

EDUCATIONAL TRAINING MANUAL

For professional use only



The hair growth category is one of the fastest growing segments in the beauty industry. Male and female pattern baldness, androgenic alopecia, as well as other hair loss causing conditions including thyroid complications, postpartum hair loss, and medicine related hair shedding are more prevalent today than ever before. More than 70% of salon clients will benefit from one of the two Zenagen Product lines.

THE ZENAGEN STORY

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 exclusively sold through the finest salon partners and distributors around the world.

We believe it's important for our clients and salon partners to know that Zenagen's 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 it's what fuels our ongoing commitment to innovation and results.



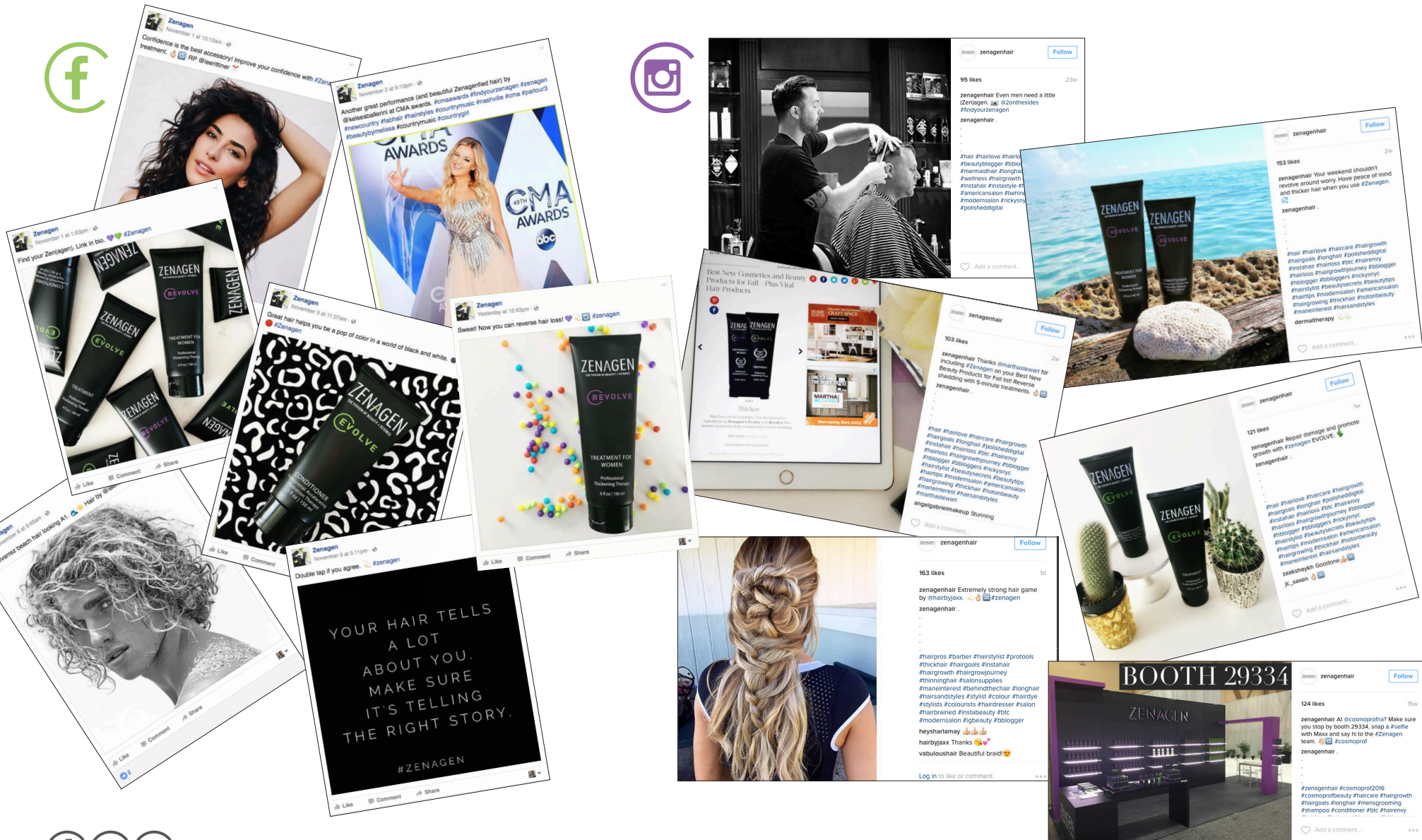
JARED REYNOLDS

*President Zenagen
Biochemist, Molecular Biologist*



ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

THE WORLD IS BUZZING OVER ZENAGEN



#FINDYOURZENAGEN @ZENAGENHAIR

ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

AS FEATURED IN



MODERN
SALON

MARTHA STEWART
Living

BEAUTY
LAUNCHPAD

 behindthechair.com

NASHVILLE
BUSINESS
JOURNAL

Men's Health

American
SALON

MODERN
SALON

ZENAGEN
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MODERN SALON HAIR + PARTNER GOLD SPONSOR



ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

SEEING IS BELIEVING
Don't just take our word for it, see the results yourself!

