



# Zinzino Brand Storybook

Building your business by sharing our stories

We're not here  
for a reason.  
We have a purpose.

*True visionaries always see the bigger picture. But they never lose sight of the small details. Real pioneers never settle. Because they are always heading towards the next frontier. Genuine game-changers might be their own heroes. But they will never play small and they will always take one for the team.*

*We are different individuals, from all walks of life. But these are the truths that unite us, that fuel the driving force within us all. Everything we do, on our own or together, is out of a burning desire to never settle for a life that is less. To do more, to reach further, to live our dream. And we get there by embodying the changes we wish to see in others. By leading the way and making a difference. Not only in our lives but in others' too.*

*We're joined together in a mission to reshape the future and bring the world back into balance. One person at a time. So, you see. We're here with a purpose. A promise to the world to inspire change in life. For generations to come. That's it. That's Zinzino.*

“Calling all leaders,  
pioneers and  
game-changers.”

Ørjan Sæle, Zinzino Founder



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# Word of mouth is a superpower. Here's how to make a business out of it.

Connecting with people and creating a buzz by sharing personal product experiences is the backbone of direct sales. Today it is one of the most sought-after skills across all markets. Your innate ability to network and make friends will be your number one investment when building your Zinzino business. Our profound expertise in health, wellness and direct selling covers the rest.

Here's all you need to become a master of word of mouth by sharing our brand story and groundbreaking products in your communities. We've laid it all out for you. Simply take this guide to heart – and remember to use your voice wisely. Let's shape the future of personal health together!



# Background

# Our founders' story

A brand's story isn't just what we choose to tell people. It's what the people believe about the brand and the company based on all the stories we share. Here's where ours began.

## **Challenging the status quo since 2005**

Zinzino was born out of a desire to think differently. The entrepreneurial couple Hilde and Ørjan Sæle wanted to go back to the roots, to their big passion for sharing great product experiences. They made it their mission to reclaim the customer-centric approach in direct selling. A bold move that also brought their business to the forefront of personalized nutrition.

Today, Zinzino has gone from a small Scandinavian start-up to one of the fastest growing, direct sales companies in the health and wellness space. Still challenging the status quo. Always putting the customers first.



# Direct selling in the personal health era

## Shaping the future of shopping

In our socially driven world, we crave connection, validation, and have no tolerance for faceless corporations with generic messaging. 92% of consumers today trust advice from friends and family over any other type of advertising.\* Finding out what matters to the other person before presenting a customized solution is at the core of direct selling. Today, it has become the go-to method across all industries.

## And showing the way to a better life

Our modern diet is not as nutritious as it used to be and supplements are staples of a modern lifestyle. Better health has become a personal matter, a growing, global trend, closely linked to nutrition and exercise with individual diet plans and personal trainers. Direct selling fits this transition like a glove.

## With wellness consultants out in the field

Finding the best personal solution can be an expensive game of trial and error. People need someone they trust to guide them on their health journey and distributors of test-based nutrition are showing the way. As a Zinzino Independent Partner you act as our wellness consultant out in the field, monitoring your Customers' progress and ensuring lasting results, always backed up by our blood tests to prove that they are on track.

\* Source: Nielsen audience insights, data and analytics report.



# Our vision

This is our big dream, what we strive to accomplish and the future we want to create.

Inspire Change in Life

# Our mission

This is what we do every day to create the future we envision.

We help deliver health and wealth for our Customers, Partners, family and friends by being the most customer-friendly direct sales company in the world.



# Our brand promise

This brings our vision, mission and core values to life.

Bringing the world  
back into balance  
one person at a time





# The foundation of our brand

This is the market position we want to own. It clarifies our offer and solidifies the reputation we're aiming for. This is how we do our business and it should always be at the heart of what you're selling.

