



KENZZI



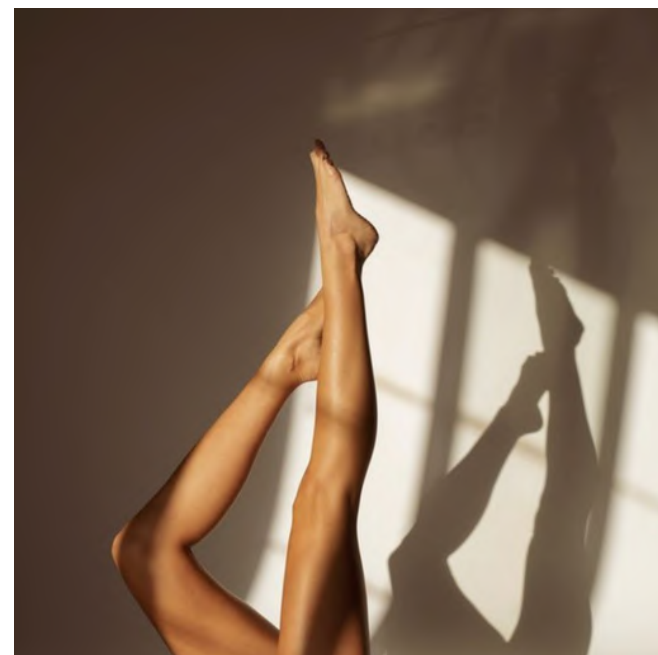
KENZZI

THE NEXT FRONTIER IN SKINCARE INNOVATION



# WELCOME TO THE WORLD OF KENZZI

We're so happy you are here. Discover industry-leading beauty tools and devices that transcend the treatment room to provide lasting results, treat targeted concerns, and elevate daily rituals.



# THE STORY BEHIND KENZZI

At KENZZI, our passion lies in simplifying self-care, transforming it from a mere routine into an indulgent experience. Our mission is crystal clear: to deliver products that not only work but are rigorously tested, ensuring tangible results for our cherished customers. We're committed to unleashing ones full beauty potential swiftly, empowering all to prioritize their well-being for the long term..

Originating in 2019 with a bold vision to redefine self-care, KENZZI debuted in the USA. Today, our reach extends far beyond borders, beloved by professionals, celebrities, and individuals worldwide. Our narrative epitomizes a dedication to excellence in both beauty and well-being.

Join us as we reveal the essence of KENZZI—a journey toward self-discovery and empowerment through accessible, proven self-care solutions, all from the comfort of your home.

Ever vigilant for opportunities with transformative potential, we continuously explore innovations aimed at enhancing lives in profound ways. Our quest spans a vast spectrum of possibilities, as we pioneer approaches poised to transcend the confines of traditional treatment rooms.

...Confidence made easy

# EXPERIENCE KENZZI

Step into the future of skincare and hair removal with the groundbreaking range of KENZZI devices. Our cutting-edge designs offer solutions that create lasting results and are effortless, yet effective. Elevate client services in the treatment room and create at-home experiences that can redefine beauty routines.

With devices that span IPL, Microdermabrasion, Hair Removal, and much more, these multi-functional tools are a unique offering that clients are actively seeking. KENZZI is strongly positioned to support your locations through personalized add-on services and retail offerings.



# GROWTH OPPORTUNITY

Since launching in September 2019, KENZZI has seen tremendous growth. With a brand that has been built around IPL, or *Intense Pulsed Light* technology, we have strategically positioned ourselves in a category of significant expansion.

In addition to IPL tools, our brand has enhanced our line to provide personalized solutions to clients. By incorporating modalities like Microdermabrasion and Radio Frequency, our devices effectively treat a variety of skin concerns and support the continued growth opportunity for KENZZI with our retail and spa partners.

**\$680M**

Market Size for At-Home Laser Hair Removal in North America in 2023.

**18% CAGR**

in 2023 in North America to reflect massive opportunity for growth in this category.