LOG IN

www.zenagen.com/Modern



SIGN UP



REDEEM REVOLVE
COLLECTION KIT
Complimentary full size kit
\$150 retail value



TEST OUR
PRODUCT



POST RESULTS
& TESTIMONIALS

3 MONTHS



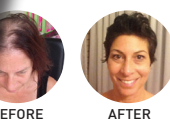
6 MONTHS



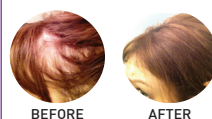
8 MONTHS



6 MONTHS



8 MONTHS



FINALIST



SIGN UP to learn more and receive a
free full size **REVOLVE COLLECTION KIT**.

www.zenagen.com/modern

\$150
RETAIL VALUE



Revolve Collection Kit Includes

6 oz. Treatment for Men Professional Thickening Therapy
6 oz. Treatment for Women Professional Thickening Therapy
5 oz. Conditioner Professional Thickening Hydration Therapy

* Limited Complimentary Kits Available

- Naturally derived ingredients • NO minoxidil
- Shampoo Treatment 3 times per week • Takes only 5 minutes

ZENAGEN.COM 1-877-690-6466 ZENAGENHAIR INFO@ZENAGEN.COM

ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

CHECK OUT ZENAGEN'S AWARDS!



One of the most prestigious awards given at HBA Global, attendees visited the inaugural SPLASH Pavilion and voted for their favorite emerging brands. The Best of SPLASH as voted by show visitors was Zenagen Hair Care"



"Beauty Pitch™ is a one-of-a-kind event that provides entrepreneurs from all sectors of the beauty industry a way to connect with qualified investors and the industry at large. Companies where chosen based on growth and emerging brand value. Beauty Pitch was judged by **Mark Cuban** and **John Paul DeJoria** and Zenagen was one of five companies selected to participate in the inaugural event.



KLINE Pro Announces Top 10 Professional Hair Care Companies to Watch in 2016






Consulting and marketing brand Kline PRO recently announced its top 10 professional hair care companies to watch in 2016. These top ten brands were selected utilizing Kline Pro's extensive database - created in partnership with the Professional Beauty Association - that tracks transactional and performance data within the professional beauty industry.

Based off overall notable gains since 2014, Kline PRO's list of top 10 brands to watch include:

Olaplex
Living Proof
Kin Cosmetics
Evo
Innersense

R+Co
Zenagen
Pai Shau
Sauvecito
Layrite

COMPETITOR ANALYSIS

					
	REVOLVE MEN	REVOLVE WOMEN	NIOXIN	BOSLEY	MINOXIDIL ROGAINE
THINS BLOOD					✓
3+STEPS			✓	✓	✓
EVERYDAY USE			✓	✓	✓
ALCOHOL FREE	✓	✓			
NATURAL	✓	✓			
SHAMPOO BASED TREATMENT	✓	✓			
TAKES ONLY 5 MINUTES	✓	✓			

REVOLVE SYSTEM

2-step hair loss treatment system with distinct products for men and women



HOW IT WORKS

Combats DHT, the hormone responsible for 95% of pattern baldness in men and women:

- Cleanses existing DHT from the hair and sebum
- Optimizes scalp environment for thicker growing hair



WHO SHOULD USE

- Men and women with signs of pattern baldness or visible hair loss/recession
- Women age 40+, EVEN IF no visible hair loss
- Those who have tried other hair loss products and had poor results.
- All men



HOW TO USE

Use 2-part system every other day:

- Apply treatment to scalp and hair
- Leave treatment on for 5 full minutes, then rinse thoroughly
- Apply conditioner; rinse when done



INGREDIENTS

- Naturally derived nutraceutical ingredients
- NO minoxidil, NO parabens & SLS free
- NO alcohol like chemicals



pH LEVELS

Men's Treatment: 5.50 – 6.50
Women's Treatment: 5.50 – 6.50
Conditioner: 4.50 – 5.50



COLOR SAFE



GLUTEN FREE



VEGAN



CRUELTY FREE

SHAMPOO TREATMENT

FOR MEN / FOR WOMEN
Professional Thickening Therapy

- Naturally formulated topical shampoo treatments for thinning hair and hair loss
- Promotes a healthy scalp for optimal hair growth for all types of hair related concerns including
 - » thyroid related issues
 - » medicine related hair loss
 - » postpartum shedding
 - » post chemotherapy

