

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

FAQ

HOW DO I USE ZENAGEN?

Using ZENAGEN is simple! Our convenient shampoo treatments are used in the shower 3-4 times a week for REVOLVE and 2-4 times a week for EVOLVE. For best results, let the shampoo stay on your hair and scalp for 5 minutes. You can rinse our conditioner immediately or whenever you prefer.

CAN I USE ZENAGEN EVERY DAY?

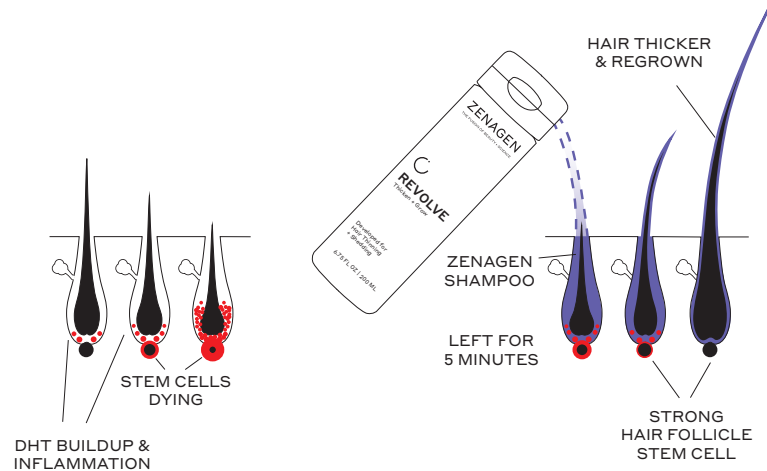
Absolutely! It's safe for daily use. However, following the recommended usage (3-4 times a week for REVOLVE) is enough for optimal results. When used correctly, one bottle of REVOLVE shampoo treatment should last up to 3 months.

WHAT IS DHT?

DHT is a natural hormone that contributes to hair loss when it builds up. Our shampoo targets DHT and prevents hair loss at the source. Learn more about DHT here.

HOW IS ZENAGEN DIFFERENT FROM OTHER HAIR LOSS PRODUCTS?

ZENAGEN stands out with natural ingredients like green tea and saw palmetto to stop hair loss and promote growth. It targets DHT, the hormone responsible for hair loss, effectively in just 5 minutes, 3-4 times a week.



zenagen.com



@zenagenhair



zenagen hair care



877.690.6466



Z-MM-USERSGUIDE-23
SUMMER

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

USER GUIDE



ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

Our formulas are the result of years of nutraceutical research and product development. Founder and creator, 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 keys to an untapped natural and convenient hair loss solution.

We believe it is important for our clients and salon partners to know that the success story started with a real, first-hand experience with a frustrating – and all too often, discouraging – hair loss problem. The personal impact of our products on people's confidence and self-esteem is what launched our company, and is what fuels our ongoing commitment to innovation and results.

SO HOW DOES ZENAGEN WORK?

ZENAGEN SHAMPOO TREATMENTS AND CONDITIONERS are a plant-based system that work to target hair loss and other hair conditions using a more natural approach.

- **REVOLVE** works to cleanse the hair follicle matrix of DHT where it is produced and inflammation is present.
- **EVOLVE** works to repair and strengthen the hair cuticle from the inside out with a proprietary amino acid complex.
- Use all shampoo and conditioners 3 times a week (or every other day) for FIVE FULL MINUTES for best results.
- Five minutes is crucial for allowing the ingredients to arrive at the hair follicles to fully cleanse existing buildup and restore hair and cuticles.
- The conditioner is a very important step to the system and accounts for about 20% of the treatment benefits.
- Has a lightweight, yet hydrating formula that was designed to address irritation and inflammation on the scalp.
- Helps reduce breakage and inflammation and treats the epidermal health to nourish existing hair.



REPAIRACLE SPRAY

REPAIRING LEAVE-IN CONDITIONER + DETANGLER

HOW TO USE: Shake well before use. Spray on towel-dried hair and brush through the ends of hair. Style as normal or air dry. Use after ZENAGEN shampoo and conditioner for optimal results.

