

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

LOOKBOOK



2024

2024 NEW PRODUCTS, ANNUAL SPECIALS, BIMONTHLY DEALS



ZENAGEN

THE FUSION OF BEAUTY + SCIENCE



REVOLVE

WOMEN'S
THICKENING
SHAMPOO

Developed for the
Appearance of
Thicker, Fuller Hair

6.75 FL OZ | 200 ML



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THE FUSION OF BEAUTY+ SCIENCE



ZENAGEN

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Our formulas are the result of years of nutraceutical research and product development. **ZENAGEN** creator and Founder, **JARED REYNOLDS**, first began searching for hair loss solutions when as a medical student, he began to notice his own hair thinning and shedding. Through his medical studies, Jared determined that nutraceutical ingredients and technologies were the key to an untapped natural and convenient hair loss solution. **ZENAGEN** is an award-winning professional hair care brand sold exclusively through the finest salon partners and distributors around the world.

EDUCATION CURRICULUM

STYLE FOUNDATIONS - \$99 DEMO/\$170 HANDS ON

4 Hour hands-on experience. 1.5-inch iron Flat iron Mini crimper if you have one. Teasing comb Teasing brush/bristle brush Bob pins Hair pins Smoothing brush Rattail comb On base, off base, teasing, backcombing, and thermal sets. If any of those terms make you want to run the other way then this is the class for you. Breaking down the most complex styles into easy-to-manage steps by utilizing a systematic and structural approach to creating voluminous on-trend styles. Become the "Big Hair" expert in your salon today!

FRAMEWORK CUTTING CLASS - \$99 DEMO/\$170 HANDS ON

Do volume, texture, and movement elude you with your guests that struggle with fine or thinning hair? Do your guests want layers but struggle with losing density at their ends? Do they want the latest textured trends but you fear texturizing too much? Join Chad White, ZENAGEN'S Director of education in bringing real solutions that every stylist and every client can see, feel, and enjoy.

CERTIFICATION CLASS - \$99 DEMO

In this certification class, we will talk about the two main causes of hair loss, inflammation and DHT build up. We will then learn how ZENAGEN'S technology and ingredients protect the entire ecosystem of the follicle to prevent shedding and help restore healthy hair growth and fullness. Safe for color, perms, and keratin treatments. Become the hair loss AND hair regrowth expert in your community!

BEYOND THE FADE - \$99 DEMO/\$170 HANDS ON

Beyond the Fade 3-hour men's hands-on cutting experience. 4 hours with brand certification. Shears, straight razor, texture razor, clipper with guards, neck trimmer, combs, sectioning clips, water bottle, Tripod Mani From the longer beach styles of the coast to the business casual styles of the heartland men's hair is anything but cookie cutter. While fades and clipper work are an undeniable trend it often makes us wonder, what's Beyond The Fade? Longer and shaggy to neat and tidy we cover the structure, design, and execution of the latest men's styles and trends that are beyond the fade.

PROFESSIONAL BOUNDARIES - \$100 DEMO

In today's world of ultra connectivity it can be a struggle to set personal and professional boundaries that create a healthy work/life balance. In this session we will talk about why in this industry this balance can be so hard to achieve and present you with solid techniques and practices that will allow you to attain the balance you desire.

SOCIAL MEDIA AND BUSINESS - \$100 DEMO

Understanding this connection can make or break a stylist's career. From a solid business plan to attracting your dream clients, this class has it all. In this session let's dive into solid practices that will help you build the business and social media presence your future self will thank you for!



2024 CLASSES:

CAN BE COMBINED TO CREATE A CUSTOMIZED EDUCATIONAL EVENT FOR YOUR STAFF
ALL 1 HOUR, IN PERSON OR VIRTUAL

BEAUTY WITH BRAVERY

In the salon industry, having an honest and factual conversation about hair loss can be difficult at best. Our industry is all about feeling beautiful and leaving better than when you walked in, and those conversations can change that experience. In **Beauty with Bravery**, we will share strategies to help ease you into those conversations, and arm you with the information and conversational techniques to discuss and conquer your guests fears and misconceptions about hair loss. We will also finally offer a real, safe, and effective hair reclamation solution using the appropriate ZENAGEN systems and products.

RETAIL HERO

Retailing to our clients can be a challenge leaving you wondering if you are the pro or if they are? With this class we encourage you to bring your biggest retail challenges and struggles so we can work through them. This could be that you're unsure about solid product knowledge or that you're not even sure how to bring up retail. No matter the issue, with honest and real coaching this class will have you becoming the "Retail Idol" of your salon.

