and part the hair, allowing the laser energy to reach your scalp. The laser is only effective when it reaches your scalp. It is also cheaper and can be used whenever it is convenient.

### ***Will it cause Shedding?***

Shedding is a natural phase of healthy hair.

Hair grows in three phases:

- The Anagen or Growth Phase may last up to 3 years or more.
- The Catagen or Shedding Phase occurs when the mature hair moves away from the root and its supply of nutrition-rich blood and is eventually shed by normal activity or it is pushed out by the growth of new hair.
- The follicle rests for approximately 100 days during the Telogen or Resting Phase before the cycle starts over again with the Anagen Phase.

Using the LaserComb can often accelerate the hair cycle causing hairs in the Catagen phase to be shed allowing room for a new healthy hair to take its place. A small percentage of users see a slight increase in shedding around weeks 4-6. This is a good sign. It demonstrates that the LaserComb is having a positive effect on the hair growing environment.

### ***Will it work with transplants?***

Many hair transplant surgeons use the LaserComb in conjunction with transplant surgery. The teeth are removable for use during the healing phase. The nourishing laser energy improves the health and condition of your transplants as well as the existing hair. We encourage using the LaserComb four times per day starting the day of surgery. Use it at this frequency for 10 days then revert back to normal operation of three times per week.

### ***Will it work with Hair Replacement systems?***

Many Hair Replacement wearers use the HairMax for a number of reasons. Firstly to improve the condition of their own hair (if they are partial hair replacement wearers) and secondly if they want to try and grow their own hair back (if the follicles are not dead). This works perfectly well with lace hair replacement systems as the lace enables the laser light to penetrate through.

### ***Will it work with Extensions?***

Yes. It works very well with hair extensions. Many extension wearers will combine their lovely new locks with HairMax laser therapy in order to improve the condition of their own hair.

## **II Users guide**

The laser HairMax is **Easy to Use**. Just like brushing your teeth to maintain healthy teeth & gums, regular usage of the HairMax LaserComb is recommended. HairMax may be used by itself or in conjunction with other treatments.

### ***How often do you use it?***

The key to success with the Lasercomb is to use it according to directions. You will want to bathe your scalp with the nourishing effects of the laser in a very slow, deliberate manner. Use the Lasercomb three times per week. For example, Monday, Wednesday, Friday. Start each session by holding the Lasercomb on your front hairline and hold it still for 4 or 5 seconds. The Lasercomb will **beep** to let you know it is time to move to the next spot. Move the Lasercomb about a half an inch toward the back of your head and hold it still until the next beep. Cover your entire head twice, using this "step" method. The process takes approximately 10-15 minutes. Many users find it easy to use the Lasercomb while watching television or relaxing.

#### *Does the hair need to be clean*

The hair does not need to be completely clean – but it should be free from any sprays, gels or styling products. These gels can build up on the LaserComb window, clouding the window and blocking the laser light. If this happens, you can gently clean the window by unplugging the LaserComb. Gently remove the teeth by pulling them straight out. Clean the laser window with a soft damp cloth. Replace the teeth. Your LaserComb is now ready for use.

### **III Technical Guide to the Lasercomb and how to look after it**

#### *Voltage requirements for international usage?*

The Lasercomb is shipped with a universal power plug that is able to work with voltages from around the world. We include pin adaptors for the common sockets found in UK.

#### *Does it need batteries?*

The HairMax Lasercomb is shipped with an AC power adaptor and is plugged into a wall socket for use. You never have to worry about replacing batteries.

#### *Cleaning the LaserComb*

The LaserComb may need to be cleaned from time to time to ensure maximum benefits. Unplug the LaserComb. Gently remove the teeth by pulling them straight out. Clean the laser window with a soft damp cloth. Replace the teeth. Your LaserComb is now ready for use.