This plant-based leave-in conditioner repairs and protects against heat and damage while taming tangles, knots and flyaways. Infused with an amino acid complex, this multi-use conditioning treatment strengthens hair bonds with structure rejuvenation technology, allowing for stronger, healthier growing hair. It packs an extra punch of hydration to the hair for all-day shine and body, and gently detangles for hair less vulnerable to breakage and split ends.

- + **REPAIRACLE SPRAY** can be used as a strengthening treatment, leave-in conditioner, detangler, shine enhancer, anti-frizz and pre-heat styling protectant
- + Heals hair damage while strengthening hair bonds for hair that is less vulnerable to breakage
- + Protects against UVA/UVB rays and damage from heat styling tools
- + Amino acid complex enhances shine and makes hair color more vibrant



DENSIFYING CREAM

THICKENING SMOOTHER + POLISHER

HOW TO USE: Apply a pea-sized amount to hands and distribute evenly through damp hair. Allow hair to air dry or blow-dry and style as desired.

This lightweight conditioning cream builds volume and density, while ultra-light conditioners increase hydration for smoothness and shine. Use before blow-drying for all day body & shine or on dry hair to tame flyaways and add polish. This cream is a buildable product that helps to reduce blow dry time, as well as add benefits of heat protection, while giving flexibility for all hair types.

- + Separates cuticles to add instant density and prevents hair from looking flat and thin
- + Has a lightweight hold that leaves hair touchable and soft, yet polished and set
- + Light enough finish that it can be used with a hairspray or paste (like ZENAGEN'S FLEXURE PASTE) but leaves no greasy, heavy residue



(|) THICKENING HAIR SERUM
FOR ENHANCED DENSITY, THICKNESS AND VOLUME

HOW TO USE: Squeeze dropper to fill with product and apply directly to the scalp, focusing on areas of concern and part of the hair. Massage into the scalp. Use on dry or towel-dried hair once per day, morning or night. Do not rinse. Apply daily for best results.

THICKENING HAIR SERUM targets hair loss at the source, and encourages thicker, fuller hair in the exact areas where hair loss therapy is needed most. It naturally stimulates hair growth while fighting scalp inflammation and irritation for a full-coverage solution to hair-thinning and shedding. Featuring our signature anti-hair loss technology, this serum encourages and supports new hair growth and is ideal to use alone or in conjunction with **REVOLVE THICKENING SHAMPOO + CONDITIONER**. This **THICKENING HAIR SERUM** is plant-derived and utilizes cold-pressed ingredients that are in the top 1% of ingredients in the world for quality and potency.

+ Features the **ZEN RESTORATIVE COMPLEX**, which is a combination of **ZENAGEN'S** proprietary anti-hair loss technology and our blend of high-quality adaptipure ingredients

+ Clinically proven to promote 78% more hair follicle activation after three months

+ Plant-derived formula is infused with adaptogens and other natural ingredients

+ Unique J-dropper provides precise application just where serum application is desired

+ Use daily, morning or night for best results

+ Perfect for anyone who needs hair loss protection but does not wash their hair three times per week to get full benefits from the **REVOLVE SYSTEM**



FLEXTURE PASTE
NATURAL FINISH MEDIUM HOLD STYLER

HOW TO USE: Scoop desired amount out with fingers and rub together with palms to warm and activate paste. Apply to damp or dry hair for flexible texture and hold.

This unique styling paste creates tousled texture, definition and control with a medium hold microfiber formula. Geranium extract and aloe leaf juice naturally moisturize the hair while giving the structure and shape you expect from a styling paste.

