



ZENAGEN

TRAINING MANUAL



VEGAN



CRUELTY-FREE



COLOR-SAFE



GLUTEN-FREE

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 sold exclusively 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 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 & PRODUCT CREATOR
Biochemist, Molecular Biologist

VOLUME ONE SALON — HURST BUTTS, PENSACOLA, FL



COLLABORATIONS & TESTIMONIALS

REVOLVE FOR WOMEN REVIEWS



@SHAWNJOHNSON
OLYMPIAN @
1.7m Followers



@GAYANAXO
INFLUENCER
133k Followers

“ I’ve been using this shampoo for 2 years now. My hair hasn’t been so full since I was in high school... WELL WORTH IT!”

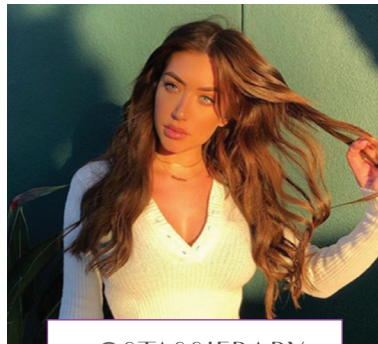
★ ★ ★ ★ ★
— TATUM

“ This product delivers results. I lost most of my hair while going through Graves Disease...Thanks to Zenagen, I have much thicker and fuller hair. The product started working within weeks!”

★ ★ ★ ★ ★
— CHERYL



@SABINE_TURNER
FASHION BLOGGER
3.8k Followers



@STASSIEBABY
INFLUENCER
3.6m Followers

“ I’m on a mission to get my hair in tip-top shape! My favorite brand for growing my hair long and lengthening each strand is Zenagen!”

★ ★ ★ ★ ★
— RACHEL

“ ...absolutely love the way it makes my hair feel. My hair has noticeably been getting healthier, and even others have noticed that see me daily. I would highly recommend...5+ stars!”

★ ★ ★ ★ ★
— STEFANIE

REVOLVE FOR MEN REVIEWS



@LAURALEABALANCED
HOLISTIC CHEF
68k Followers



@KRYSTALRENAES
FASHION BLOGGER
36k Followers

“ Hands down the best product on the market. I could definitely tell a difference when I stopped using it for a bit, and I won’t be doing that again. Customer for life!”

★ ★ ★ ★ ★

— J.W.

“ We noticed new hair growth after the first bottle, but his second bottle has been a crazy difference! Now he won’t even think about missing his Zenagen day. Love, love, love Zenagen!!!”

★ ★ ★ ★ ★
— BRENNEN

THE REVOLVE SYSTEM

Naturally-based shampoo & conditioner hair loss system with distinct products for men and women. Each product is a 3 month supply designed to give results in the first bottle.



HOW IT WORKS

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

- Cleanses existing DHT from the hair and sebaceous gland
- Guards against future DHT build up for up to 48 hours
- Optimizes scalp environment for thicker growing hair



WHO SHOULD USE

- Anyone with signs of thinning and shedding or visible hair loss
- Those who have tried other hair loss products and had poor results
- Those looking for a preventative product who believe they may be genetically susceptible to hair loss



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
- Follow with conditioner and leave on for desired amount of time, rinse when done



SHAMPOO TREATMENT
FOR WOMEN | FOR MEN
PROFESSIONAL
THICKENING THERAPY



REVOLVE
THICKENING CONDITIONER
PROFESSIONAL THICKENING
HYDRATION THERAPY

- Naturally formulated topical shampoo treatments for thinning hair and hair loss
- Promotes healthy hair growth for all types of hair related concerns including but not limited to:
 - Thyroid related issues
 - Post-chemotherapy
 - Medication related hair loss
 - Postpartum shedding
 - Surgical related hair loss
- Shampoo Treatment pH: 5.5 - 6.5

- **CONDITIONER RESPONSIBLE FOR 20% OF RESULTS**
- 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 pH: 4.5 - 5.5



COLOR SAFE



GLUTEN FREE



VEGAN



CRUELTY FREE



INGREDIENTS



SAW PALMETTO

Saw Palmetto is one of the most powerful and important ingredients in both of Revolve's specialty formulas. Not only does it have unique anti-aging and anti-inflammatory properties, but it works to block the enzyme responsible for the production of DHT, which is the main cause of hair loss in both men and women.