- Test-based, personalized nutrition
- Scientifically proven products
- High-quality / natural ingredients
- Premium experience
- Scandinavian heritage

We are the pioneers of  
test-based, personalized  
nutrition from Scandinavia

# Our core values

You are our most important ambassador. You carry our brand on your sleeve. What you say becomes an extension of what we stand for, what we believe in. You bring it to life every time you share your experiences and recommend our products.

## Our core values shine in your voice

People relate to you, trust you and join you. Everything you say should always resonate with the fundamental nature of who we are, the soul of Zinzino. Let our core values guide you, with a reliable, genuine, engaging and consistent voice. No matter where you are or what you do. It is how you earn your place in this world, build trust, loyalty and a lasting business.

## And in your dedicated, inclusive personality

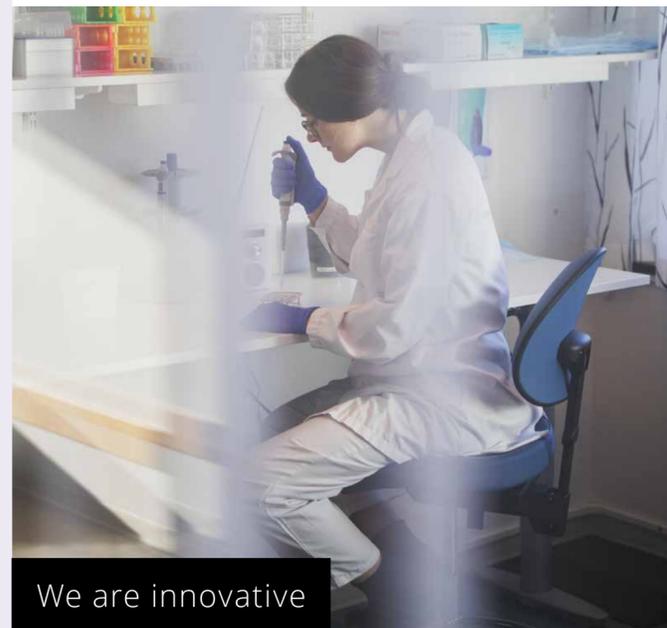
Zinzino is very much a caring brand where everyone feels welcome, included and inspired to join our journey and change their life for the better. Being dedicated, professional and caring are the key attributes that turn our core values into our personality, translated into a voice that is easygoing, emphatic, curious, encouraging and enthusiastic at all times.



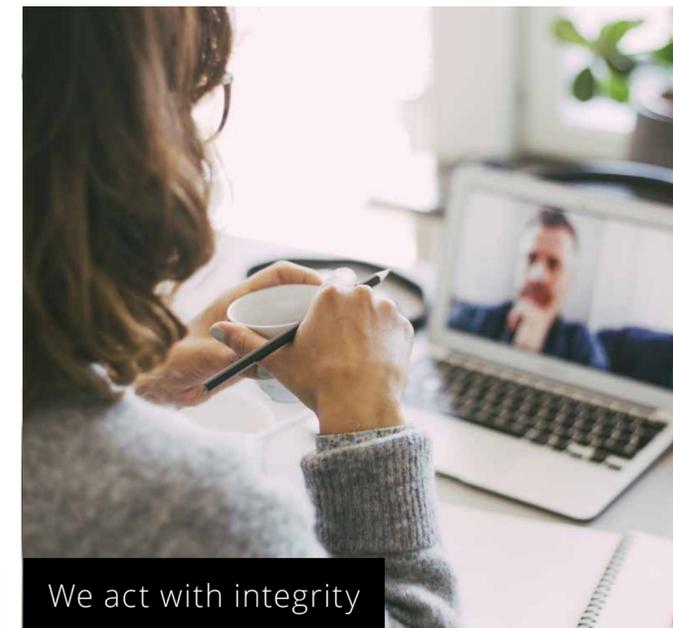
We are here together



We believe in kaizen (continuous improvement)