CONDITIONER

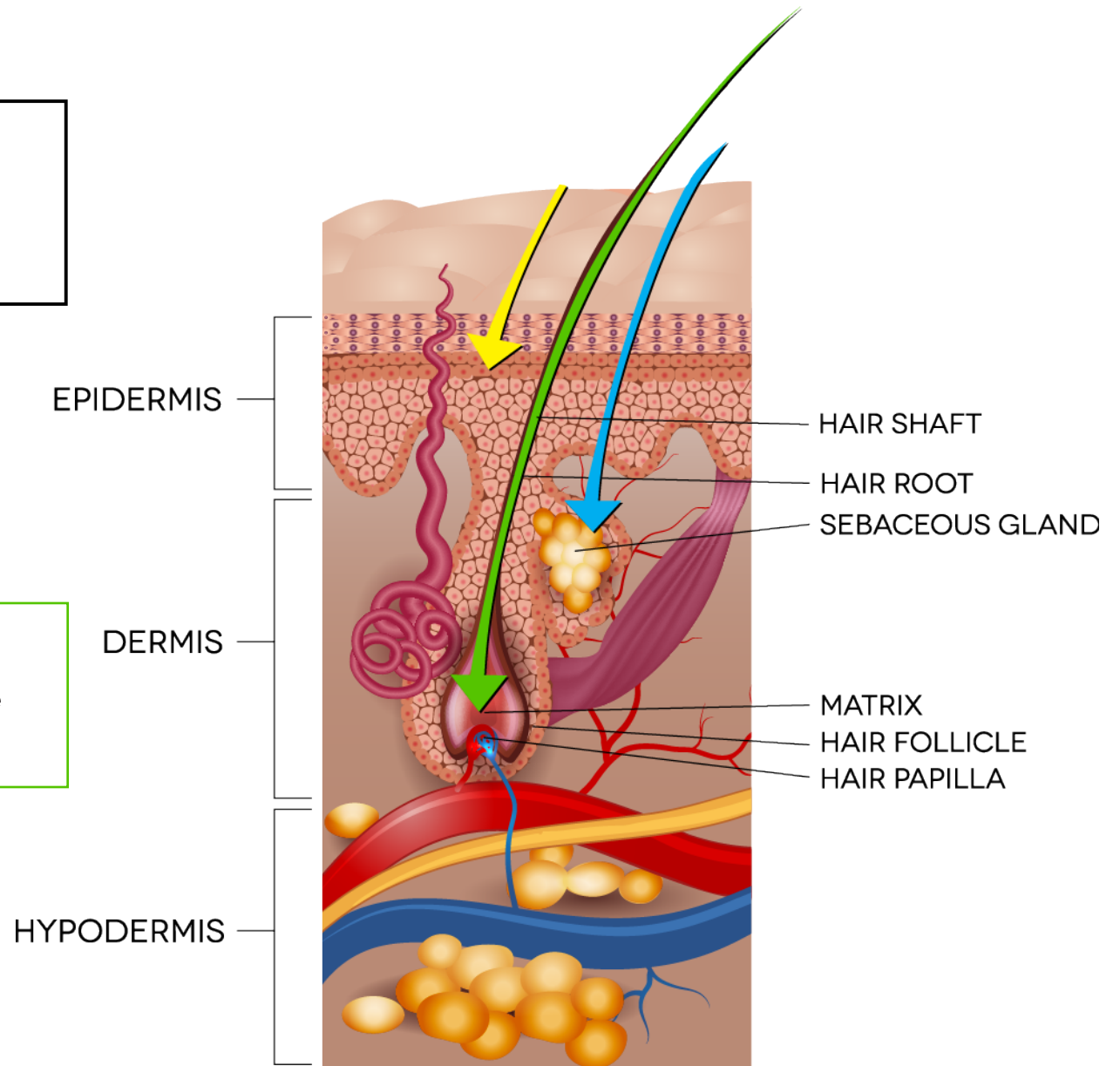
Professional Thickening
Hydration Therapy

- Does not need to be left on for 5 minutes
- Can be applied directly to scalp
- Will not weigh hair down
- Reduces scalp inflammation & shedding
- UVA & UVB Protectors
- **Conditioner increases results by 20%**

PENETRATION OF ZENAGEN IN 5 MINUTES

- ZENAGEN'S GREEN TEA DELIVERY SYSTEM
- HAIR LOSS COMPETITORS
- NORMAL CLEANSING SHAMPOO

Zenagen's green tea delivery system takes 5 minutes to naturally arrive at the hair follicle matrix where DHT is produced



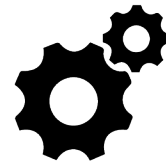
DHT & ZENAGEN'S DEFENSE

● = DHT

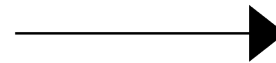
DHT PRODUCTION

Testosterone is converted to DHT (Dihydrotestosterone) which builds up in the hair follicle matrix causing 95% of hair loss in men and women.

