

## HairMax® LaserBand 82 Wins Innovation Award at LNE & SPA 2015 in Kraków Poland

**The Pininfarina designed, HairMax LaserBand 82 wins Award for Innovation at the 31st International Congress and Beauty Sector Fair LNE & Spa EXPO in Kraków, Poland**

Miami, FL – April 4, 2016. Pininfarina together with HairMax are proud to announce that the HairMax® LaserBand has been awarded a **Beauty Choice Award for Innovation** as Hair Loss Fighter of the Future by **New Beauty magazine**. NewBeauty Magazine is the definitive authority on all things beauty here in the USA. HairMax laser devices are the first FDA Cleared laser light hair growth devices for home use, to treat hair loss and stimulate hair growth in men and women.



In order to earn the status of best innovation, a product must stand apart from the rest. It must be designed and developed in such a way that imparts the newest technology and shows results that pale in comparison to anything else on the market. This is the third year that HairMax has been recognized by top experts, editors and New Beauty readers in their Beauty Choice Awards. The LaserBand, designed by Italian Pininfarina, is the newest and most innovative laser in the HairMax range with the fastest treatment time on the market of as little as 90 seconds, three times per week.

**New Beauty** stated: *"The LaserBand boasts 82 tiny medical grade lasers and proprietary comb teeth, which part your hair during treatment for the best possible results, this device is unlike anything we've seen in the hair growth department. It's fast and easy to use, and it really works. Plus, while some hair-loss fighters only target one part of the problem, this one revitalizes hair follicles, stimulates hair growth, reverses the thinning process and increases the density and fullness of each individual strand"*.

**David Michaels**, Managing Director of HairMax said: *"We are honored to receive this prestigious award recognizing the LaserBand 82 for innovation."* Mr. Michaels further stated:

*"The form, functionality, speed and effectiveness of the LaserBand is a game changer in the hair loss industry. We are proud to bring safe and effective treatments, backed by clinical data, to men and women around the world suffering with hair loss"*.

*"If you look back to our roots, to our brand, to our history, we have always had the passion for innovation. With the addition of our new refined designs, the HairMax lasers have evolved to a new level as a consumer product and home use device in the premium sector,"* summarizes **Matteo De Lise**, Managing Director of Pininfarina, USA.