**\$70M**

in revenue since KENZZI launched in September 2019.

**300,000**

KENZI IPL Handsets sold to date.

# OUR DEVICE LINEUP

Our thoughtfully curated assortment aims to suit a variety of unique needs, lifestyles, and offerings in and out of the treatment room. Treatments that leverage the power of KENZZI devices can support face and body, and will further enhance a client's existing routine or service with highly effective, and simplified solutions.

## PROFESSIONAL + RETAIL



**MULTI+ IPL HANDSET**



**EMS COMPLEXION  
DEVICE**



**LED FACE  
RED LIGHT, BLUE LIGHT  
INFRARED**

## RETAIL



**ELECTRIC LADY  
SHAVER**



**MICRODERMABRASION  
HANDSET**

# IPL Pro+ Series



**FLASHES**

**999,999 - 20yrs**

**INTENSITY LEVELS**

**5**

**FLASH DENSITY**

**6.6-12J/cm<sup>2</sup>**

**DIGITAL DISPLAY**

**Flash Counter  
Level Indicator  
Modes Selection**

# IPL HAIR REMOVAL HANDSET - New Pro+ Series



FULL FUNCTION DIGITAL DISPLAY



FLASH LASTS FOR 20 YEARS



PROFESSIONAL GRADE QUARTZ BULB



5-LEVEL INTENSITY



BROAD LIGHT WAVELENGTHS

## WHAT IT IS

The IPL Pro+ Handset from KENZZI is available as an individual handset with the Hair Removal Lenses, or as the Multi+ IPL Handset that includes the Hair Removal Lens, Anti-Acne Lens, and Skin Rejuvenation Lens.

\*Each handset includes a 9-foot power cord for use. Protective eyewear and a convenient storage pouch.

**IPL HAIR REMOVAL:** Safely remove unwanted hair with results in just 3-4 weeks, or after 12 uses. Leverage pain-free, light-based technology through quick, 9-minute treatments. This product is FDA Cleared for Safety and Efficiency.

**MULTI-FUNCTIONALITY:** Compatible with Anti-Acne IPL Lens and Skin Rejuvenation IPL Lens attachments.

## WHERE TO USE:

Safe to use on legs chest, back, upper lip, chin, underarms, arms, and bikini line.

## WHO IT'S FOR:

IPL is suitable for all fair to warm tan skin tones. The SKIN CHART (seen below) outlines exactly which skin tones this device is suitable for. For IPL to work effectively, there needs to be a difference between the hair color and skin tone. Using it on dark hair and darker skin tones, and light hair and lighter skin tones can render this device unsafe and ineffective.

FAIR TO LIGHT TO FAIR MEDIUM

FAIR MEDIUM TO MEDIUM

MEDIUM TAN TO WARM TAN



## MSRP:

IPL PRO+ HAIR REMOVAL HANDSET (includes Hair Removal Lenses *only*): \$249.99

MULTI PRO+ IPL HANDSET (includes Hair Removal Lens and attachments: Anti-Acne Lens + Skin Rejuvenation Lens): \$299.99



# MULTI PRO+ IPL HANDSET | LENSES

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**HAIR REMOVAL**



**ANTI-ACNE LENS**



**SKIN REJUVENATION LENS**

## WHAT IT IS:

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**HAIR REMOVAL:** Removes unwanted hair from any part of the body by effectively targeting the hair follicles. Two IPL lens sizes accommodate the handset for large and smaller areas. **The Anti-Acne and Skin Rejuvenation Lenses attach to this particular base.**

**ANTI-ACNE LENS ATTACHMENT:** The Anti-Acne Lens adjusts wavelength to 530nm to use low level wavelengths of red light to quickly destroy acne bacteria and combat breakouts. Helps reduce inflammation and redness.

**SKIN REJUVENATION LENS ATTACHMENT:** Stimulates the production of new collagen to support better skin texture, color, and pigmentation. This lens adjusts wavelength to 640nm, to penetrate directly into the dermis layer, where collagen is produced.