BRAHMI

Brahmi is an impressive natural ingredient that has been used to alleviate many different ailments in the body due to its high concentration of antioxidants. In the Revolve formula, it works with the Saw Palmetto to help block the current and future production of DHT. Brahmi is also responsible for rejuvenating and repairing a dry, itchy or inflamed scalp, which helps promote the regeneration of healthy hair and skin.



RED CLOVER




Many beauty products contain red clover, but our extracts have a much higher standard when it comes to quality and effectiveness. We have a custom designed red clover extraction process unique to Zenagen products, which allows for only the highest-quality, most powerful parts of the plant to be used in our award-winning formulas. Red clover targets inflammation to promote scalp health and the growth of thicker, fuller hair.



ALOE LEAF JUICE

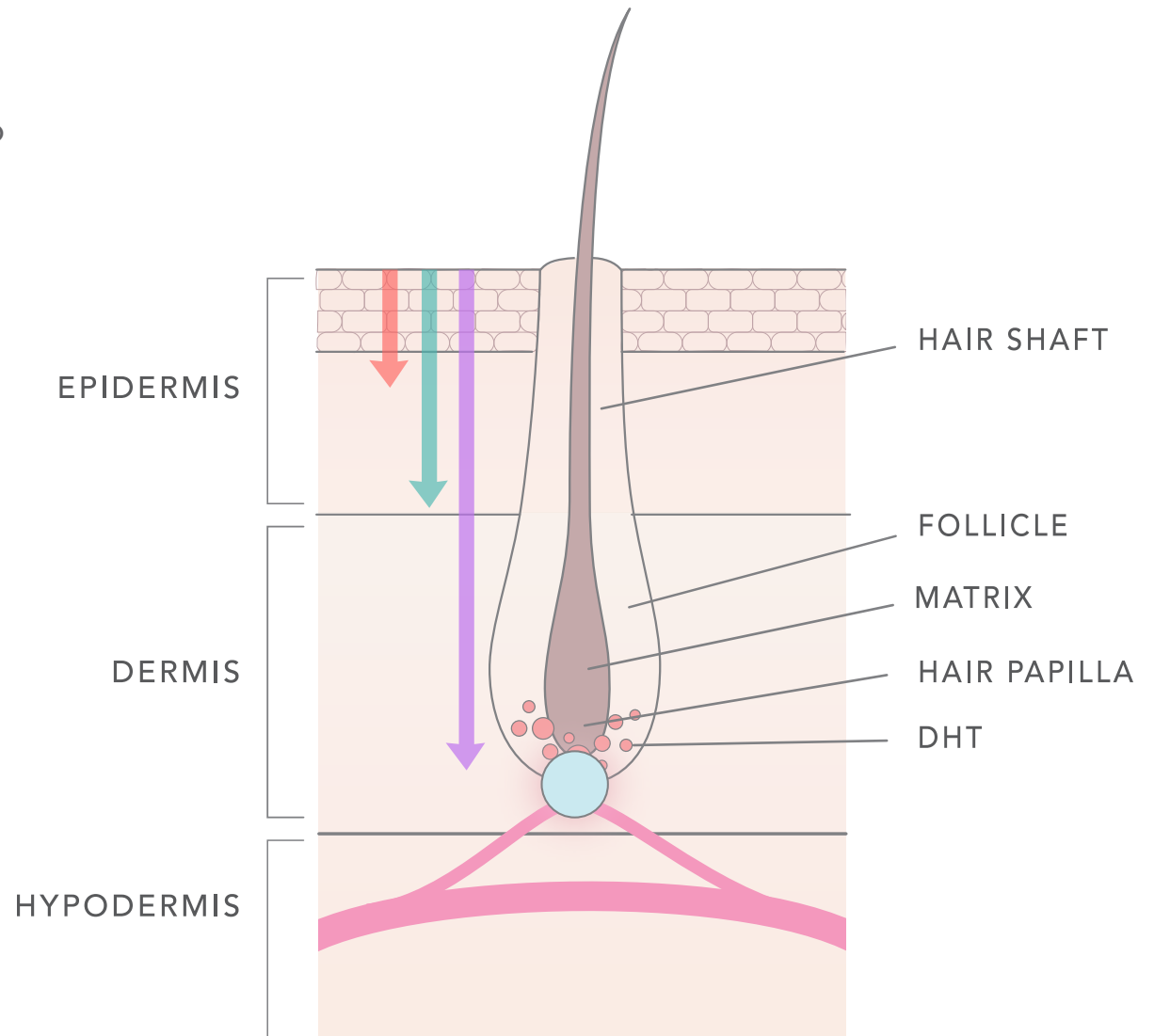
When it comes to targeting hair loss, controlling scalp inflammation is one of the most important factors, and aloe leaf juice has been on the forefront of anti-inflammation technology for hundreds of years. Aloe contains essential amino acids that nourish the hair and help it retain moisture, but also soothes and protects the scalp against irritation.