#### *Can it be Overused*

The healthy laser light provided by the LaserComb is safe and gentle. We recommend that you use it three times per week for 10-15 minutes. Using it more often does not improve the results or cause the results to appear faster. Like exercise, your body needs time to react to the treatment. Using the LaserComb every other day, gives the body the time it needs to take full advantage of the Laser Phototherapy.

[Can I get one on order for you?](#)

We like to end all calls with:

["If you have any further questions or need additional details please do not hesitate to call."](#)



## **4. HairMax Orders, Delivery and Guarantees**

### **I How to Take an Order**

Ask the customer how they heard about the LaserComb and fill out their personal details on a lead form, this then needs to be logged on the Excel spreadsheet (either lasercomb enquiries or lasercomb sales – template available from UK office). If the customer makes a purchase then the order is dispatched. The guarantee card is filled out and kept with the paper copy of their details. This is then filed away incase of refunds or future enquiries.

With the order please send a HairMax User brochure, White Cliffs brochure and any further details about White Cliffs. Upon receipt the customer may discover that there are other products or solutions that are more appropriate for them.

### **II Delivery Information**

We will normally deliver orders within 7 – 10 working days through the service of either the Postal Service (Recorded Delivery), UPS, or FedEx. International orders are shipped via UPS or Fed Ex. Tracking numbers are automatically sent via email to the customer after shipment.

If the time span for delivery is different to above then the customer will be informed at time of purchase.

We do not sell or give away customer e-mail information. Assure the customer that all information is held in strict confidence for customer service purposes only.

### **III Price Information**

The HairMax LaserComb is a high-quality, precision built laser device, which should last 10 to 15 years or more. The HairMax LaserComb is a one-time purchase without any ongoing costs.

Please see the attached leaflet at the back for up to date details of prices.



## IV Guarantee, Warranty and Money Back Guarantee

You've made the decision to buy the HairMax LaserComb: It comes with a 6months money-back guarantee. Use the LaserComb for 6months. If you don't notice results that live up to your expectations, you may return it and your money will be refunded – less 20% restocking fee. Obviously, we would not make this guarantee if we weren't sure that people would see the kind of results they've been hoping for..

### *Warranty*

The HairMax LaserComb is warranted for 1 year against defects in materials or workmanship from Lexington International, LLC. Lexington may extend this warranty period under certain conditions. For product warranty service, please take the customer's name and number and a Customer Service Agent will return the call on the next business day with return information. For complete warranty terms please refer the customer to the 'User's Manual'.

### *Returns Policy.*

If the Customer calls and says that he/she is not happy with the results and want to return the lasercomb and then pass the call to a consultant who go through the whole process

1. Find out whether they used it regularly in a discipline way. If they haven't extend the warranty period to further 6 months as doing them a favor
2. Find out if they were already bald. If Follicles were dead then no chance. If so suggest them to a free consultation to discuss further treatments. Emphasises that if laser hasn't worked I guess nothing is going to work except White Cliff's other products like hair systems. But don't tell them it's system that gets stuck on and just get them into coming in. When they come in and see our PEDIGREE and the sales person wearing hair the mentality will change. Insist on the consultation booking saying that they have no other choice but to give it a go
3. Male pattern (androgenic alopecia) baldness 21-35 may require more aggressive treatments. Suggest the herbal DHT blockers which has Saw Palmetto seen to help hair growth and hair nutrients. Add Minoxidil as well and get them to give full treatment consisting LC, DHT blockers, Minoxidil. If they can spare more money then give them Sodium Sulphate free shampoo, conditioner and Dexpanthonal
4. If they still insist on refund then give them a RMA number with which they will return the comb with power sockets. When you have received and tested it then give them 80% of the refund with brochure of other products that we offer. Don't give up !

## 5. Testimonials and pics

### I Users Experiences

Every individual varies, but within the first 12 weeks, you should notice early general improvements or activation of you hair occurring. These improvements should include a normalizing of scalp condition, shinier and thicker hair. Then, over the next few months, you may notice your hair gradually becoming fuller, stronger and thicker. Over time, all users - men and women - usually notice progressively increasing benefits as they use their HairMax LaserComb. Conversely, once the usage stops, our experience is that hair and scalp conditions gradually regress back to where they were.