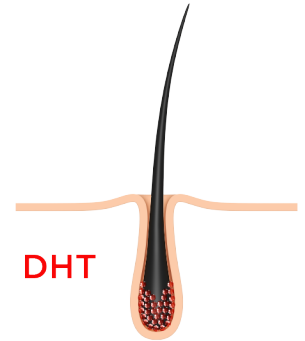
TESTOSTERONE



ENZYME

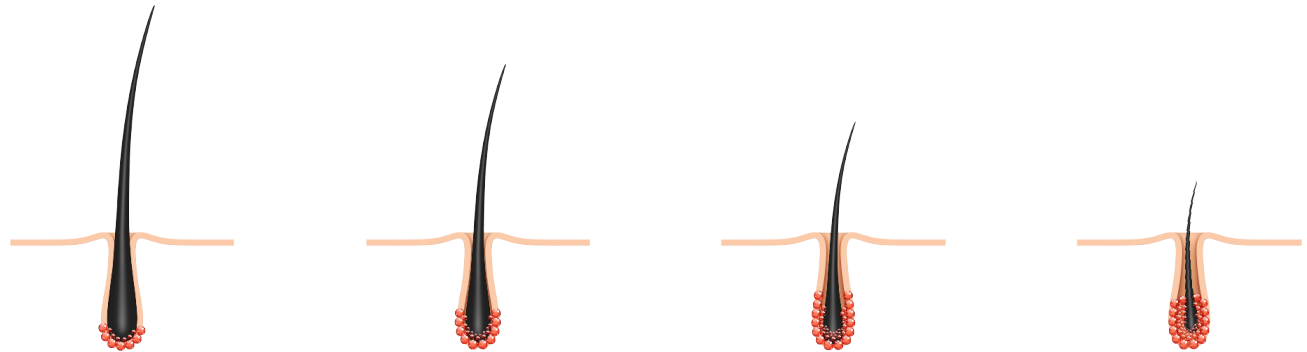


DHT



DHT BUILD UP

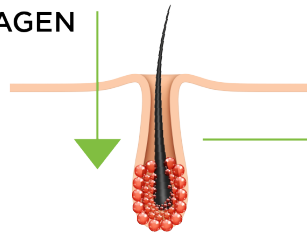
The build up of DHT causes hair follicles to thin and slowly die.



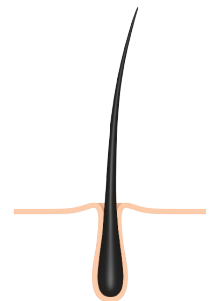
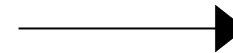
DHT CLEANSE

Zenagen's natural ingredients not only cleanse and remove existing DHT build up, but also block future production of DHT topically.

ZENAGEN



CLEANSSES & BLOCKS DHT



BEFORE & AFTER ZENAGEN REVOLVE

2 – 6 WEEKS

Noticeable reduction of hair shedding*

6 – 12 WEEKS

Areas of thinning hair begin to appear thicker and fuller with increased density & coverage

6 MONTHS

After 2 full bottles you will notice a visible difference in hair thickness scalp coverage**

9 – 24 MONTHS

With consistent use, peak results can be achieved***

2 MONTHS



BEFORE



AFTER

4 MONTHS



BEFORE



AFTER

6 MONTHS

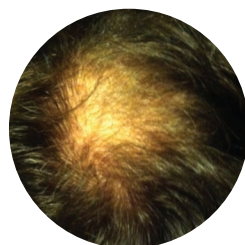


BEFORE

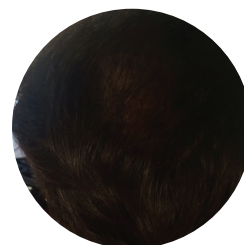


AFTER

8 MONTHS



BEFORE



AFTER

6 MONTHS



BEFORE



AFTER

8 MONTHS



BEFORE



AFTER

Each set of shampoo and conditioner is designed to last a minimum of 2.5 to 3 months.

