



Hair Loss Shampoo Reaches 1 Billion Hairs Protected: Announces BOGO Sale

“Hair loss shampoo celebrates preventing over 1 billion hairs from early male pattern baldness. The new company and product is celebrating the milestone with a limited buy one get one special and event on its website and Miami, FL corporate office.

Dec. 11, 2009 - [PRLog](#) -- Hair loss shampoo Zenagen announced it has helped protect over 1,000,000 hairs from early hair loss. The company launched a limited time buy one get one free to help celebrate the “Zenagen Billion Hair BOGO Event”. Nutraceutical Research Innovations, the creators of Zenagen announced the event to a limited number of early interested consumers and has been preparing for the sale, with a Zenagen Shampoo sponsored party in the downtown Miami. “We are really excited about the event and sale. We really are proud of our product and our customers. We want to thank the people that have helped our company, and we know we couldn’t have gotten here without them”, says Sam Freeman, Marketing Director of Zenagen (<http://zenagen.com>). The Billion Dollar BOGO sale promotion allows customers to get 6 months of the hair loss shampoo for the price of its 3 month supply.

The young company plans to celebrate the occasion with a special event Miami for the Miami Heat vs Eastern Conference Champions Orlando Magic, but with a little catch, you have to do some charity work or show how you have helped others. “Just because you got an invite doesn’t mean that you necessarily get to join the celebration. We may be a younger company in an industry that can be less than typical but that hair doesn’t mean we have to be typical and throw boring office party with some guy from accounting playing DJ.” joked Freeman. The company recently completed an update on their website that allows customers and fans to upload testimonials and comments that earn them free product and specials.

Zenagen is the #1 Natural Hair Loss Shampoo in the world and has been actively building brand awareness especially in select US cities. After premiering at the 2009 International Beauty and Barber Show, Miami, Zenagen and its manufacturer Nutraceutical Research Innovations has been busy focusing on product development and customer service satisfaction. The company researched a natural botanical extract that among other things has been shown to help reduce the hormone Dihydrotestosterone (DHT), (<http://zenagen.com/dht>) the most common factor in male hair loss.

Zenagen has also been working on various social media and is actively planning and implementing enhancements to its online portal and social website hubs on Facebook and Twitter (<http://twitter.com/Zenagen>). “Many company executives think they need to get on this social media craze and demand a Facebook page and Twitter account. The problem is that most of these large companies are run by an older less tech savvy generation, so they end up paying some programmers or interns some money to build a page, but they don’t actively update or involve their fans or followers.” Said Freeman. “I will admit it takes a lot of work, focus, and content to even start to see the benefit of social media, but we have implemented a strategy that involves our entire company and fans, not just our IT guys.”

The “Billion Hair BOGO” promotion is available through the natural hair loss shampoo’s website for a limited time and supply. Details about the promotion and more information about Zenagen and the “Billion Hair BOGO Event” can be found on BOGO section of the Zenagen Hair Loss Shampoo website (<http://zenagen.com/>)

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Zenagen shampoo is the world's first non daily hair loss solution and uses a unique and patent-pending blend of extensively researched natural botanical extracts that have been shown in 3rd party research to be effective against androgenic alopecia.

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