PENETRATION OF ZENAGEN IN 5 MINUTES

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

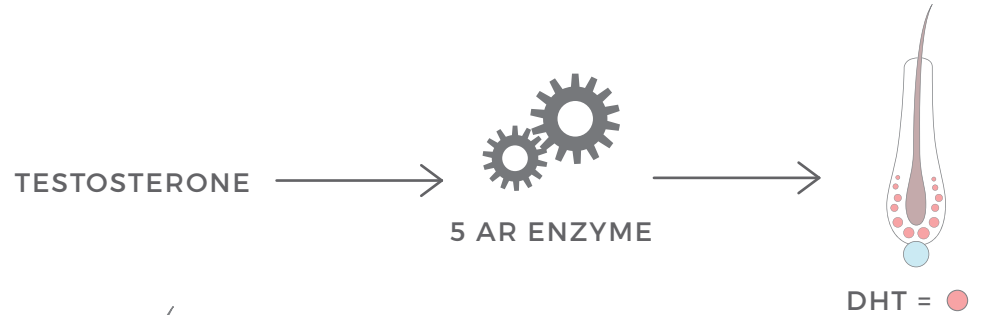
Hair loss competitors use harsh alcohols to deposit ingredients into the skin, yet they still are only able to enter the shallowest level, the epidermis.

Zenagen's signature delivery system uses green tea to naturally widen the follicle channel in 5 minutes. This allows our ingredients to naturally arrive at the deepest level of the follicle where DHT is produced.



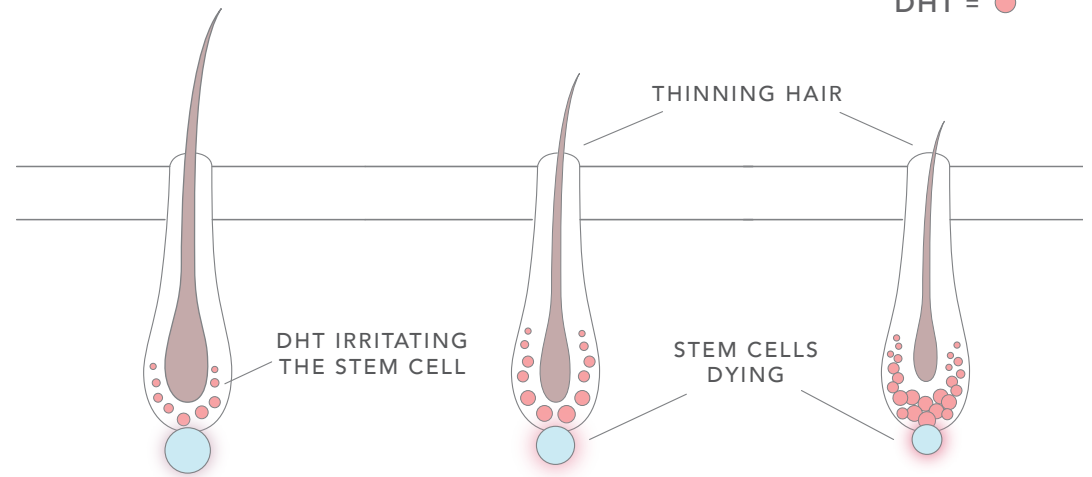
DHT PRODUCTION

When testosterone interacts with a 5 AR enzyme, it converts to DHT which builds up in the hair follicle and is the cause of 90% of hair loss in men and women.