SHAMPOO BOWL BREAKDOWN

Did you know that the shampoo bowl is the most powerful point of education in the salon? With most of our clients' senses dialed in, we have the most connection and ability to teach our clients how to properly care for their hair and scalp at that moment. In this session, we will discuss the importance of quality products and demonstrate a proper and thorough shampoo technique while paired with the therapeutic ZENAGEN products.

BLOWOUT BOOTCAMP

Extra body and bounce, please! In **Blowout Bootcamp**, we will cover blowout techniques and product choices that will unlock your guest's bounciest and most voluminous hair ever! Grab a mani and work along step-by-step or just watch and enjoy coaching on retail tips and blow-dry styling. Let's elevate your client's hair and your skills!

LUSCIOUS LASHES AND THE SCOOP ON SERUM

In this session, we will dive deep into the science and ingredient technology of the new **Pro Lash Serum** and fan-favorite, **Thickening Hair Serum**. They are two gems in the ZENAGEN line up, so let's get cozy with these two superstars and help give your clients longer-looking lashes and thicker, fuller hair and brows!

*prices may vary

ADDITIONAL CLASSES FOR \$100

THE BARBER

Z-BARBER-2024

- 3 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 3 REVOLVE THICKENING CONDITIONER 6.75 oz
- 2 REVOLVE MEN'S DUO BOXES 2.5 oz
- 2 DENSIFYING CREAM 4 oz
- 2 FLEXTURE PASTE 2 oz
- 2 THICKENING HAIR SERUM 1.7 oz
- 3 DIGITAL SHOWER TIMERS
- 3 SCALP MASSAGERS
- 3 HANGING TRAVEL BAG
- 1 MEN'S MARKETING KIT 2024



RETAIL VALUE: \$726

THE TOP SHELF

Z-TOPSHELF-2024

- 12 REVOLVE THICKENING SHAMPOO FOR WOMEN 6.75 oz
- 6 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 18 REVOLVE THICKENING CONDITIONER 6.75 oz
- 6 EVOLVE NOURISHING SHAMPOO 6.75 oz
- 6 EVOLVE NOURISHING CONDITIONER 6.75 oz
- 6 REVOLVE WOMEN'S DUO BOXES 2.5 oz
- 3 REVOLVE MEN'S DUO BOXES 2.5 oz
- 1 REVOLVE THICKENING SHAMPOO FOR WOMEN 16 oz
- 1 REVOLVE THICKENING SHAMPOO FOR MEN 16 oz
- 2 REVOLVE THICKENING CONDITIONER 16 oz
- 1 EVOLVE NOURISHING SHAMPOO 16 oz
- 1 EVOLVE NOURISHING CONDITIONER 16 oz
- 6 ECLIPSE ANTI-GRAY SHAMPOO 6.75 oz
- 6 ECLIPSE ANTI-GRAY CONDITIONER 6.75 oz
- 1 ECLIPSE ANTI-GRAY SHAMPOO 16 oz
- 1 ECLIPSE ANTI-GRAY CONDITIONER 16 oz
- 3 ECLIPSE ANTI-GRAY MINI KIT
- 3 EVOLVE DUO BOXES 2.5 oz
- 3 VOLUME FOAM 7 oz
- 3 DENSIFYING CREAM 4 oz
- 3 TEXTURIZING POWDER 9 g
- 4 BLACK ZENBRUSH
- 3 FLEXTURE PASTE 2 oz
- 6 THICKENING HAIR SERUM 1.7 oz
- 3 THICKENING HAIR SERUM 1 oz
- 3 REPAIRACLE SPRAY 2 oz
- 6 REPAIRACLE SPRAY 8 oz
- 9 DIGITAL SHOWER TIMERS
- 9 SCALP MASSAGERS
- 2 SALON CAPES
- 1 REVOLVE FABRIC BANNER
- 1 EVOLVE FABRIC BANNER
- 2 MARKETING KIT 2024



RETAIL VALUE: \$5,370

THE 222

Z-222-2024

- 2 REVOLVE THICKENING SHAMPOO FOR WOMEN 6.75 oz
- 2 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 4 REVOLVE THICKENING CONDITIONER 6.75 oz
- 2 EVOLVE NOURISHING SHAMPOO 6.75 oz
- 2 EVOLVE NOURISHING CONDITIONER 6.75 oz
- 2 ECLIPSE ANTI-GRAY SHAMPOO 6.75 oz
- 2 ECLIPSE ANTI-GRAY CONDITIONER 6.75 oz
- 1 FLEXTURE PASTE 2 oz
- 1 THICKENING HAIR SERUM 1.7 oz
- 1 REPAIRACLE SPRAY 8 oz
- 1 VOLUME FOAM 7 oz
- 1 TEXTURIZING POWDER 9 g
- 1 DENSIFYING CREAM 4 oz
- 2 BLACK ZENBRUSH
- 2 SCALP MASSAGERS
- 2 DIGITAL SHOWER TIMERS
- 1 SALON CAPE
- 1 MARKETING KIT 2024



