



Zenagen Natural Hair Loss Shampoo Celebrates 1 Billion Hairs Protected with 'Billion Hair BOGO Event'

The world's #1 natural hair loss shampoo Zenagen announced a special promotion to celebrate helping protect 1 billion hairs from premature balding. To celebrate the occasion the company is offering a limited time exclusive buy one get one free deal through the Zenagen website.

([PRWEB](#)) December 10, 2009 -- Natural Hair Loss Shampoo Zenagen (<http://zenagen.com>) announced it has helped protect 1 billion hairs from early alopecia, and to celebrate the milestone the company is offering a special limited time offer via its “Zenagen Billion Hair BOGO Event.” All customers who orders a through the Zenagen website will receive a special buy one, get one free offer for a limited time, will receive a free 3 month supply of Zenagen shampoo.

The Natural Hair Loss Shampoo been actively building brand and product awareness after being researched and developed stage for almost two years prior to launching in August 2009 at the International Beauty and Barber Show, Miami. Nutraceutical Research Innovations (NRI), the creator of Zenagen, extensively researched and developed an effective and convenient natural hair loss treatment that focuses on many common causes of thinning hair such as the testosterone derived hormone Dihydrotestosterone (DHT hair loss), the most common factor in male hair loss.

“1 billion is an insane number. Our team spent a good amount of time and energy trying to come up with a visual to show exactly how large a number like a billion is, but it is almost incomprehensible.” Said Sam Freeman, Zenagen Marketing Director.

The company and its employees have been recognized as being a unique and customer service oriented in an industry that has many competitors and products. Author and recognized business expert Barry Moltz, recently interviewed Zenagen's CIO) on Business Talk Radio on the topic “Leadership for Highly Aligned, Loosely Coupled Companies”.

Zenagen's employees and executives make it a point to treat every employee and customer with the highest respect and one of the internal policies is not to not outsource anything customer service related, despite the sometimes enormous amount of inquiries and positive feedback that can build up after a company event or promotion.

Mr. Freeman and his staff use a blend of old and new marketing techniques and strategy and are frequently updating and posting a unique mix of fun and information, contests, company updates, and even celebrity birthday wishes.

Social shopping is another important facet of the customer service oriented business. Zenagen is one of the first noted companies to employ a social checkout application on the Zenagen Facebook Page that allows fans and customers to order discuss the product. The implementation of various social shopping portals has led to increased brand exposure and awareness of the patent-pending natural hair loss treatment. “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 savy 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" section of the "Zenagen Natural Hair Loss Shampoo Website.

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