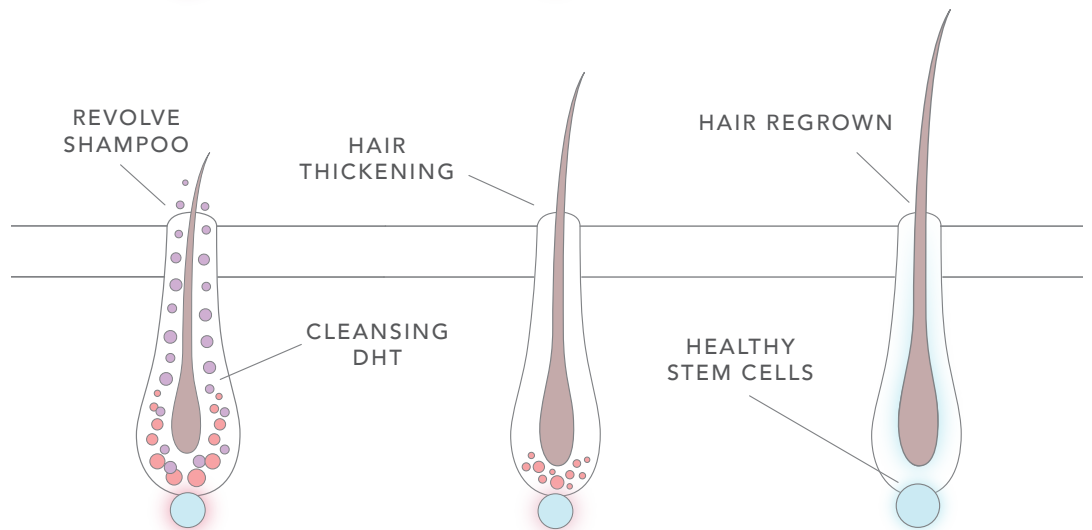
DHT BUILD UP

DHT builds up on the follicle and causes stem cell inflammation. This causes the hair to thin over time and eventually kills the follicle completely. Once the follicle dies, hair can never regrow from that follicle again.



ZENAGEN REGROWTH TECHNOLOGY

Zenagen's innovative system reaches the deepest level of the follicle with the use of natural ingredients. It is then able to cleanse DHT at the source and inhibit future production for up to 48 hours by targeting the 5 AR enzyme.



ZENAGEN REVOLVE TIMELINE

2 – 6 WEEKS

Noticeable reduction of hair shedding. Initial hair shedding may be experienced when beginning the product. This process is normal and stabilizes within 4-6 weeks.

3 MONTHS

Areas of thinning hair begin to appear thicker and fuller with increased density and coverage. Each set of shampoo and conditioner is designed to last a minimum of 2.5 to 3 months.

6 MONTHS

After two full bottles you will notice a visible difference in hair thickness and scalp coverage.

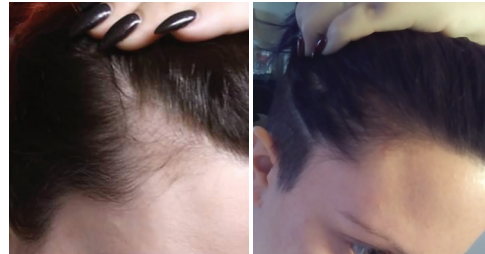
9 – 24 MONTHS

With consistent use, peak results will be achieved by this point. The time frame required to see peak results varies based on severity of hair loss before beginning Zenagen.