### II Before and Afters Pictures



**Before**



**After**



**Before**



**After**



**Before**



**After**



**Before**



**After**

All pictures are available from the Lexington Website, you will require a username and password to log on and have access to these. Please contact the UK White Cliffs office for more information.

### *Laser Hair Loss Therapy Program Testimonials*

*The laser treatment was amazing. I couldn't believe the results that were achieved. I am truly satisfied and was delivered exactly what I was promised. Thank you White Cliffs!*

Peter Klima -

*The laser hair loss treatment gave me hope. I didn't see the results until 4 months but after this period the results were great. The White Cliffs team is very helpful and sympathetic and really do care about each and everyone of their clients.*

Darren -

*I can't believe how the laser hair loss treatments helped me. It really works! I thought that it might be a gimmick but when I saw improvement I couldn't believe it. Thank you White Cliffs Group.*

Mohammed

# 6. About Hairloss and Other Hairloss Remedies

## I About Hairloss

### *Hair Loss Facts*

Hair Loss is a very serious concern to customers who call to order the LaserComb. As any person suffering from hair loss can tell you, it is a problem that is difficult to cope with, causing emotional distress and vulnerability.

### *Reasons for Hair Loss*

There are many reasons for hair loss and, while researchers have identified many causes, there is still much that is unknown about hair loss. Some of the reasons identified include hormones, stress, medications and aging.

#### Primary Reasons for Hair Loss

1. Genetics are the reason for over 90 percent of hair loss in patients
2. Male hormones (DHT is common - especially in men)
3. Age
4. Other hormonal changes
5. Stress
6. Drugs
7. Diet
8. Medication

### *Normal Hair Growth*

Each hair on the head grows for about 2 to 3 years before being shed with approximately 20 to 80 hairs being shed from the scalp every day. Scalp hair grows at a rate of about 1 centimeter (less than a half inch) a month and the average person has about 100,000 hairs on his head.

Hair grows in three phases:

- The Anagen or Growth Phase may last up to 3 years or more.
- The Catagen or Shedding Phase occurs when the mature hair moves away from the root and its supply of nutrition-rich blood and is eventually shed by normal activity or it is pushed out by the growth of new hair.
- The follicle rests for approximately 100 days during the Telogen or Resting Phase before the cycle starts over again with the Anagen Phase.

### *Hair Loss or Thinning Hair*

Individuals with above-average hair loss experience a shorter growth phase and a longer resting phase than normal. When the resting phase lasts too long, the papilla or hair root shrinks and is incapable of producing a

normal hair. At this point, when and if the hair does re-grow, the hair is thinner and grows more slowly on certain areas of the head usually associated with pattern baldness.

Up to 50 percent of hair loss in a given area has already occurred before it becomes obvious. In other words, you may lose half of your hair without hair loss being too obvious. Therefore, most individuals tend to be unaware of the problem until hair loss has reached an advanced stage.

## **II Other Remedies**

There are 5 basic options available for hair loss sufferers: Drugs, lotions, transplants, hairpieces, laser clinics. The HairMax LaserComb may be complementary to these, but its main advantage over them is its effectiveness, a one-time purchase without ongoing costs and convenience. The HairMax is the ideal for those who are thinning and looking for hair improvement.

### ***Drugs***

Propecia (generic name Finasteride) Taken orally, for use by men only. In clinical studies, hair count increased during the first year and was maintained in those men taking Propecia for two years.

Propecia works by inhibiting the effect of the enzyme that converts testosterone into the balding hormone (DHT).

Possible side effects: A small number of men reported less desire for sex, difficulty in achieving an erection and/or a decrease in the amount of semen. Propecia is for use by men only and should not be used by women or children.

