

PRODUCT OVERVIEW - ZENAGEN RE:ZEN DRY SHAMPOO

What is Zenagen Re:Zen Dry Shampoo?

Zenagen Re:Zen Dry Shampoo is an innovative product designed to deliver both freshness and style. By integrating the oil-absorbing power of a dry shampoo with the volumizing and texturizing benefits of a styling spray, **Re:Zen Dry Shampoo** brings a new level of versatility to hair care. This unique, benzene-free formula is crafted with high-quality ingredients that not only cleanse but also enhance hair health and scalp vitality.

Key Ingredients and Functions

- Rice Bran: Maintains moisture balance, increases volume and density.
- Aluminum Starch: Absorbs oils for a matte finish while preventing excess shine with no residue.
- Quartz (Silicon Dioxide): Adds texture and volume, boosts collagen, and promotes skin elasticity.

With these and other nourishing components, **Re:Zen Dry Shampoo** offers a comprehensive solution for those seeking fresh, vibrant, and full-bodied hair in one easy step.

Promoting Zenagen Re:Zen Dry Shampoo to Your Clients

As a stylist, you can easily introduce **Re:Zen Dry Shampoo** to your clients by emphasizing the much-desired “next day hair” effect. Let clients know that this product allows them to skip the wash but still achieve the textured, full-bodied look that second-day hair naturally provides. Explain that with just a quick spray, **Re:Zen Dry Shampoo** gives them the freedom to get that coveted, lived-in style immediately—perfect for clients who want an effortless, low-maintenance routine that still delivers salon-quality results. Plus, with its residue-free finish and natural ingredients, it’s an excellent addition for clients looking to extend their style without compromising scalp health. This way, you’re not only offering them a product but also the convenience of maintaining their desired style between salon visits.



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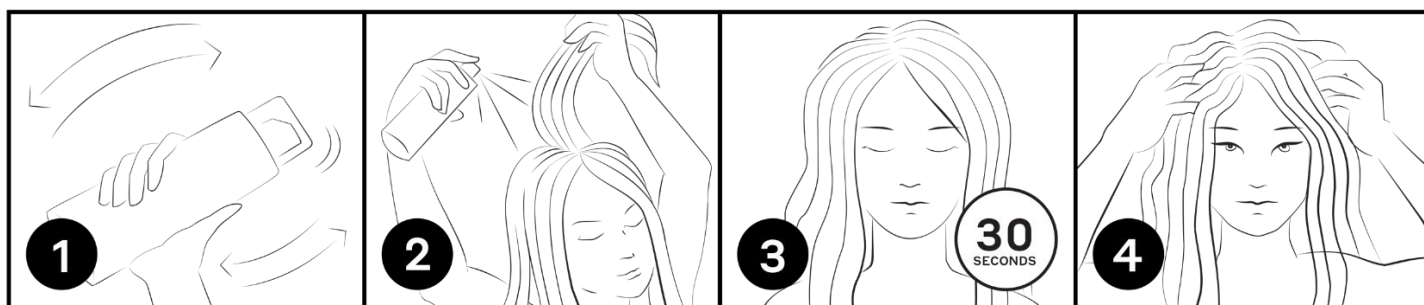
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Technical Instructions:

1. Shake Thoroughly: Shake the can well to blend ingredients and ensure even distribution.
2. Section and Spray: Hold the bottle about 8-10 inches from the scalp and spray directly onto the roots. Section the hair for thorough application, especially in areas prone to oiliness.
3. Massage: Use fingertips to gently massage the product into the scalp. This boosts absorption and activates the texturizing effect.
4. Brush Through: For a natural look, brush through the hair to evenly distribute the product, remove any excess, and create volume.



Creative Styling Tips:

- Create Beachy Waves: After application, scrunch the hair with your hands to enhance natural waves and add texture.
- Prep for Updos: Apply lightly before styling into a braid or updo for better grip and staying power.
- On-the-Go Freshness: Keep a can in your bag to refresh and revive your style throughout the day, especially after physical activity or travel.
- Boost Volume in Blowouts: For lasting volume, apply to the roots after blow-drying, then re-blow dry those sections to enhance lift and fullness.



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Key Ingredients, Benefits, and Technical Insights

Rice Bran:

- Maintains moisture balance, promoting healthy hair without causing greasiness.
- Adds volume and density, helping to create a fuller appearance.

Aluminum Starch:

- Absorbs oil while providing a matte finish, minimizing unwanted shine.
- Acts as an anti-caking agent, ensuring a no residue application and blending with the hair easily.

Silicon Dioxide (Quartz):

- Naturally enhances volume and texture, supporting lift at the roots.
- Stimulates collagen production and improves scalp elasticity, promoting a youthful, healthy scalp environment.

Neopentyl Glycol Diheptanoate:

- Works as an emollient, improving scalp texture and ensuring the hair feels soft to the touch.

Isododecane:

- Lightweight and moisturizing, it reduces oiliness without weighing hair down.
- Adds a weightless, airy quality to hair, enhancing both feel and appearance.

Pro-Vitamin B5:

- Strengthens the scalp's moisture barrier and promotes cellular turnover for healthier hair growth.
- Adds softness and shine, enriching overall hair texture and manageability.

Vitamin E:

- A powerful antioxidant that protects against environmental damage and supports scalp health.

Benzyl Alcohol:

- Provides natural antibacterial properties and supports collagen synthesis, helping to maintain a healthy scalp.

Potassium Sorbate & Sodium Benzoate:

- Antifungal preservatives that keep the product fresh and effective, preventing microbial growth.

Hydroxycitronellal:

- Delivers a refreshing fragrance while also providing antioxidant benefits to protect hair from free radical damage.

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