## WHERE TO USE:

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Safe to use on legs chest, back, upper lip, chin, underarms, arms, and bikini line.

## WHO IT'S FOR:

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\*Always reference skin chart prior to recommending Multi-Function IPL Handset / Lenses to clients.

**HAIR REMOVAL LENS:** For those looking to remove unwanted hair.

**ANTI-ACNE LENS ATTACHMENT:** For those that are prone to breakouts and are looking to combat acne caused by bacteria.

**SKIN REJUVENATION LENS ATTACHMENT:** A solution for clients to reduce fine lines, wrinkles, and improve skin texture.

## MSRP:

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ANTI-ACNE LENS ATTACHMENT *or* SKIN REJUVENATION LENS ATTACHMENT: \$39.00 per Lens Attachment

MULTI PRO+ IPL HANDSET (includes Hair Removal Lens and attachments: Anti-Acne Lens + Skin Rejuvenation Lens): \$169.00

# EMS COMPLEXION HANDSET

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## WHAT IT IS

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**Youthful Skin Rejuvenation** The KENZZI EMS is expertly crafted to target and diminish the appearance of deep wrinkles, effectively promoting smoother, more youthful skin. **Scar Reduction and Skin Uniformity** Experience a transformation in skin texture with the KENZZI EMS's ability to significantly reduce or even eliminate the visibility of scars, resulting in enhanced skin uniformity and texture. **Enhanced Skin Health and Radiance** By boosting blood flow, the KENZZI EMS not only improves skin smoothness but also contributes to overall skin health, giving you a radiant and vibrant appearance. Additionally, its ergonomic design ensures comfort and ease of use, making it a delightful addition to your skincare routine.

## WHERE TO USE:

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This device is created to be used on the face, to boost collagen production and promote skin regeneration.

## WHO IT'S FOR:

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The non-invasive, yet effective treatment is created for all skin types, including those with sensitive complexions. It's beneficial for those that are looking for a targeted solution that lifts, plumps, and minimizes wrinkles.

**MSRP:** \$249.99



# LED FACE MASK/LED FACE & NECK

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## WHAT IT IS



Reverse Aging and finelines: Our Red light function penetrates the skin's surface, stimulating the production of collagen and elastin, which are essential for skin firmness and elasticity. It helps in reducing inflammation, promoting healing, and improving overall skin texture. Additionally, red light therapy can diminish the appearance of fine lines, wrinkles, and redness, resulting in a more youthful-looking complexion. The Blue light function help balance oil levels, combat acne-causing bacteria, and promote less acne break outs. Infrared light function has deeper penetration capabilities, reaching the deeper layers of the skin. It aids in increasing blood circulation, which can promote healing and rejuvenation.

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## WHERE TO USE:

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This device is created to be used on the face, to boost collagen production and promote skin regeneration.



## WHO IT'S FOR:

With our Dual light Functionality, KENZZI provides a comprehensive skincare solution, targeting acne, redness and signs of aging.

**MSRP:** Face Mask \$449.99.  
Face & Neck Mask \$749.99

# 3 BLADE ELECTRIC LADY SHAVER

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## WHAT IT IS

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The KENZZI 3 Blade Electric Lady Shaver is designed with sensitive skin in mind. With hypoallergenic stainless steel blades and a curve-hugging design to reduce skin irritation, clients can enjoy safe, smooth, and gentle shaving. May be used for a wet shave or a dry shave. Helps to reduce razor waste.

\*Requires 2x AAA batteries.

## WHERE TO USE:

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Created to be used on any body part. Safe for grooming on even the most delicate areas, preventing irritation and razor bumps.

## WHO IT'S FOR:

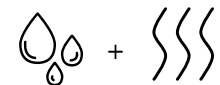
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Created for all skin types, the hypoallergenic stainless steel blades make it an excellent solution for clients with sensitive skin types and those that are looking for a sustainable, easy-to-clean product for hair removal.