+ Microfiber formula gives gritty texture, flexible hold, and piecey separation

+ Long-lasting formula keeps hair in place all day

+ Botanical ingredients invigorate and moisturize the hair

+ Features **ZENAGEN'S** signature green tea scent that leaves hair smelling great



REVOLVE THICKENING SHAMPOO + CONDITIONER
BEFORE & AFTERS



BEFORE



AFTER ONE YEAR

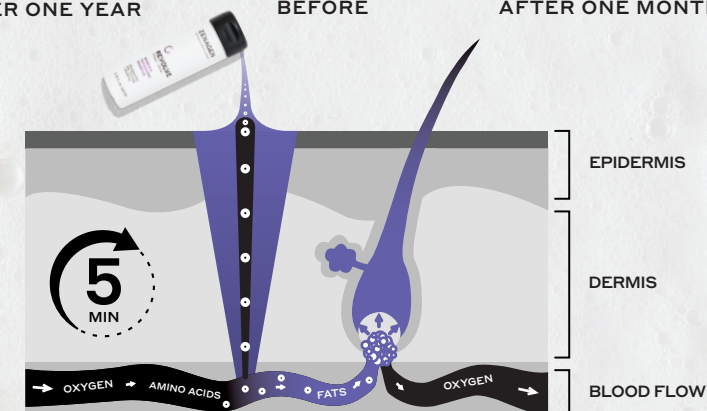


BEFORE



AFTER ONE MONTH

ZENAGEN'S FORMULA
CONTAINS MICROSCOPIC
MOLECULES TO DEEPLY
PERMEATE THE SKIN



COMPETITOR FORMULAS CONTAIN MOLECULES
TOO LARGE TO PERMEATE THE SCALP



EVOLVE NOURISHING SHAMPOO + CONDITIONER
BEFORE & AFTERS



BEFORE



AFTER TWO WEEKS



BEFORE



AFTER EIGHT WEEKS

REVOLVE THICKENING SHAMPOO + CONDITIONER
THICKEN + GROW

HOW TO USE: Wet hair and lather shampoo onto hair and scalp, focusing on areas of concern. Leave shampoo treatment on for five minutes, then rinse. Follow with **REVOLVE CONDITIONER**. Use every other day for best results.

REVOLVE THICKENING 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 fully cleanse the follicle of DHT and other factors attributing to hair loss. Formulated for all hair types and conditions. Designed to target 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 thickness & fullness

6 MONTHS

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

12-18 MONTHS

Peak results with continued use of **REVOLVE SYSTEM**



KEY INGREDIENTS:

- + **RED CLOVER** targets inflammation and is a natural inhibitor of DHT
- + **SAW PALMETTO** helps block the 5-alpha reductase, the enzyme responsible for converting testosterone to DHT
- + **BRAHMI** helps make hair roots stronger to prevent shedding
- + **ALOE LEAF JUICE** is essential in nourishing the hair to restore shine and promote a healthy scalp
- + Cleanses hair follicles of DHT, the #1 cause of hair loss for men and women
- + Gently and naturally penetrates the dermal level of the skin for direct, effective hair growth and restoration therapy at the root
- + Unique formulas designed for women and men
- + Use every other day for five full minutes for best results

INTRODUCING: ECLIPSE ANTI-GRAY



ECLIPSE COLOR PRESERVATION SHAMPOO & CONDITIONER
ANTI-GRAY

HOW TO USE: Wet hair and lather shampoo onto hair and scalp. Leave shampoo on for three to five minutes, then rinse. Follow with **ECLIPSE COLOR PRESERVATION CONDITIONER**. Use every other day for best results

- Boost + stimulate natural color + reduce appearance of gray hair
- Allows pro color to deposit better
- 71% healthier looking hair in 90 days
- 64% decrease in appearance of gray in 90 days
- Vegan, sulfate-free, cruelty-free, color safe, all hair types



TANGERINE
STIMULATES MELANIN
TO STOP LOSS
OF PIGMENT



REJUVENATES
FOR STRONGER MORE
YOUTHFUL HAIR



ENHANCES
PIGMENT PRODUCTION



ZENTIONION
PROTECTS + PRESERVES
YOUR COLOR



1.5 MONTHS

Improved color preservation

3 MONTHS

Improved color preservation & scalp therapy

6 MONTHS

Continued color preservation & scalp therapy

12-18 MONTHS

Peak results with continued use of **ECLIPSE SYSTEM**



VOLUME FOAM

LIGHTWEIGHT DENSIFIER + VOLUMIZER

HOW TO USE: Pump into hands and distribute evenly throughout damp or dry hair. Style as desired or allow to air dry.