REGRESSION

Unlike products containing minoxidil that cause rapid hair shedding when usage stops, Zenagen's results will gradually fade over time when stopped. It's recommended that clients using any hair loss product containing minoxidil slowly wean off that product while using Zenagen as directed.

1 MONTH



BEFORE

AFTER

2 MONTHS



BEFORE

AFTER

3 MONTHS



BEFORE

AFTER 1 BOTTLE

4 MONTHS



BEFORE

AFTER

6 MONTHS



BEFORE

AFTER 2 BOTTLES

6 MONTHS*



BEFORE

AFTER 2 BOTTLES

*CHEMOTHERAPY HAIR LOSS

3 MONTHS



BEFORE AFTER 1 BOTTLE

6 MONTHS



BEFORE AFTER 2 BOTTLES

1 YEAR



BEFORE AFTER 4 BOTTLES



REVOLVE NIOXIN MINOXIDIL

THINS BLOOD			✓
3+ STEPS		✓	
EVERYDAY OR TWICE DAILY USE		✓	✓
SHAMPOO BASED TREATMENT	✓	✓	
TAKES ONLY 5 MINUTES	✓		
NO HEAVY ALCOHOLS	✓		
NATURAL	✓		
PRICE PER MONTH	\$30	\$45	\$27.49

THE EVOLVE SYSTEM

Zenagen Evolve is a two step hair repair and lengthening acceleration system that encourages the growth of stronger, longer and healthier hair up to 40% faster. A visible difference in the overall shine and health of the hair can be seen in just one wash, while longer, stronger hair is noticeable after 1 – 3 months of use.



WHO SHOULD USE

- Those seeking healthier, longer hair, who are not currently experiencing hair loss
- Clients with heat-damaged or over-processed hair
- Those living in populated areas where environmental pollutants in the air cause hair damage
- Clients who live in humid or arid environments that can cause unknown heat damage



HOW IT WORKS

Heals damaged hair, optimizes scalp environment & increases length, strength & shine using Zenagen's signature delivery system

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



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
- Follow with conditioner and leave on for desired amount of time, rinse when done



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SHAMPOO TREATMENT
PROFESSIONAL ACCELERATING THERAPY

- Naturally formulated topical shampoo treatment for growing hair & repairing damage
- For all types of hair related concerns including:
 - ☑ Damaged, over-processed hair
 - ☑ Hair growth plateaus
 - ☑ Dull, dry hair
 - ☑ Slow growing hair
- pH level: 5.50 – 6.50

6 WEEKS



BEFORE

AFTER



ACCELERATING CONDITIONER
PROFESSIONAL ACCELERATING HYDRATION THERAPY

- **CONDITIONER RESPONSIBLE FOR 20% OF RESULTS**
- Does not need to be left on for 5 minutes
- Can be applied directly to scalp
- Will not weigh hair down
- Reduces scalp inflammation
- UVA & UVB Protectors
- pH level: 4.50 - 5.50

2 MONTHS



BEFORE

AFTER

2 WEEKS

Increased shine and strength of hair

4 WEEKS

Continued repair of heat damage and breakage for stronger hair

2-3 MONTHS

Improved hair growth efficiency and strength resulting in noticeably longer and touchibly soft hair

3 MONTHS



BEFORE

AFTER 1 BOTTLE

EVOLVE TECHNOLOGY & INGREDIENTS



INGREDIENTS



ALPINE WILLOWHERB

Harvested from the European mountainside, this natural, botanical ingredient is the force behind the hair growth acceleration power of Evolve.



GINGER ROOT

Ginger root extract stimulates and primes the scalp for faster delivery of the powerful nutraceutical ingredients straight to the hair follicle.



GRAPE SEED EXTRACT

The antioxidants found in grape seed extract help soothe and protect the scalp against inflammation, and work with the active amino acids to moisturize and protect the hair.



PCA

PCAs allow the hair follicle to maintain vibrant, bold color on both color-treated and natural hair.



ALANINE

Amino acid that maintains vital moisture levels in the hair cuticle. Alanine locks in the essential amount of moisture for health and shine, while locking out unnecessary moisture and humidity.