- * Initial hair shedding may be experienced when beginning the product. This process is normal and stabilizes within 6 weeks.
- ** 1 bottle will last 3 months if used correctly
- *** Time frame to peak results vary depending on severity of hair loss before beginning Zenagen Revolve

EXPECTATIONS

- 2 - 6 WEEKS**
Noticeable reduction of hair shedding
- 6 - 12 WEEKS**
Areas of thinning hair begin to appear thicker and fuller with increased density & coverage
- 6 MONTHS**
After 2 full bottles you will notice a visible difference in hair thickness scalp coverage
- 9 - 24 MONTHS**
With consistent use, peak results can be achieved

PEAK RESULTS

It's recommended that clients using any hair loss product containing minoxidil slowly wean off that product over a period of 3 months while using Zenagen as directed.

Unlike products containing minoxidil that cause rapid hair shedding when usage stops, Zenagen's results will gradually fade over time.

EVOLVE SYSTEM

2-step hair repair and acceleration system



HOW IT WORKS

Heals damaged hair, optimizes scalp environment and increases length, strength and shine

- Repairs damage from heat styling, color or chemical treatments
- Optimizes scalp for maximum growth and length



WHO SHOULD USE

- Those with heat-damaged hair
- Those wanting to grow hair longer or faster
- Those with colored or chemically treated hair



HOW TO USE

Use 2-part system every other day:

- Apply treatment to scalp and hair
- Leave treatment on for 5 full minutes, then rinse thoroughly
- Apply conditioner; rinse when done



INGREDIENTS

- Naturally derived nutraceutical ingredients
- NO minoxidil, NO parabens & SLS free
- NO alcohol like chemicals



pH LEVELS

Treatment: 5.50 – 6.50
Conditioner: 4.50 – 5.50



COLOR SAFE



GLUTEN FREE



VEGAN



CRUELTY FREE



SHAMPOO TREATMENT

Professional
Accelerating Therapy

- Naturally formulated topical shampoo treatment for growing hair & damage repair
- For all types of hair related concerns including:
 - » Damaged over processed hair
 - » Longer hair growth
 - » Faster growing hair
 - » Shinier more hydrated hair

CONDITIONER

Professional Accelerating
Hydration Therapy

- Does not need to be left on for 5 minutes
- Can be applied directly to scalp
- Will not weigh hair down
- Reduces scalp inflammation & shedding
- UVA & UVB Protectors
- **Conditioner increases results by 20%**

WHAT TO EXPECT WHEN USING ZENAGEN **EVOLVE**

2 WEEKS

Increased shine and
strength of hair

4 WEEKS

Repairs heat damage and breakage from
over processing

2 - 3 MONTHS

Optimized scalp environment promoting
longer length. One bottle will last 2-3
months if used correctly.

1 WASH



BEFORE



AFTER

1 WASH



BEFORE



AFTER

1 WASH



BEFORE



AFTER

1 WASH



BEFORE

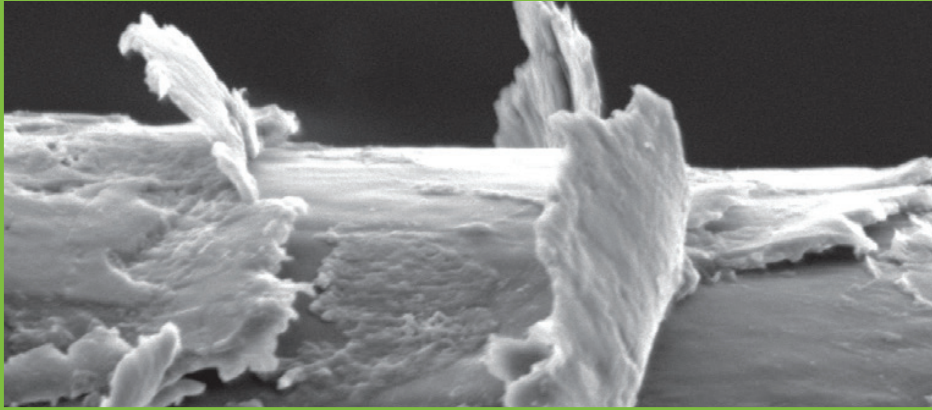


AFTER

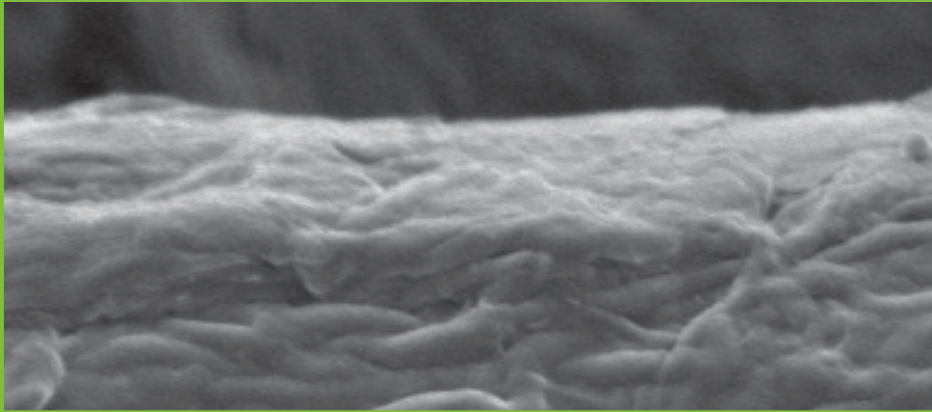
Each set of shampoo and conditioner is designed to last a minimum of 2.5 to 3 months.

