

# PAXMAN receives market clearance in Argentina for its latest scalp cooling system

**PAXMAN announces that the company has received market clearance in Argentina for the latest PSCS model of its scalp cooling system. The first 8 PSCS systems will be delivered to the distributor Xeikon Diagno in December 2019.**

There are 11 systems of PAXMAN's earlier model installed in Argentina to date, and a launch event was held in May this year in Buenos Aires with over 100 invited guests. PAXMAN and Xeikon Diagno will now continue with extensive marketing activities in the country.

"Many women and men in Argentina are searching for a possibility to keep their hair during chemotherapy treatment, and this makes our scalp cooling interesting for cancer centres keen to offer their patients an improved quality of life. It is therefore satisfying that we are now able to start installing our latest PSCS model together with Xeikon Diagno, says PAXMAN's CEO Richard Paxman.

Argentina is severely affected by cancer with 129,000 cases each year, and breast cancer is the most common type. Argentina's National Cancer Institute (NCI) has launched a five-year plan to discover tumours earlier and offer patients better care, including an improved quality of life.

In Argentina, PAXMAN will continue to use its existing business model with sales of the scalp cooling systems to the distributor. The cash flow from Argentina will support PAXMAN's aggressive expansion in new markets where the company uses its pay-per-treatment and/or cooling cap business models.

## Contacts

Richard Paxman, CEO  
Tel: +44 7968 020641  
Email: [richard@paxmanscalpcooling.com](mailto:richard@paxmanscalpcooling.com)  
[www.paxman.se](http://www.paxman.se)

## About Us

The Paxman Scalp Cooling System has been developed by the Paxman family to reduce hair loss in breast cancer patients undergoing chemotherapy. The concept behind the system came when the mother of four, Sue Paxman, experienced first-hand the trauma of chemotherapy-induced hair loss. With close to 3,500 systems delivered in to hospitals, clinics and treatment centres around the world, PAXMAN is the leading supplier of Scalp Cooling technology. PAXMAN's scalp-cooling cap is made from lightweight, biocompatible silicone that is soft and flexible, providing a snug yet comfortable fit during treatment. PAXMAN AB (publ) has its headquarters in Karlshamn (Sweden), with subsidiaries in Huddersfield (UK) and Houston, Texas (US).

The PAXMAN share is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the company's Certified Adviser and can be contacted via [info@fnca.se](mailto:info@fnca.se) and +46 (0)8 528 003 99.

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PIONEERS IN SCALP COOLING

## **Attachments**

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