RETAIL VALUE: \$967

EASY COME, EASY GROW

Z-ECEG-2024

- 6 REVOLVE THICKENING SHAMPOO FOR WOMEN 6.75 oz
- 3 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 9 REVOLVE THICKENING CONDITIONER 6.75 oz
- 1 REVOLVE THICKENING SHAMPOO FOR WOMEN 16 oz
- 1 REVOLVE THICKENING SHAMPOO FOR MEN 16 oz
- 4 REVOLVE WOMEN'S DUO BOXES 2.5 oz
- 4 REVOLVE MEN'S DUO BOXES 2.5 oz
- 2 REVOLVE THICKENING CONDITIONER 16 oz
- 9 THICKENING HAIR SERUM 1.7 oz
- 6 REPAIRACLE SPRAY 8 oz
- 9 DIGITAL SHOWER TIMERS
- 9 SCALP MASSAGERS
- 1 SALON CAPE
- 1 MARKETING KIT 2024
- 1 REVOLVE FABRIC BANNER



RETAIL VALUE: \$2,455

Z-FP-SP-03-24

PRO LASH ACRYLIC POP

- 6 PRO LASH SERUM 4ml
- 3 PRO LASH SERUM 2ml
- 1 ACRYLIC ZENAGEN PRO LASH POP
- 1 PRO LASH SERUM TABLE TALKER



5

RETAIL VALUE: \$702

Z-PROLASH-AP-2024

PRO LASH CARDBOARD POP

- 5 PRO LASH SERUM 2ml
- 1 CARDBOARD DISPLAY POP
- 1 TABLE TALKER



RETAIL VALUE: \$290

Z-PROLASH-CP-2024

ECLIPSE EXPERIENCE INTRO

PURCHASE FOUR 6.75 oz SHAMPOO AND 6.75 oz CONDITIONER

RECEIVE ONE COMPLIMENTARY 16 oz SHAMPOO AND ONE 16 oz CONDITIONER



RETAIL VALUE: \$468

Z-FP-SP-02-24

EVOLVE “TRY ME” SPECIAL

PURCHASE THREE EVOLVE FULL-SIZED BOXES

RECEIVE THREE COMPLIMENTARY EVOLVE TRAVEL BOXES



RETAIL VALUE: \$390

Z-FP-SP-01-24



PRO LASH SERUM

PURCHASE THREE PRO LASH SERUM 4 ml

RECEIVE TWO COMPLIMENTARY PRO LASH SERUM 2ml



PRO LASH SERUM PROMOTES:

- FASTER GROWING LASHES
- THICKER GROWING BROWS
- ENHANCED LASH DENSITY
- STRONGER, LESS VULNERABLE LASHES

RETAIL VALUE: \$380

Z-FP-SP-03-24

MARCH-APRIL DEALS

PURCHASE FOUR 30-DAY DUOS OF EITHER REVOLVE MEN OR REVOLVE WOMEN, RECEIVE TWO COMPLIMENTARY 1 oz HAIR SERUMS

RETAIL VALUE: \$228



30-DAY WOMEN'S DUOS

Z-FP-SP-08-24



30-DAY MEN'S DUOS

Z-FP-SP-09-24



OR



PURCHASE FOUR EVOLVE TRAVEL BOXES, RECEIVE TWO COMPLIMENTARY REPAIRACLE 2 oz



PURCHASE FOUR ECLIPSE TRAVEL DUOS, RECEIVE TWO COMPLIMENTARY VOLUME FOAM 1.7 oz AND TWO TRAVEL BRUSHES



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RETAIL VALUE: \$192

Z-FP-SP-10-24

RETAIL VALUE: \$192

Z-FP-SP-11-24

INTRODUCING THICKENING BEARD OIL

FOR A THICKER AND HEALTHIER BEARD



1 oz SRP: **\$30**



THICKER, HEALTHIER BEARD

- FOR A LUSHER, THICKER BEARD
- NON-COMEDOGENIC (WON'T CLOG PORES)
- COMBATS ITCHY AND DRY SKIN
- SOFTER, SMOOTHER BEARD HAIRS
- CALMS + SOOTHES IRRITATION
- STARTS WORKING IN AS LITTLE AS 6 WEEKS

JUST IN TIME FOR
FATHER'S DAY!