Propecia must be continued in order to maintain its effects.

Ongoing costs are: \$289 for a three-month supply. Over 10 years that cost may exceed \$11,000.

### ***Lotions***

**Minoxidil** was originally developed to treat high blood pressure. Its use for preserving thinning hair was discovered when it was noted to cause increased hair growth as a complication of this treatment. It may work by increasing the local blood supply of the thinning area.

It must be used for about six months to see the benefits. The most common problem is irritation of the skin. If the medication is stopped, after prolonged use, hair loss may increase.

Minoxidil has a few downfalls. There is a regimen of applying the lotion twice a day and many side effects. Users complain that the lotion makes their hair look bad and it is bothersome to have to apply the lotion so often.

Possible side effects: Absorption of minoxidil into the bloodstream via the scalp can occur in those with inflamed or abnormal scalps. Therefore it should not be used by those with heart failure or significant coronary heart disease, and used with caution by those with high blood pressure. Should not be used in pregnancy or by nursing women.

We sometimes combine laser therapy with minoxidil to get maximum effects.

Minoxidil must be continued in order to maintain its effects.

**Avacor** is herbal based with small amount of the generic drug of Minoxidil. Avacor is used topically on the scalp and with associated shampoos and vitamin supplements. Avacor is facing increasing charges of being a fraud product on news programs like ABC's 20/20 and in articles in Men's Health magazine.

### ***Transplants***

*A hair transplant*, if done properly on the appropriate patient, can look quite natural. Today, doctors can now implant single or two-hair grafts as opposed to 15-hair grafts as it was done in the 50's. Transplants don't always work and can be very costly leaving unsightly scars.

A transplant may fill in a bald spot, but it doesn't stop someone losing the rest of their hair, so they usually need ongoing surgery.

There are a number of procedures available, including:

*Micrografts*: (1 to 2-hair follicular unit) for the hairline area.

*Grafts*: Larger, hair-growing grafts or minigrafts (3 to 6 hairs) are required to fill in more substantially bald areas away from the hairline.

*Scalp reduction*: Involves removing an area of bald skin and then stitching up the remaining gap. This surgery does not stop male pattern baldness; it merely removes an area of baldness from the scalp.

*Flaps*: Moving flaps of hair and scalp lifts are considered major surgeries and can be followed by complications and significant pain. Such procedures can leave permanent disfigurement.

### ***Hairpieces***

All hairpieces are made using a base. These may be made from fine lace or poly bases and are often undetectable, or they may be made from coarser cloth materials or plastics. There are numerous methods that hairpieces or "systems" can be fixed to the scalp. The common way is by two-sided tape, but other methods such as gluing the base to the scalp is sometimes used.

Hair pieces work very well when the individual has many dead follicles and too far gone to try and regrow the hair. Suitable for alopecia sufferers and those who know that their hair will NOT grow back.

White Cliffs Hair replacement systems are undetectable and look very realistic, many of those who have tried laser and it hasn't worked for them opt for this method.

Many continue laser treatment whilst wearing the hair system.

### ***Laser Clinics***

Laser hair clinics have proven to be very effective. Laser treatment needs to be ongoing in order to maintain its effectiveness. This means the client has to make constant visits to a hair clinic using a conventional laser

hood and face inconvenience and ongoing costs. The HairMax can cut both factors out and enable you to enjoy the effects of laser therapy in the convenience of your home.