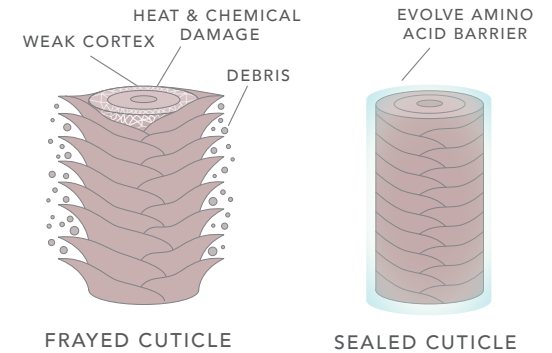
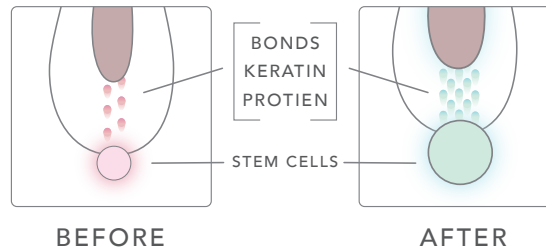


HISTIDINE

This amino acid acts as a shield against unavoidable environmental factors that damage the hair by helping keep the hair cuticle sealed.

CUTICLE REPAIR

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

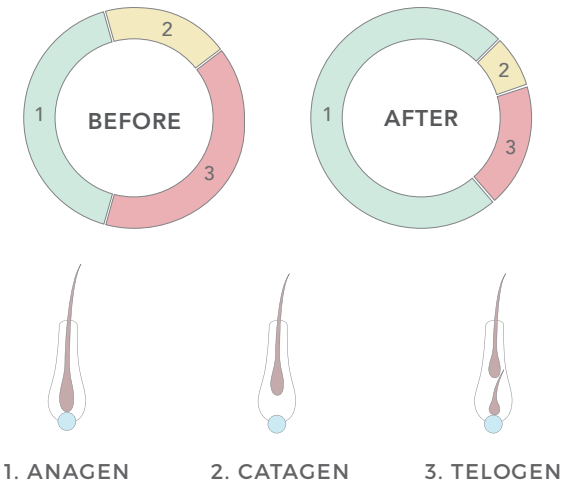


STEM CELL EFFICIENCY

Evolve's natural ingredients stimulate stem cell efficiency allowing up to 40% faster growing hair.

CYCLES OF GROWTH

Evolve lengthens the growth (anagen) stage of the hair, while shortening the shedding (telogen) stage. This results in more hair follicles in the growth stage at once and for a longer period of time.



COMPARE & CHOOSE



Targets male and female pattern baldness	✓	
Treats hair loss and excessive shedding	✓	
Grows hair longer and faster		✓
Repairs heat damage, color damage, and breakage		✓
Color-safe	✓	✓
2 step system, only 3 times a week	✓	✓
Naturally derived ingredients	✓	✓
No minoxidil, parabens, or sodium laureth sulfate	✓	✓

THE BOOST COLLECTION



THE BOOST PRODUCTS

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

3.3 fl oz. | 100 ml

Formulated with Zenagen hair loss fighting technology, this unique spot treatment spray was designed to pair perfectly with the award-winning Revolve collection.

- Invigorates the scalp and fights inflammation that leads to shedding
- Perfect for clients who do not wash 3 times a week, per Zenagen Revolve treatment instructions
- Can be used daily for optimal long term hair loss prevention

DIRECTIONS FOR USE: Shake well before use. Apply spray directly to scalp, concentrating on particularly thin areas of the hair. Massage product into the scalp. Do not rinse.

THICKENING VOLUME FOAM

5 fl oz. | 148 ml

1.7oz | 50 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 formula protects hair from the damaging effects of heat styling and UV rays
- Wild geranium extract helps improve volume and protect against damage
- Low-alcohol formula delivers powerful hold without dryness or stickiness
- Increases body and sets hair shape
- Designed to maximize volume in all hair types

DIRECTIONS FOR USE: Apply 1-2 pumps to hands and distribute evenly throughout damp or dry hair. Style as desired or allow hair to air dry.



