

PRESS

Z E N T S

WHAT PEOPLE ARE SAYING

PRESS

ZENTS as been featured in over 3000 national and international publications and has been shared on radio and television programs globally such as *The Today Show* and *Entertainment Tonight*.



CELEBRITIES & ROYALTY

ZENTS is beloved by the top celebrities, royalty and influencers on the planet. In addition, ZENTS has created bespoke aromas exclusively for a number of A-listers.

JENNIFER ANISTON • OPRAH WINFREY • BEYONCÉ • DREW BARRYMORE
JULIA ROBERTS • UMA THURMAN • CHARLIZE THERON • KATIE HOLMES
ANGELINA JOLIE • AND MANY MORE

PRESTIGE PARTNERS

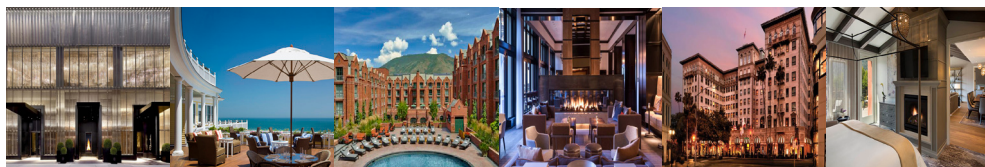
Guests experience ZENTS in the top spas, resorts and retailers around the world.

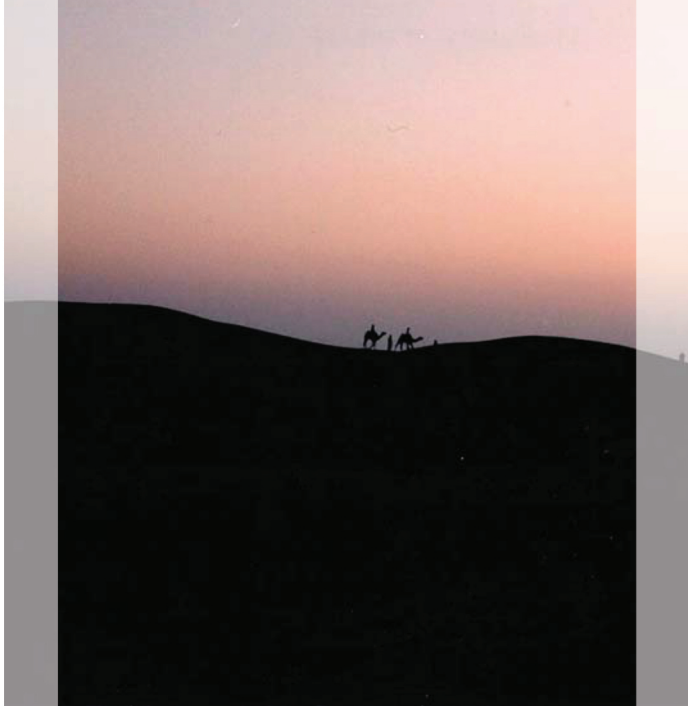
SPA and RESORTS

MIRAVAL • CANYON RANCH • FOUR SEASONS • ST. REGIS
BROADMOOR • PELICAN HILL • WALDORF ASTORIA

RETAILERS

NEIMAN MARCUS • BERGDORF GOODMAN NY





The Zents Journey

IT'S A TUESDAY MORNING, AND CORD COEN is practicing Pranayama in the living room of his modern glass home in Boulder Canyon. He starts every day in much the same manner – something that twenty years ago, was only a notion for the successful entrepreneur.

Two decades ago, Coen was in a devastating car accident that by all accounts, should have been permanently debilitating. “I was told that I’d never be able to hold a job again. I was in chronic pain – I always hurt,” he recalls. But along with the support of his parents, he refused to accept this fate at face value. “I knew I couldn’t live like that forever. It was a quality of life that I wasn’t willing to accept. Nor were my parents. They urged me not to believe that I wasn’t going to get better. They actually told me I wasn’t allowed to believe it.”