## 7. Keywords and Phrases to Keep at Hand

*We refer to the device as White Cliff's HairMax Lasercomb*

Here are some keywords and phrases that can help you respond to questions. You can put these responses into your own words, but it's best to memorize the "key" words/phrases so they become almost automatic:

1. The HairMax LaserComb uses a healthy, nourishing light to help your hair flourish. It is safe and very effective.
2. The LaserComb works by the scientific process of Photo-Bio-Stimulation. PhotoBioStimulation is the process by which laser light energy is converted into cellular energy. This process is similar to the photosynthesis process found in plants.
3. The HairMax LaserComb is a high-quality, precision built laser device, which should last 10 to 15 years or more. The HairMax LaserComb is a one-time purchase with no ongoing cost. Compared to other treatments, the LaserComb is, by far, the most economical solution to thinning hair on the market today.
4. As a result of the laser light energy, your hair appears fuller, stronger, healthier and shinier.
5. Over 90% of our users see positive benefits or indications within the first 12 weeks.
6. The HairMax LaserComb was featured in Time Magazine as one of the "Inventions of the Year" and has been seen on television news programs throughout the country. The LaserComb has been called a "Hot New Product" on "The View" with Barbara Walters. The LaserComb has been featured with numerous positive reports in television news programs, newspaper articles and magazine stories around the country.
7. The LaserComb is easy to use. Just plug it in and step the LaserComb slowly through your hair for about ten to fifteen minutes three times a week. You can even do it while you're watching TV.
8. The LaserComb is an economical solution to problem hair. Compared to topical solutions and pills, there are no side effects.
8. The LaserComb was designed to free you from the mess and hassle of daily hair treatments and the high cost of drugs and treatments by giving you an effective, new product that can be used in the comfort of your own home.
9. The LaserComb is a natural, healthy way to improve the health and condition of your hair. This product is revolutionizing the hair treatment industry.
10. The key to the 'success' you will have with the LaserComb is to use it very slowly. Rather than running the LaserComb through your hair like a brush, you will want to move it slowly, stopping every ½ inch and holding it still for 4 or 5 seconds. An audible beep will help you time the treatment. Continue this way until you cover the whole scalp twice from front to back and bottom to top.

12. Hair falls out as part of the natural hair growth cycle. The key point is to provide your hair with a healthy, nourishing environment by using the LaserComb.

### ***Client's Lack of Trust***

Many people have never heard about Laser PhotoTherapy for hair and are uncertain and skeptical at best. If a client shows skepticism, it can be answered in many ways.

Here are some facts that should answer any questions of trust:

1. The HairMax has been FDA Cleared, there are only 3 products on the market that are FDA approved in growing your hair back, Minoxidil, Propecia and now HairMax. HairMax does NOT carry the side effects that the other two products do.
2. White Cliffs Group has sourced the best products from around the world that really work in helping you get back your hair as well as your confidence.
3. There's a money-back guarantee - if for any reason, you are not satisfied with the LaserComb, return it within 6months and your purchase price less 20% will be refunded.
4. Over 90 percent of LaserComb users are satisfied with the results they get from using HairMax. Our return rate is around 7 percent - very low for any product offering a money-back guarantee.
5. The LaserComb adheres to United States CDRH regulations for laser safety.
6. We have doctors including dermatologists and plastic surgeons using the product, and also recommending it to their patients.
7. Customer satisfaction with the LaserComb is very high. Customer service and customer satisfaction are our very important goals.
8. The press and public have shown great interest in the HairMax LaserComb with numerous positive reports on news programs, in newspapers and magazines around the country. Time Magazine has named the HairMax LaserComb one of its "Inventions of the Year".

### ***Sales Protocols***

Positive user experiences, customer satisfaction and providing realistic expectations are our main concerns.

When someone calls they are usually cautious of being scammed and skeptical of our technology. We need to speak clearly, provide confidence in the company and credibility with our technology. When referring to the HairMax LaserComb, call it the LaserComb or a laser. Don't call it a comb, as it is much more than that.

While processing the order at the point of waiting for the approval (which takes a few seconds), we like to remind the customer briefly how to use the LaserComb with: "The key to getting the best success with the LaserComb is to go very slowly over your head when using it, going about a ½ inch at a time and holding it still for about 4 to 5 seconds". Positive user experiences are our main concern, if you have any questions once you receive the LaserComb please do not hesitate to call."