This light-as-air **VOLUME FOAM** creates the perfect canvas for any hair style. Loaded with botanical extracts, this styling foam promotes fuller hair growth while giving hair extra body, hold and shine. The plant-derived, conditioning anti-frizz formula helps protect hair from the damaging effects of heat styling and UVA/UVB rays while nourishing strands with essential vitamins.

+ Low alcohol, no-residue formula delivers powerful hold without leaving hair dry or stiff to the touch

+ Instantly increases body and sets hair shape for all day hold

+ Designed to maximize hold, body and shine for all hair types

For fine hair: use 1-2 pumps
For medium hair: use 2-3 pumps
For thick/coarse hair: use 3-4 pumps



TEXTURIZING POWDER

TEXTURIZER + ROOT VOLUMIZER

HOW TO USE: Shake well before use. For use on dry hair only. Focusing on roots, lightly puff where volume and texture is desired.

This unique non-aerosol root lifter is infused with innovative technology that gives texture, fullness and grip in every puff. This **TEXTURIZING POWDER** is designed to layer invisibly and leaves no residue behind. Water-soluble formula washes and brushes out easily with no visible white cast that other powders leave behind. Precision pump gives mess-free application wherever texture, fullness and volume is desired.

+ Water-soluble formula absorbs into hair so it leaves no chalky, white cast

+ Gives second-day texture to freshly washed hair

+ Perfect for up-dos, braids and to use as a teasing agent

+ Formulated for all hair types, textures and colors, including darker hair tones



PRO LASH SERUM

LASH & BROW ENHANCER

HOW TO USE: For lashes: apply serum nightly to your lash line on clean, dry skin. One dip is usually enough to cover both eyes. For brows: apply nightly to all areas of desired results. For both lashes and brows, avoid touching until serum has dried.

Enhance the appearance of your lashes and brows with **ZENAGEN'S** professional lash serum. Our unique blend of five core amino acids and plant-based ingredients work together to strengthen and nourish lashes and brows, while enhancing the appearance of thicker, fuller lashes.

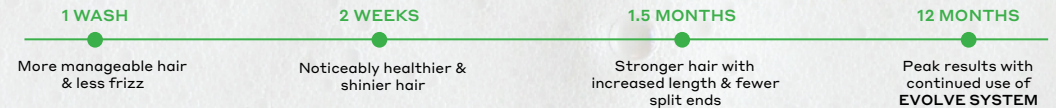


EVOLVE NOURISHING SHAMPOO + CONDITIONER

REPAIR + PROTECT

HOW TO USE: Wet hair and lather shampoo onto hair and scalp. For anti-aging and repair benefits, leave shampoo treatment on for five minutes, then rinse. Follow with **EVOLVE CONDITIONER**. Use every other day for best results.

Developed to restore body, strength and shine to damaged, over-processed hair, **EVOLVE NOURISHING SHAMPOO AND CONDITIONER** works to create healthier hair from the inside out. The proprietary amino acid complex strengthens the hair bonds and helps to heal the cuticles. It creates an invisible shield around the hair to protect it against heat-styling, chemical-treatments, bleaching, coloring and even environmental factors. **EVOLVE** is an absolute necessity for anyone looking to support their in-salon treatments at home, and keep hair healthy, strong and protected.



