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# **Marathon Projects Ltd.**

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## **Scientific Hair Research Signs License Agreement With Bosley**

(Midland Park, NJ - October, 2009) Scientific Hair Research, today announced that it has signed a license agreement with Bosley, the hair restoration experts, to develop and distribute a complete line of haircare products for thinning hair. The line will be marketed in professional beauty salons nationwide.

The line will include hair restoration products, shampoo, hair conditioner and hair styling products. Marathon Projects Ltd, the licensing agency for Bosley negotiated the transaction. This is the first partnership agreement to be launched under the Bosley licensing program.

George Fettig, VP of Marketing for Bosley stated, "After decades of dominance in the hair restoration field, Bosley has become the authoritative voice regarding hair loss issues. Now, instead of just focusing on hair restoration remedies, Bosley through our partnership with Scientific Hair Research, will put considerable attention and effort in addressing hair care solutions to hair loss and hair maintenance".

Eric McLemore, President of Scientific Hair Research, added "We believe this is a perfect combination of the number one brand in hair restoration and a phenomenal line of hair care products that will supercharge hair salons and the professional beauty industry. I have been in professional beauty for over 20 years and I know the incredible potential a unique combination of strong marketing and a solution-oriented, one-of-a-kind product can have. Bosley Professional Strength is that kind of combination, one unlike anything I've seen before."

Craig Kalter, President of Marathon Projects, noted, "The licensed line of hair care products marries one of the greatest brands in the hair industry, Bosley, with the innovative hair care products of Scientific Hair Research. The debut of the Bosley line within the hair salon market will culminate the high degree of anticipation that it received at its launch at CosmoProf over the summer. Industry buzz within the hair salon market has suggested that this is one of the industry's biggest launches within the past 10 years. Shipments are to commence in October, 2009."

### **About Bosley**

Bosley is a world leader in surgical hair restoration, having performed more than 200,000 hair transplantation procedures on men and women from 60 different nations who suffered from hair loss and progressive baldness. You can learn more about Bosley hair replacement techniques at [www.Bosley.com](http://www.Bosley.com).

### **About Scientific Hair Research**

Scientific Hair Research works to combine technology and quality in order to create superior, results-oriented products that help restore confidence by giving thicker, fuller-looking hair. Through high-performance products, education and unique partnership programs, the company is poised to change the way stylists and their clients view fine thinning hair and hair loss. For more information visit [www.BosleyPro.com](http://www.BosleyPro.com).