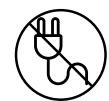
**MSRP:** \$29.99



FOR SENSITIVE SKIN



MAY BE USED WET OR DRY



CORDLESS DESIGN



TRAVEL-FRIENDLY

# MICRODERMABRASION HANDSET

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## WHAT IT IS

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The Microdermabrasion Handset uses interchangeable tips to expertly exfoliate and suction away dead skin cells and other impurities. It can improve the appearance of sun damage, wrinkles, fine lines, age spots, acne scarring, and other skin-related conditions. It comes with (3) unique tips that target specific skin concerns like uneven skin tone / texture, boosting collagen, reducing acne / acne scars, and increasing the absorption of skincare. Kit includes (5) filters and offers (5) suction levels for the face and body.



DIAMOND

## WHERE TO USE:

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May be used on the face and body. Each unique tip has detailed instructions on where it should be applied to effectively target common skin concerns.



PORE VACUUM EXFOLIATOR

## WHO IT'S FOR:

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**DIAMOND TIP:** Created with Microcrystalline particles, this tip is best for deep exfoliation and removing dull, tired skin cells.

**PORE VACUUM EXFOLIATOR TIP:** Perfect for those prone to breakouts that are looking to extract blackheads / whiteheads.



REJUVENATION

**REJUVENATION TIP:** For those looking to boost circulation and elasticity. This tip induces collagen production and has the strongest suction.

**MSRP:** \$179.99

# THE REVIEWS ARE IN

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I've done 7 or 8 weekly treatments so far and it is working. I'm doing my underarms, legs, and bikini. I still have growth but less hair grows back every week and my legs have whole areas where there is no hair growth at all. I can go an entire week between treatments without shaving my bikini area. I am very fair with very dark, coarse hair so any reduction is a dream come true for me.

- Marianne D.



I am 34 years old and have struggled with facial hair my entire life. My self-esteem was low as a result. After discovering this product online, I decided it was worth a try. After using the KENZZI for four months, I am at a loss for words. The results are tremendous. Please be patient; I know it took a while, but my situation was difficult.

- Alex



I have not yet completed the full 12 weeks, but I am already seeing great results and a decrease in hair growth. From the first session, I have always used level 5 and repeated 3x over each part. It is not painful at all. I am very happy and impressed with this machine and what my results are after only 4 treatments. I cannot wait to see my results after 12 weeks or more!

- Yzabel



Have been using it once a week for 6-7 weeks under my arms and in my bikini area. Only half the amount of hair is coming back and it's much finer! I naturally have coarse, dark hair. I was skeptical at first, but not now!

- Caroline B.



The KENZZI IPL is a great price for an item my entire family can use. No matter how well I prepped my bikini area in the past, I would always have razor burn. This helps alleviate 30 years of razor burn, for good!

- Nelson

# BRAND PRESENCE

Due to the growing customer demand for high-tech tools to enhance their current skincare regimen, KENZZI has seen tremendous growth and attention from our partners, press, and celebrities / influencers across the world.

## PARTNERS

**NORDSTROM**



## PRESS

**COSMOPOLITAN**

**VOGUE**

**marie claire**

**Daily Mail**

**NEW YORK POST**

## INFLUENCERS

We strategically align ourselves with a number of synergistic and impactful creators.



**PARIS HILTON**

@parishilton

Instagram: 22.2m Followers

Tik Tok: 7.9m Followers



**ADRIENNE BAILON**

@AdrienneBailon

Instagram: 5.7m Followers

Youtube: 1.2M Subscribers



**CARLY BYBEL**

@carlibel

Instagram: 4.7m Followers

Youtube: 6.1M Subscriber

# HOW TO INCORPORATE TO EXISTING SPA TREATMENTS



## ADD-ON SERVICE ANTI-ACNE

Enhance an existing facial or body treatment with the KENZZI IPL Handset + Anti-Acne Attachment. For acneic skin, IPL kills harmful bacteria and reduces redness and inflammation. This service should follow the cleanse + exfoliating step of your treatment.