ZENAGEN EVOLVE TECHNOLOGY

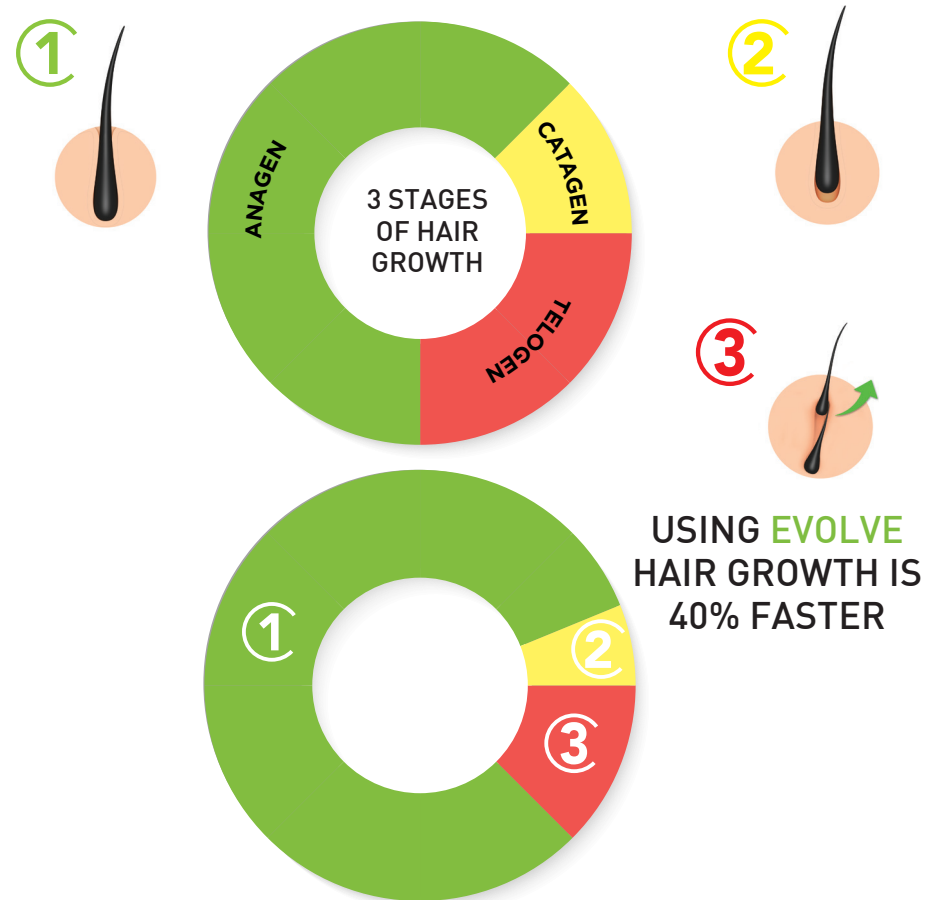
 BEFORE



 AFTER



Nutraceutical amino acid protein compounds repair and strengthen damage to cuticle, improving hair's ability to retain moisture making it stronger, shinier, and healthier.



- Nutraceuticals increase the turnover rate of hair follicles allowing up to 40% faster growing hair.
- The Anagen growth stage of the hair follicle is lengthened, while the Telogen shedding stage is shortened, resulting in more hair growing faster for a longer period of time and less hair shedding.
- * Clients will have more visits to the salon for color touch ups and haircuts.

COMPARE & CHOOSE

REVOLVE



THE REVOLVE COLLECTION

- Targets male and female pattern baldness
 - All men using Zenagen
 - Women 40+ years of age
- Men and women with visible hair loss or excessive shedding

EVOLVE



THE EVOLVE COLLECTION

- Women under 40 years of age
- Those wanting to grow hair longer and faster
 - Repairs heat damage & breakage
 - Increases shine and manageability



DONT FORGET!

20% improved results using the conditioner with the treatment.