MAY-JUNE DEALS

REVOLVE WOMEN'S HAIR GROWTH KIT

KIT INCLUDES:

- 1 REVOLVE THICKENING SHAMPOO FOR WOMEN 6.75 oz
- 1 REVOLVE THICKENING CONDITIONER 6.75 oz
- 1 THICKENING HAIR SERUM 1.7 oz
- 1 REJUVENATING SCALP MASSAGER



RETAIL VALUE: \$178

Z-FP-SP-12-24

REVOLVE MEN'S HAIR GROWTH KIT

KIT INCLUDES:

- 1 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 1 REVOLVE THICKENING CONDITIONER 6.75 oz
- 1 THICKENING HAIR SERUM 1.7 oz
- 1 REJUVENATING SCALP MASSAGER



RETAIL VALUE: \$178

Z-FP-SP-13-24

SUMMER SERUM SPECTACULAR

PURCHASE FOUR HAIR SERUM 1.7 oz, RECEIVE TWO COMPLIMENTARY PRO LASH SERUM 2ML



RETAIL VALUE: \$312

Z-FP-SP-14-24

INTRODUCING THICKENING BEARD OIL!

PURCHASE TWO BEARD OIL 1 oz, RECEIVE ONE COMPLIMENTARY BEARD OIL 1 oz



RETAIL VALUE: \$90

Z-FP-SP-15-24

AUGUST IS

HAIR LOSS AWARENESS MONTH

REVOLVE

Shampoo + Conditioner

is developed to target hair-thinning and shedding at the source. This plant-derived, science-backed formula tackles hair loss without the use of medications or harsh chemicals. It utilizes cold-pressed nutraceutical ingredients to gently widen the hair channel to help fully cleanse the follicle of DHT and other factors attributing to hair loss. Formulated for all hair types and conditions. Designed to visibly improve hair that is thinning, shedding, aging or for preventative maintenance.



1.5 MONTHS

Improved feeling of hair & reduction of shedding

3 MONTHS

Enhanced density of hair with increased appearance of thickness & fullness

6 MONTHS

Continued improvement of thickness & fullness of hair, with noticeable appearance of hair growth

12-18 MONTHS

Peak results with continued use of REVOLVE SYSTEM

JULY-AUGUST DEALS

DUOS

REVOLVE THICKENING SHAMPOO & CONDITIONER FOR WOMEN 16 oz DUO

- REVOLVE THICKENING SHAMPOO FOR MEN 16 oz
- REVOLVE THICKENING CONDITIONER 16 oz
- MEN'S DUO SLIP

RETAIL VALUE: \$220

Z-FP-SP-16-24



REVOLVE THICKENING SHAMPOO & CONDITIONER FOR MEN 16 oz DUO

- REVOLVE THICKENING SHAMPOO FOR WOMEN 16 oz
- REVOLVE THICKENING CONDITIONER 16 oz
- WOMEN'S DUO SLIP

RETAIL VALUE: \$220

Z-FP-SP-17-24



EVOLVE NOURISHING SHAMPOO & CONDITIONER 16 oz DUO

- EVOLVE NOURISHING SHAMPOO 16 oz
- EVOLVE NOURISHING CONDITIONER 16 oz
- EVOLVE DUO SLIP

RETAIL VALUE: \$220

Z-FP-SP-18-24



ECLIPSE ANTI-GRAY SHAMPOO & CONDITIONER 16 oz DUO

- ECLIPSE ANTI-GRAY SHAMPOO 16 oz
- ECLIPSE ANTI-GRAY CONDITIONER 16 oz
- ECLIPSE DUO SLIP

RETAIL VALUE: \$168

Z-FP-SP-19-24



25% OFF PRO LASH POP

PRO LASH ACRYLIC POP

- 6 PRO LASH SERUM 4ml
- 3 PRO LASH SERUM 2ml
- 1 ACRYLIC POP
- 1 PRO LASH TABLE TALKER

RETAIL VALUE: \$702



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Z-FP-SP-20-24

PRO LASH 5 CT POP

- 5 PRO LASH SERUM 2ml
- 1 CARDBOARD PRO LASH POP

RETAIL VALUE: \$290



Z-FP-SP-21-24

INTRODUCING DRY SHAMPOO



**FOR ELEVATED VOLUME,
STYLE, AND HOLD**

6 oz SRP: **\$32**

SEPTEMBER-OCTOBER DEALS

PURCHASE FOUR 6OZ DRY SHAMPOOS, RECEIVE TWO COMPLIMENTARY



RETAIL VALUE: \$192

Z-FP-SP-22-24

PURCHASE ONE VOLUME FOAM 7 oz, DENSIFYING CREAM 4 oz, FLEXTURE PASTE 2 oz, AND TEXTURIZING POWDER 9 g, RECEIVE TWO COMPLIMENTARY REPAIRACLE SPRAY 8 oz