**10-15 minutes | \$45 - \$60**

\*2-3 passes over target area



## ADD-ON SERVICE SKIN REJUVENATION

Elevate a facial treatment with the KENZZI IPL Handset + Skin Rejuvenation Lens. Our FDA-cleared IPL technology will increase collagen production, decrease the appearance of fine lines and wrinkles, and reduce facial sagging. This service should follow the cleanse + exfoliating step of your treatment.

**10-15 minutes | \$45 - \$60**

\*2-3 passes over target area



## ADD-ON SERVICE EMS COMPLEXION

The electrical muscle stimulation (EMS) technology to trigger collagen production, creating visibly tightened and lifted skin. This will further enhance an existing facial treatment. This service should follow the cleanse + exfoliating step of your treatment.

**10-15 minutes | \$50 - \$80**

\*2-3 passes over target area



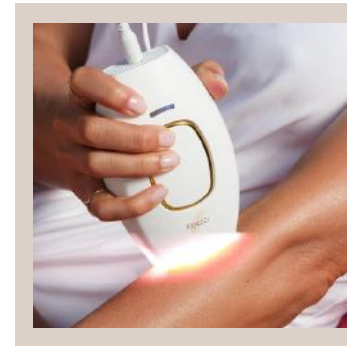
# SUPPORT TOOLS FOR OUR PARTNERS

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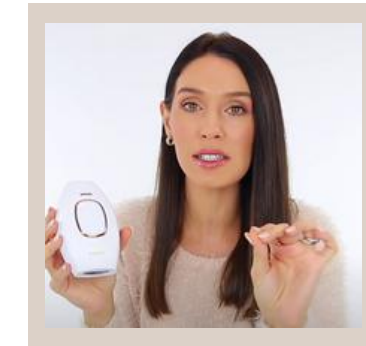
## RETAIL-READY PACKAGING

Our packaging showcases the product's ergonomic and lightweight designs to act as a silent sales tool. The product can be viewed by the customer through the box and shares educational content.



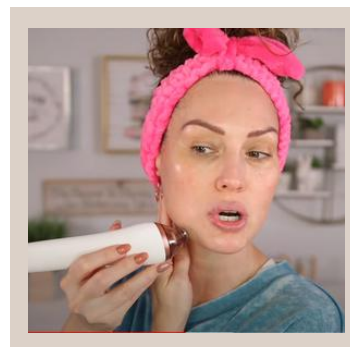
## ENHANCED PROTOCOLS

To support our spa channel, we can provide enhanced protocols. These will ensure that treatments that incorporate KENZZI devices are consistent and effective.



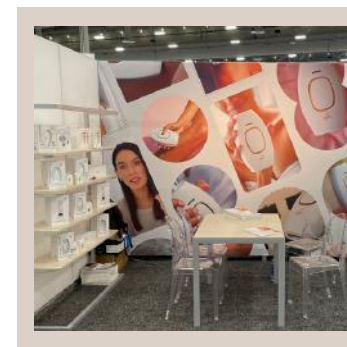
## MARKETING SUPPORT

We have made a tremendous investment in our marketing to build strong brand awareness. Our marketing strategy works to halo our retail and spa partnerships.



## TRAINING PROGRAMS

We understand the value of supporting our partners with adequate training programs. We can conduct virtual and strategic in-person initiatives.



## EVENT ACTIVATIONS

KENZZI is committed to animating our product through meaningful event activations. We have the tools to participate in specialized event programs.



## POS DISPLAYS

Along with our packaging, our retail display units share impactful brand information, our skin chart, and acts as a silent sales tool.

# LET'S KEEP IN TOUCH

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## CONTACT

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grant@kenzzi.com | (213) 262-0463

## SALES - SPA CHANNEL

BRAND [UNCOVER]  
Gina Jacoby | Co-Founder  
gina@roileaders.com | (310) 261-7178

## WEBSITE

[www.kenzzi.com](http://www.kenzzi.com)

## SOCIALS

    @kenzzi