BOTH LINES

- 2-step systems (treatment shampoo + conditioner)
 - Intended for use 3 times per week
 - Naturally derived compounds
 - NO minoxidil, NO parabens & SLS free
- Bottle sizes: Treatments 6 oz, Conditioners 5 oz



DONT FORGET!

20% improved results using the conditioner with the treatment.

BOOST COLLECTION

The newest & most advanced thickening and styling technology.

Advanced thickening technology meets superior styling with a new collection of products that visibly increase fullness with every use. Designed to maximize the results of the Revolve and Evolve systems, the Boost collection delivers instant volume and long-lasting results to transform flat, lifeless hair.

THICKENING LEAVE-IN SPRAY

Creates thicker hair instantly and over time

Available in
3.3 fl. oz. / 100 mL

DENSIFYING LEAVE-IN CREAM

Weightlessly builds volume for fuller-looking hair

Available in
3.3 fl. oz. / 100 mL

THICKENING VOLUME FOAM

Creates instant body and lasting hold in all hair types

Available in
4.5 fl. oz. / 135 mL

THICKENING TEXTURIZING POWDER

Instantly + effortlessly boosts volume

Available in 9g



BOOST COLLECTION



THICKENING LEAVE-IN SPRAY

Available in 3.3 fl oz. / 100mL

Designed with proprietary hair loss-fighting technology, this unique treatment spray creates an optimal foundation for healthy hair growth while delivering visible fullness from root to tip. It targets the causes of thinning and shedding at the source by invigorating the scalp and fighting inflammation. Hair instantly looks thicker and acts stronger and more resilient over time.

Directions for use: Shake well before use. Apply thoroughly to damp or dry hair, concentrating at the root. For an additional thickening effect, spray onto hands and work evenly into hair. For optimal results, use with the Zenagen Revolve System.



THICKENING VOLUME FOAM

Available in 5.07 fl oz. 150 mL

Create the perfect canvas for styling while boosting volume in dull, lifeless hair. This thickening foam gives instant lift at the root while infusing hair with all-day body, thanks to a proprietary volumizing complex and blend of botanical extracts. The conditioning, low-alcohol formula protects hair from the damaging effects of heat styling and UV rays.

- Dual-action wild geranium extract helps improve volume and protect against damage.
- Lavender extract helps promote fuller hair growth.
- Low-alcohol formula delivers powerful hold without dryness or stickiness.
- Increases body and sets hair shape.
- Designed to maximize volume in all hair types.

Dual-action wild geranium & lavender extract improve volume & promote fuller hair growth

Directions for use: Apply 2 – 3 pumps to hands and distribute evenly throughout damp or dry hair. Style as desired or allow hair to air dry.



DENSIFYING LEAVE-IN CREAM

Available in 3.3 fl oz. / 100mL

Transform the texture of limp, lifeless hair with this light-as-air cream that builds volume without weight. Ultra-light conditioners leave hair touchably soft with a noticeably thicker, fuller appearance, strand by strand. Use before blow-drying or as a finishing cream to instantly define and add polish.

- Creates lasting fullness and increases density in flat, fine and lifeless hair.
- Coconut oil and baobab seed extract condition without weighing hair down.
- Multi-function product can be used as a styling aid or to smooth and refine hair during touch-ups.
- Free of heavy silicones.
- Designed for all hair types.

Coconut oil and baobab seed extract leave hair touchably soft with a noticeably thicker, fuller appearance, strand by strand.

Directions for use: To enhance thickness before styling, apply to damp hair then blow-dry and style as desired. For maximum hold and definition, apply to dry hair.



THICKENING TEXTURIZING POWDER

Available in 9g

This unique root lifter packs major volumizing power in every puff. The innovative water-based powder gives a precise, mess-free application wherever you want to create texture and fullness. It layers invisibly and leaves no residue behind—just incredible volume that instantly refreshes your look.

Directions for use: Shake well before use. For use on dry hair only. Focusing on roots, gently puff to dispense powder wherever volume is desired.

EVOLUTION | BEAUTY
COMING TO A CITY NEAR YOU!

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

THE NEW STANDARD OF SALON EDUCATION

EVOLUTION | BEAUTY

Learn from the Industry's best educator

- Product knowledge and education
- Hair cutting and styling techniques
 - Fashion looks and trends



FAQ

Q. What is Zenagen?

- A.** The fourth and most critical stage of the hair growth cycle, Zenagen is the state in which hair has reached desired thickness, maximum volume, and healthy manageability.

Q. How do I use the Zenagen Revolve & Evolve lines?

- A.** For optimal results, both Zenagen lines are used in the shower, 3 times a week allowing the treatment to remain on the hair and scalp for 5 minutes.