RETAIL VALUE: \$180

Z-FP-SP-23-24

PURCHASE FOUR BEARD OILS, RECEIVE TWO COMPLIMENTARY

RETAIL VALUE: \$180

Z-FP-SP-24-24

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NOVEMBER-DECEMBER DEALS

- REVOLVE MEN'S DUO BOX Z-FP-SP-25-24
- REVOLVE WOMEN'S DUO BOX Z-FP-SP-26-24
- EVOLVE DUO BOX Z-FP-SP-27-24
- ECLIPSE ANTI-GRAY DUO BOX Z-FP-SP-28-24

RETAIL VALUE: \$40



**PURCHASE FOUR DRY SHAMPOOS
RECEIVE TWO COMPLIMENTARY
EVOLVE DUOS**



RETAIL VALUE: \$208

Z-FP-SP-29-24



**PURCHASE ONE PRO LASH SERUM 4 ML,
RECEIVE A COMPLIMENTARY 2 ML**

RETAIL VALUE: \$146

Z-FP-SP-30-24



**PURCHASE THREE BEARD OILS, RECEIVE THREE
COMPLIMENTARY FLEXTURE PASTES
& THREE BEARD COMBS**

RETAIL VALUE: \$130

Z-FP-SP-31-24



HOLIDAY DEALS

MOST POPULAR!

REVOLVE WOMEN'S HAIR GROWTH KIT

- 1 REVOLVE THICKENING SHAMPOO FOR WOMEN 6.75 oz
- 1 REVOLVE THICKENING CONDITIONER 6.75 oz
- 1 DIGITAL SHOWER TIMER
- 1 THICKENING HAIR SERUM 1.7 oz **FREE!**
- 1 SCALP MASSAGER **FREE!**



Z-FP-SP-32-24

RETAIL VALUE: \$167

REVOLVE MEN'S HAIR GROWTH KIT

- 1 REVOLVE THICKENING SHAMPOO FOR MEN 6.75 oz
- 1 REVOLVE THICKENING CONDITIONER 6.75 oz
- 1 DIGITAL SHOWER TIMER
- 1 THICKENING HAIR SERUM 1.7 oz **FREE!**
- 1 SCALP MASSAGER **FREE!**



Z-FP-SP-33-24

RETAIL VALUE: \$167

EVOLVE RESTORATION KIT

- 1 EVOLVE NOURISHING SHAMPOO 6.75 oz
- 1 EVOLVE NOURISHING CONDITIONER 6.75 oz
- 1 BLACK ZENBRUSH
- 1 DIGITAL SHOWER TIMER
- 1 REPAIRACLE SPRAY 8 oz **FREE!**
- 1 ZENBRUSH **FREE!**



Z-FP-SP-34-24

RETAIL VALUE: \$154

ECLIPSE ANTI-GRAY HAIR TREATMENT KIT

- 1 ECLIPSE ANTI-GRAY SHAMPOO 6.75 oz
- 1 ECLIPSE ANTI-GRAY CONDITIONER 6.75 oz
- 1 REPAIRACLE SPRAY 8 oz



Z-FP-SP-35-24

RETAIL VALUE: \$107



ZENAGEN
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REVOLVE

**THICKENING
CONDITIONER**

6.75 FL OZ | 200 ML

REVOLVE

**WOMEN'S
THICKENING
SHAMPOO**

6.75 FL OZ | 200 ML

ZENAGEN
FLEXTURE
PASTE
NATURAL FINISH, MEDIUM HOLD
2 OZ | 56 g

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**FLEXTURE
PASTE**
NATURAL FINISH, MEDIUM HOLD
2 OZ | 56 g

ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

**THICKENING
HAIR SERUM**

DEVELOPED FOR THE
APPEARANCE OF DENSITY,
THICKNESS + VOLUME

1.7 FL OZ | 50 ML



zenagen.com



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Z-MM-LOOKBOOK-24