KEY INGREDIENTS:

- + **ALANINE** maintains moisture levels for increased shine
- + **HISTIDINE** helps to keep the hair cuticle closed and shielded against damage
- + **PCA** restores and maintains color vibrancy for both color-treated and natural hair
- + **ALOE LEAF JUICE** promotes a healthy scalp and hydrated hair strands.
- + **ALPINE WILLOWHERB** is responsible for encouraging faster hair growth

- + Amino acid complex heals hair and restores shine, vibrancy & strength
- + Extends the life of salon treatments
- + Makes hair less vulnerable to breakage and split ends
- + Repairs hair that's been compromised due to treatments bleaching and heavy heat-styling

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE



REVOLVE

Thicken + Grow

WOMEN'S
THICKENING
SHAMPOO

Developed for
Hair Thinning
+ Shedding

6.75 FL OZ | 200 ML

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE



REVOLVE

Thicken + Grow

MEN'S
THICKENING
SHAMPOO

Developed for
Hair Thinning
+ Shedding

6.75 FL OZ | 200 ML

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE



REVOLVE

Thicken + Grow

THICKENING
CONDITIONER

Developed for
Scalp Health
+ Support

6.75 FL OZ | 200 ML

THE HOW AND WHY OF OUR BRAND

Ingredient Integrity: Our commitment to using the highest quality ingredients ensures that you get the best products. We carefully select and use the most potent parts of plants to create hair care solutions that work effectively.

Quality of Systems + Manufacturing Process: We pride ourselves on the excellence of our systems and manufacturing processes. Our unique methods have been specially designed to bring you exceptional hair care products. These processes ensure that every product we make meets the highest standards of quality and effectiveness.

Concentrated Extraction Process: At Zenagen, we don't settle for less. Our concentrated extraction process involves selecting the most powerful components of plants to extract their beneficial properties. This concentrated approach guarantees that our products deliver maximum results for your hair.

Professional Seal of Approval: We don't just trust our own judgment; we seek approval from professionals in the field. Our products are endorsed and recommended by experts in the hair care industry. Their seal of approval assures you that our products are trusted by those who understand hair health best.

THE HOW AND WHY OF HAIR LOSS FROM ZENAGEN

Understanding Your Hair Growth Cycle: At Zenagen, we believe knowledge is power. We'll educate you on the hair growth cycle, from the active "Anagen" phase to the resting "Telogen" phase, so you can grasp the fundamentals of healthy hair.

Unmasking the Causes: Dive deep into the reasons behind hair loss. We'll reveal the common culprits, such as genetics, hormonal imbalances, medical conditions, and lifestyle factors, giving you insights into why hair loss happens.

Zenagen Solutions: Explore Zenagen's science-driven solutions for hair loss. Learn how our products target the root causes of hair loss, boost hair growth, and nurture your scalp, promoting healthier, thicker hair.

The Professional Touch: Understand why Zenagen products have earned the trust of professionals in the hair care industry. We've designed our solutions to meet the highest standards and are endorsed by experts who recognize their effectiveness.

A Path to Prevention: Discover strategies to prevent hair loss and maintain vibrant, strong hair. We'll share tips on protecting your hair from damage and maintaining its health for the long run.



OUR NAME AND ITS ORIGIN

The Fusion of Wisdom: Zenagen's name is a fusion of ancient wisdom and modern science. It brings together the enlightenment of Zen Buddhism with the deep contemplation of Greek philosophy.

Anagen: The Growth Phase: "Anagen" is a term from medical science that represents the active growth phase of hair development. Zenagen utilizes this natural growth process, combining it with the concentrated extracts of plants, to create products that support healthy hair growth.

Nature and Science in Harmony: Our brand name symbolizes the harmonious blend of nature's wisdom with scientific advancements. We harness the power of nature's most concentrated plant extracts and pair them with modern scientific innovation to promote vibrant, healthy hair.

A Commitment to Excellence: Zenagen is more than just a name; it's a commitment to excellence in hair care. We're dedicated to maintaining hair health during the growth phase by upholding ingredient integrity, manufacturing excellence, and receiving professional endorsements.

An Invitation to Hair Enlightenment: Zenagen invites you to embark on a journey to achieve healthier, more vibrant hair. Our brand name reflects the balance between nature's wisdom and scientific progress, spirituality, and physical well-being. Discover the Zenagen difference and unlock your hair's full potential.