Q. Can I use the treatment more than 3 times per week?

- A.** It is safe to use the treatment everyday; however, the suggested recommended use of 3 times a week for 5 minutes is enough for both lines to deliver full results.

Q. Can I use both product lines together?

- A.** Because the Zenagen Revolve and Zenagen Evolve lines focus on two different hair concerns, it's important to determine which line is right for each client. If he/she is suffering from thinning or shedding hair related to hair loss, they should be using the Zenagen Revolve system. If the client has hair breakage caused from heat damage, or wants longer hair, they should be using the Zenagen Evolve system.

Q. When is hair loss too late to treat?

- A.** When a hair follicle dies, which can take as long as 5-10 hair cycles, there is no longer a viable hair. It is important to understand that the hair follicle matrix is a living organ and it must be alive to produce hair. Therefore, if a person is completely bald and has been for years, it is likely that their hair follicles have died making the hair incapable of regrowing.

Q. What is DHT?

- A.** DHT is a natural androgen hormone that is created by the enzyme 5-Alpha Reductase, which converts testosterone to dihydrotestosterone (DHT). The build up of DHT is the most common cause of hair loss in men and women.

Q. How is Zenagen different from other hair loss products?

- A.** Unlike most hair loss products, Zenagen uses natural ingredients to target hair loss and grow hair thicker and fuller. Zenagen's nutraceutical technology takes only 5 minutes and is used 3 times a week. Zenagen is the world's most advanced and convenient solution for hair loss, damage repair, and hair growth.

Q. Is Zenagen color safe?

- A.** Yes, both lines are completely color safe. The products do not contain any parabens, SLS or minoxidil. There are ingredients that will actually enhance a client's color.

Q. How long does it take to see results?

- A.** The first noticeable effect of Zenagen Revolve is a MAJOR reduction of shedding and hair loss between 2 and 6 weeks. Density and coverage begins to restore at the 3 month mark. Peak results of the Revolve line falls between 9 and 24 months, depending on severity of hair loss before beginning the system.

Q. What if I only wash my hair once or twice a week, will the products still work?

- A.** The Revolve line MUST be used 3-4 times a week to obtain desired results. If a person only washes 3-4 times a week, then they will use just the Zenagen Revolve treatment each time they wash their hair. The Evolve line must be used at least 2 times a week.

Q. What happens if a woman accidentally uses the men's or vice versa?

- A.** No harm will be done if this happens. It is completely safe for either gender, but the client is best suited using the appropriate line.

Q. Will the treatment or the conditioner weigh my hair down?

- A.** No, the treatment and conditioner were specifically formulated to be very light and not weigh hair down. You will still be able to style your hair however you wish.

Q. Can I wash my hair with another shampoo or conditioner before or after Zenagen?

- A.** Yes, Zenagen is still effective even when used in conjunction with another shampoo or conditioner. This is all a matter of personal preference.

Q. Can I use Zenagen in conjunction with another hair loss product?

- A.** Yes, you can use Zenagen with any other product or treatment if you wish, although you should not have to.

Q. I am currently using a minoxidil based product & want to make the switch. Anything I should know?

- A.** Yes, if you are currently using a Minoxidil based product, you should slowly wean off of the minoxidil because the alcohol in the minoxidil can cause rapid shedding. Slowly dose down the minoxidil, while regularly using Zenagen, over a period of 2-4 months.

Q. What happens if I quit using Zenagen?

- A.** If you stop using the product, you will slowly revert back to your previous state of hair loss. The time it takes for this to happen is the exact same as the amount of time you have been using the product. If you miss a day or two, it is ok, however, consistent use and prevention is key.

PRICELIST

TREATMENT FOR MEN

Professional
Thickening Therapy



6 oz. / 180 ml
retail price: **\$60.00**



32 oz. / 960 ml
retail price: **\$225.00**

TREATMENT FOR WOMEN

Professional
Thickening Therapy



6 oz. / 180 ml
retail price: **\$60.00**



32 oz. / 960 ml
retail price: **\$225.00**

CONDITIONER

Professional Thickening
Hydration Therapy



5 oz. / 150 ml
retail price: **\$30.00**



32 oz. / 960 ml
retail price: **\$140.00**

TREATMENT

Professional
Accelerating Therapy



6 oz. / 180 ml
retail price: **\$60.00**



32 oz. / 960 ml
retail price: **\$225.00**

CONDITIONER

Professional Accelerating
Hydration Therapy



5 oz. / 150 ml
retail price: **\$30.00**



32 oz. / 960 ml
retail price: **\$140.00**

WHEN MY HAIR
LOOKS GOOD,
I FEEL LIKE
I CAN CONQUER
THE WORLD.

#FINDYOURZENAGEN

ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

ZENAGEN

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