DENSIFYING LEAVE-IN CREAM

3.3 fl oz. | 100 ml

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.

- Creates lasting fullness and increases density in flat, fine and lifeless hair
- Coconut oil, baobab seed extract, and lavender condition hair while taming flyaways and frizz
- Multi-function product can be used as a styling aid or to smooth and refine hair during touch-ups.
- Designed for all hair types

DIRECTIONS FOR USE: To enhance thickness, apply dime sized amount to damp or dry hair. For maximum hold and definition, use before blow-drying. Can also be used as a finishing cream for added smoothness.



THICKENING TEXTURIZING POWDER

9 grams

This unique root lifter packs major volumizing power in every puff. Unlike talc-based powders, this innovative water-based powder leaves no trace of residue—just incredible volume that instantly refreshes your look. The non-aerosol precision nozzle provides mess-free application wherever you want to create texture and fullness.

DIRECTIONS FOR USE: Shake well before use. Gently puff at least 6 inches away from scalp to dispense powder wherever lift and texture is desired. For use on dry hair only.



BOOST STYLING TECHNOLOGY



THICKENING LEAVE-IN SPRAY

HAIR LOSS PROTECTION



VOLUMIZING



PLUMPING POWER



GRIP & HOLD



DENSIFYING LEAVE-IN CREAM

FRIZZ PROTECTION



VOLUMIZING



PLUMPING POWER



GRIP & HOLD



THICKENING VOLUME FOAM

FRIZZ PROTECTION



VOLUMIZING



THICKENING POWER



GRIP & HOLD



THICKENING TEXTURIZING POWDER

FRIZZ PROTECTION



VOLUMIZING



THICKENING POWER



GRIP & HOLD



FREQUENTLY ASKED QUESTIONS

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. 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 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 fall 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 washes less than 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. Is Zenagen color safe?

A. Yes, both lines are completely color safe. The products do not contain any parabens, SLS or minoxidil. In fact, there are ingredients that will actually enhance shine and the color of the hair.

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. 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. 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.

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. 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. 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. 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 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. 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. 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.



HBA GLOBAL 2013

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.



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



BEAUTY PITCH 2015

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 were 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.



<p>REVOLVE SHAMPOO TREATMENT FOR MEN</p>		<p>6 oz. / 180 ml RETAIL: \$60.00</p> <p>2.5 oz. / 75 ml RETAIL: \$32.50</p>	<p>REVOLVE TREATMENT FOR MEN BACKBAR</p>		<p>32 oz. / 960 ml RETAIL: \$225.00</p>
<p>REVOLVE SHAMPOO TREATMENT FOR WOMEN</p>		<p>6 oz. / 180 ml RETAIL: \$60.00</p> <p>2.5 oz. / 75 ml RETAIL: \$32.50</p>	<p>REVOLVE TREATMENT FOR WOMEN BACKBAR</p>		<p>32 oz. / 960 ml RETAIL: \$225.00</p>
<p>REVOLVE CONDITIONER</p>		<p>5 oz. / 150 ml RETAIL: \$30.00</p> <p>2.5 oz. / 75 ml RETAIL: \$19.50</p>	<p>REVOLVE CONDITIONER BACKBAR</p>		<p>32 oz. / 960 ml RETAIL: \$140.00</p>
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<p>BOOST THICKENING VOLUME FOAM</p>		<p>3.3 oz. / 100 ml RETAIL: \$28.00</p> <p>1.7 oz. / 75 ml RETAIL: \$14.50</p>	<p>BOOST THICKENING LEAVE-IN SPRAY</p>		<p>3.3 oz. / 100 ml RETAIL: \$30.00</p>
<p>BOOST DENSIFYING LEAVE-IN CREAM</p>		<p>3.3 oz. / 100 ml RETAIL: \$28.00</p>	<p>BOOST THICKENING TEXTURIZING POWDER</p>		<p>9 grams RETAIL: \$30.00</p>

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

 ZENAGEN.COM

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 INFO@ZENAGEN.COM

 ZENAGENHAIR

ZPROEDU1