



## CASE STUDY

The HairMax LaserComb is a breakthrough Low Level Laser Therapy device designed for the general public to use at home. Developed in Sydney, Australia and highlighted by *TIME* Magazine as one of their 'Inventions of the Year'. The HairMax LaserComb is a high quality ergonomically designed device made up of precision components. It is a high-quality laser device that complies with USA laser product safety standards. It is manufactured and patented in the USA with other patents pending in 104 countries.

Until now, the FDA has only approved two other products as solutions to combat hair loss, a condition that affects approximately 55 million men in the U.S. The HairMax Laser Comb® stands out as the only proven drug-free alternative. This affords many hair loss sufferers, previously unable or unwilling to turn to drug-based solutions, newfound hope in their battle against baldness.

Hairmax has looked to KMR Communications since 2001 to generate national, regional and key local market awareness of the brand among mainstream consumers. KMR provided Hairmax with day-to-day media relations support and targeted media outreach surrounding the FDA-cleared announcement in 2007. KMR's work for Hairmax has generated tremendous awareness for the brand on the local, regional and national levels in both the consumer and trade media markets.

### SITUATION

There are many different hair loss products designed to treat and prevent male hair loss on the market today. Already a \$1 billion-a-year industry, the hair restoration market will continue to rise and expand faster than it has already growing; and enabling technologies will become the means by which these changes will accelerate. The country's rapidly aging population (baby boomers) is expected to provide further growth for this industry.

There are three primary options for hair loss restoration: medication (Rogaine), surgical procedures (hair transplantation and scalp reduction) and laser hair treatments.

### BUSINESS CHALLENGE

At the inception of the PR campaign in 2001, Hairmax did not receive FDA-clearance for the LaserComb (not until 2007). In addition to the lack of support from a credible third-party organization on the efficacy and safety of a medical device, KMR was also challenged with the cultural truisms of male hair loss. In today's culture, male hair loss is perceived as a sign of aging and is associated with societal discriminations. The topic of male hair loss is also rarely covered in media today.

### KMR COMMUNICATIONS MEDIA STRATEGY

- Utilize current news and trends to develop story angles; capitalize on timely news hooks, key events or emerging trends



- Focused on the technology component of the LaserComb
- Focused on the lifestyle and medical components of hair loss (causes of hair loss including stress)
- Focused on high-profile public figures and celebrity males to support the positive appeal and acceptance of male hair loss
- 360° Media Relations: Use all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc) in local, regional and national markets
- Spokesperson from the brand to comment on the hair restoration industry, trends and research and technological advancements in the hair loss product market

## RESULTS

- KMR maximized editorial exposure of Hairmax amongst national, regional and local editorial communities resulting coverage in publications that best reflect the target audience.
- Maintained a consistent flow of media coverage that corresponds with the Hairmax brand.
- Further promoted a positive image and consistent editorial coverage for Hairmax that reflects upon the image of the brand and its position as both a mainstay and a trendsetter in the hair restoration market.

## Total Number of Media Placements from 2001 to 2008 -

**Print: 55**

**Broadcast: 26**

**Internet: 397**

## Sample Top Media Placements

*TIME* magazine, *GQ*, *CBS Early Show*, *TODAY Show*, *New York Daily News*, *ELLE*, *Maxim*, *New York Post*, *Wall Street Journal*, *NBC Dateline*, *MSNBC*, *AOL Health*, *About.com*, *FOX Good Day New York*, *Chicago Tribune*, *ESSENCE*, *New York Times*, *Forbes.com*, *In Style*, *Men's Journal*, *Genre*, *People Magazine*, *USA Today*, *Time Out New York*, *Allure*, *PC Magazine*

## Event

- Hairmax LaserComb Launch Party to celebrate FDA-Clearance. An effective, integrated event helped Hairmax maximize its visibility and impact with target audiences. The launch party brought together the company, partners and top-tier media in an environment where the latest news and product information was shared; allowing Hairmax to meet its most important media contacts. KMR invited top-tier national, regional and local media to interact with host company and inspire coverage.
  - KMR provided a luxurious and friendly environment where media can connect emotionally with the Hairmax brand and product
  - Encouraged dialogue between key media influencers and company executives; facilitate unique brand exposure, drive discussion & education

KMR's goal was to generate "on message" feature media coverage for the LaserComb to further position the product as a lifestyle brand for long-term success.