A massage therapist prior to his accident, Coen was aware of the power of healing through alternative therapies. He’d heard much about work being done in India that was changing people’s lives. Alternative doctors that were helping patients recover when their bodies would no longer respond to traditional medicine. Having experienced significant physical and brain injuries, Coen knew that he had a long road to hoe, but his wanderlust spirit and faith in the power to heal led him to make the trek to India, where he lived for a year and a half.

During that time, Coen focused on recovery. He took essential oils internally. He did all of his physical rehabilitation with yoga, and all of his cognitive and brainwork through meditation and Pranayama. For eight hours each and every day, he focused his energy and his mind on recovering. And to the surprise of naysayers, he began to heal. Coen was reborn, and with him, the first notions of what would become Zents, the internationally known and coveted collection of fragrance and body care that has changed the way the spa industry is doing business.

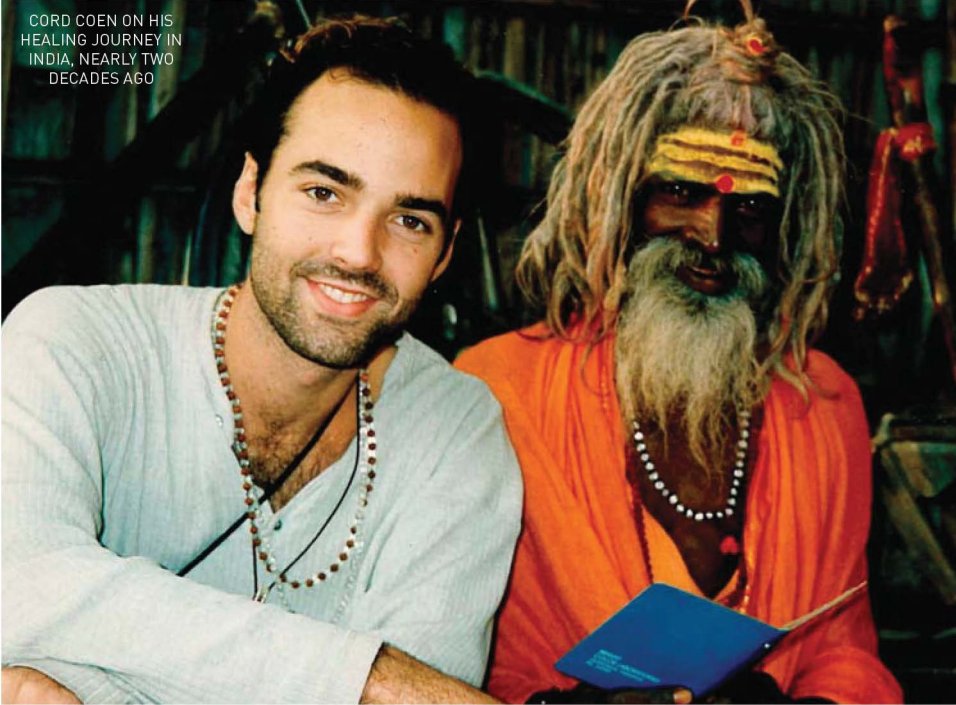
“I felt so lucky that I had a second chance and was healing. I wanted to be part of that in other people’s lives. I wanted to create a body care line that had true healing ingredients,” Coen says. Initially called Indiado (a hybrid of India and Colorado), Coen’s company began with humble roots. Namely, a \$3,000 investment on his credit card and a production facility housed in the barn of his parent’s 38-acre property in Boulder. Admittedly, Coen’s own naiveté was in large part what hoisted the company to success. “The beauty of starting the brand at such a young age was that I didn’t know anything, and I jumped in like a kid. I just went for it,” he candidly attests. “I went into this with enthusiasm and happiness, and I got advice from incredible people. Because I knew I didn’t know anything, I listened.”

