



## **The Next Health Craze: Enhanced Shampoos To Prevent Hair Loss**

*"WhyGo Bald If You Don't Have To?"- A new shampoo promises to change the way men view their morning routine. Zenagen claims to be the first shampoo especially formulated to help prevent hair loss.*

Miami, Florida ([PRWEB](#)) September 18, 2009 -- A new shampoo promises to change the way men view their morning routine. Zenagen claims to be the first shampoo especially formulated to help prevent hair loss.

When is the last time you saw toothpaste without whitening benefits or ordered a smoothie without an energy boost option? People love new enhancements to boring products, and one company is changing the way men look at shampoo.

[Zenagen Preventative Hair Loss Shampoo](#) bills itself as the premier preventative hair loss shampoo. The company claims to have created an easy to use shampoo that helps prevent the onset of balding, which is estimated to affect over 55 million men in the United States.

Samuel Freeman, Zenagen Marketing Director, states the shampoo was created to provide an easy solution for men concerned with hair loss.

"Why go bald if you don't have to?"

This is the question Zenagen asks consumers, and they seem to be listening. "Young men today are more health conscious and concerned about going bald. Zenagen has been extremely well received by consumers, whom view the new shampoo like an insurance for their hairline. Typically men prefer to keep their hair rather than try to regrow when it's already too late," says Freeman.

"A New Approach to an Old Problem"

Rather than branding the product as the next magical hair growth remedy, the company chose to promote a shampoo that helps protect against hair loss.

The young company understands the wants and needs of young men concerned with male pattern baldness. Over 70% of Zenagen's employees are male and under the age of 30, including its CEO.

"A 27-year-old isn't going relate to a product developed by 60-year-old executives from a large corporation. We have the unique benefit of being our target customers, which helps us produce successful products," explains Freeman.

"The Market Leader?"

Hair care is a large industry, and it seems to be recession proof. Successful marketing campaigns like Unilever's Axe brand, has lead to a boom in the male health and beauty industry. A recent industry report, by Global Industry Analysts, estimates the world market for hair care products to exceed \$42 billion by 2010.

Zenagen recently debuted at the 2009 International Beauty and Barber Show in Miami. The increased attention



from the exhibition has escalated the shampoo to international recognition.

The company has a unique outlook on future competition. The beauty industry is notorious for having companies that quickly emulate successful new products. "We predict other companies will follow our lead and develop shampoos with added benefits like our hair loss shampoo. 10 years ago, toothpaste with a teeth whitening agent was non-existent, now it's hard to find a toothpaste without it. Product evolution ultimately benefits the consumer, and we are excited to lead the way," says Freeman.

Zenagen preventative hair loss shampoo is sold in a three month supply and is available exclusively online through the company's website [zenagen.com](http://zenagen.com)

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