### ***Taking Orders in a timely manner:***

It is important to keep control of the client dialogue in customer service and order taking. Keep in mind the main purpose of taking the call is to successfully complete an order for the LaserComb.

The client may want to ask questions, so it is important that you answer them with authority and confidence based on good product knowledge. If a customer needs more information, you can get their name and number and ask when the best time a HairMAax specialist may call to answer questions about the LaserComb.

### ***Don't under-sell or over-sell.***

This is where timing comes in. You need to be responsive to the questions asked by the customer, but don't miss the opportunity to move on and take the order.

Try to use only a minimum number of questions and answer responses to close the sale. Some customers could talk extensively and not make an order.

Underselling: (and using yes-or-no type question)  
(You): "So, would you like to go ahead with this?"  
(Client): "Well, no, I'd like to think about it".

Overselling:  
(Client): "Sounds pretty good; I'd like to give it a try".  
(You): "Yes, it's really a great product and blah, blah, blah..."  
(Client): "Y' know, I just thought about something. Is it safe?"

Proper closing:  
(Client): "Sounds pretty good, I'd like to give it a try"  
(You): "Fine; we'll get a LaserComb out to you with 7 – 10 days by business express. May I have your name and address please?"

### ***Keeping Control:***

If you ever get caught in an unbroken chain of questions leading nowhere, you have lost control. The best way to regain control is to ask a question.

The client usually appreciates your questions about his/her hair and will then open up to you accordingly. Showing interest in their individual problem can help you proceed to the end of the sale.

Examples of questions that will enable you to gain control:

1. What's your hair like? Is it thinning or receding?
2. Are you using any other products right now?
3. How did you hear about us?
4. Would you like to place your order today?

***Stay positive - feel positive***

Don't lose heart. A sales "objection" doesn't mean the client isn't going to place an order; in fact it's usually a buying signal indicating the client needs reassurance in making the buying decision.

### *Summary*

This document was prepared to help you answer typical questions so that an order can be taken from a prospective customer. Remember to keep control of the process and move politely to take the order information after a limited number of questions have been answered.

## **8. Current Prices and Delivery Charges**

### **HairMax LaserComb® Premium**

**Ultimate performance and quality for maximum results.**

**£375 (exc Delivery)**

With the LaserComb Premium, experience real hair growth with minimal effort. Rest easy knowing you have invested in a precision device, manufactured with the highest quality components and designed to last a lifetime.

#### **LaserComb Premium Features:**

- 9 Laser Beams
- 10-15 Minute Treatment Time
- 10-15 Year Life Span
- 26 Week Money Back Guarantee

#### **Your Set Includes:**

- **One HairMax LaserComb®**
- Premium Leather Travel Case
- Worldwide AC Power Adapter 110-240 Volts
- Second Set of Comb Teeth
- User Manual
- DVD or VHS instructional Video
- Warranty Card
- Quick Start Guide
- 6 months Money Back Guarantee!
- 1 Year Warranty

### **HairMax LaserComb SE™ Compact**

**Unmatched LaserComb Technology. Unbeatable Value.**

**£275 (exc. Delivery)**

Discover the power of low-level laser therapy to help you grow new hair at an affordable price. The HairMax LaserComb SE Compact delivers the effective power of laser energy at a reduced size and cost.

**LaserComb SE Compact Features:**

- 5 Laser Beams
- 15-20 Minute Treatment Time
- 5-7 Year Life Span
- 12 Week Money Back Guarantee

**Your Set Includes:**

**One HairMax LaserComb SE™**

- Premium Leatherette Travel Case
- Worldwide AC Power Adapter 110-240 Volts
- User Manual
- DVD or VHS instructional Video
- Warranty Card
- Quick Start Guide
- 12 Week Money Back Guarantee!
- 1 Year Warranty

UK 1<sup>st</sup> Class Recorded Delivery Charge £9.95

UPS or Fed Ex for international orders please get a quote