Inspired by Coen’s optimism and drive, friends and family rallied around him. Many a night found a group mixing fragrances and product in the Coen family barn, where his parents would order dinner and wine as ‘payment’ for the crew. “We were so lucky in those early days. People helped us because at the time, we couldn’t afford to hire anyone,” he laughs.

Today, Zents stands as one of the most sought after spa lines in the world, a fate Coen credits to listening. “The biggest evolution of Zents came from listening to our customers and partners. If you get out of your own ego and really hear what people are saying – what they want – you’ll ultimately succeed.”



CORD COEN ON HIS
HEALING JOURNEY IN
INDIA, NEARLY TWO
DECADES AGO



With both a retail line and a professional treatment line, Zents is showcased in the world's most prestigious spas and boutiques. From the tony Parker Palm Springs, to the Viceroy Snowmass, to the legendary Greenbrier in White Sulphur Springs, Zents is synonymous with luxury and is even sold at hip hotspots like Fred Segal.

And despite the company's exponential growth, Coen and his team haven't lost sight of their values. Ever-mindful of the environment and their community, Zents believes that being socially responsible and being luxurious don't have to be separate notions. "I saw a lot of brands that were certainly luxury lines, but they didn't seem to care about being mindful. And I saw a lot of lines that did care about being mindful, but in doing so they sacrificed the luxury. For me, it was really important to combine those two worlds and create a brand that was 'eco chic.' We believe that products can be luxurious and gorgeous by design, but also mindful."

Coen and his comrades at Zents walk they walk in every sense. They're discriminating about the ingredients they use, opting for only organic, clean ingredients that are paraben free. Their shea butter, the cornerstone of the collection, is sourced from a women's cooperative in Africa. Their soap is made by a small soapmaker in the English countryside, and their stone Concretas are made by the very family who helped Cord on his own healing journey so many years ago

in India. "We really want to help the small guys or anyone in need as much as possible, so it's important for us to be mindful of those around us and of the environment. Our warehouse and our offices are 100% wind powered and we always use recycled materials."

But Coen doesn't stop there. Ever-inspired by his time in India, he believes in the power of Seva – a Sanskrit word meaning selfless service. "Seva is the notion and belief that you have a commitment every day to help someone or something that is in need," he explains. "Whether it's someone who needs food or medicine or an animal that needs food, your commitment every day is to do something that gives back. To make the world better. To alleviate suffering for someone or something. And I just love that. It always really touched me."

True to his beliefs, Zents has implemented the Seva Sustainable Giving Program, whereby the company donates a percentage of monthly sales to one of six charitable partners. Zents also engages its partner spas and retailers to raise money for the causes that affect the communities where they do business and those closest to their clients' hearts.

"It's about helping as many people as we can," Coen says. "There was a time when I needed help and people gave it, and I want to do the same for those around me. We all need help all the time in different ways."

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ZENTS WATER COLLECTION

our
PROMISE
TO YOU



MINDFUL & KIND

We believe in mindfulness in all that we do, and kindness that radiates outward.



GIVING BACK

We believe giving is good. We look for ways to uplift others through charitable giving, community events and volunteerism.



CLEAN INGREDIENTS

We believe in the power of clean ingredients, from organic hand harvested shea butter, organic aloe and organic lotus to Demeter-certified biodynamic flower essences.



CRUELTY FREE

We believe in protecting animals. Our 100% cruelty-free products are happily human-tested on ourselves and our dear friends.



LOCAL & GLOBAL

We believe in supporting small local economies, both in our community and around the globe, from women's co-ops in Africa to small organic and biodynamic farms like our own.



GREEN LIVING

We believe in taking care of our planet, using wind energy, LED lighting, recycling practices, working with local suppliers, and FSC sustainable papers.



ZENTS SEVA

charitable giving supports six outstanding non-profits. We also join forces with you to support local charities you hold dear.

Vegan, Gluten Free, Cruelty Free

FORMULATED WITHOUT: Parabens, Phthalates, Propylene Glycol, Mineral Oil, Dyes, Sulfates, Palm Oil

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