We are innovative



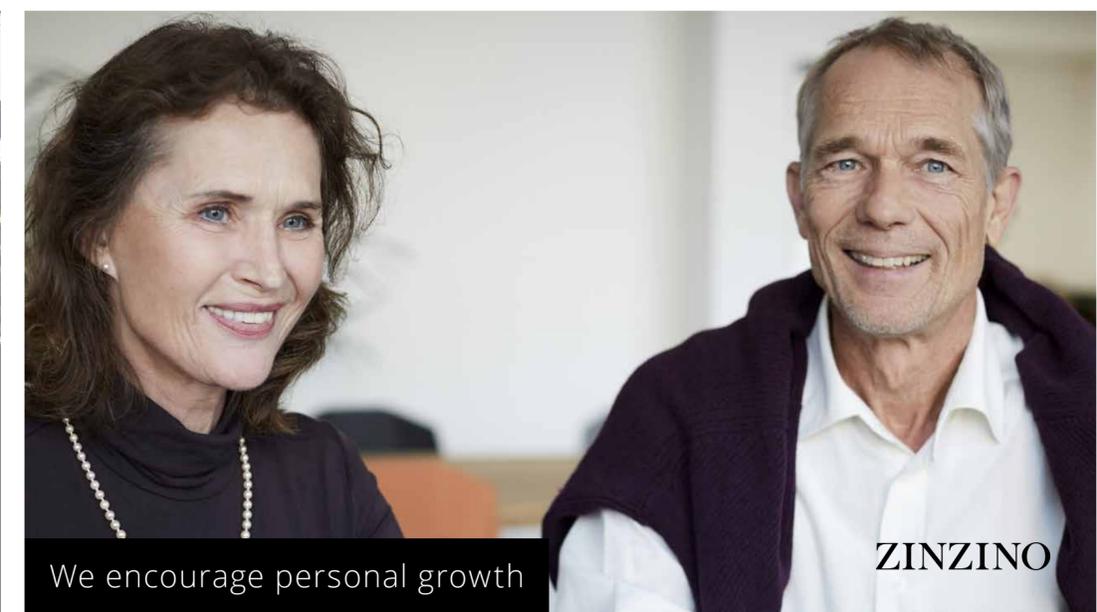
We act with integrity



We build an ambitious and inspiring community



We always recognize efforts and results



We encourage personal growth

ZINZINO

# Our key messages

# What's in this for you?

Everything in life starts with a why. Knowing the answer to why we are in business is fundamental to understanding our purpose, what we're here to do. This is the framework that sets us apart from the rest. It gives meaning to our vision, what we want to achieve together.

## Your elevator pitch

This is how you can share a quick, memorable and compelling summary of what you do and why, during the time of a normal elevator ride:

*- Human health seems to be out of balance. We believe we can do something about it. Together with a Scandinavian-based health and wellness brand within test-based nutrition, we are changing the future of our health on a global level with scientifically proven supplements. Would you like to know how?*

## **WHY** are we here?

We take the guesswork out of a healthier way of living.

## **WHAT** do we want to achieve?

We want to bring the world back into balance and inspire change in life for all.

## **HOW** do we do business?

We are the pioneers of test-based, personalized nutrition.

# Our core offer

# Test-based nutrition, what is it?

## **The new standard for personal health**

Our growing portfolio of scientific, and confidential, dried blood spot tests is at the heart of our dynamic nutrition strategy with personalized supplements. The home health tests put our purpose into practice by offering unique insights about the body, empowering people with hard facts to make informed decisions on how to manage their personal health and wellness.

## **Your number one sales tool**

Your Customers take a baseline test before starting their supplement regime, and then every four months to track their progress and adjust the intake if need be. The first test reveals the body's current state and the second test tells how it responds to the supplements. It's a win-win. They get peace of mind that their health is on target, and you get to offer proof in writing that our products are doing their job.

## **Backed by the world leader in blood spot testing**

We have performed close to one million fatty acid dried blood spot tests across the world, all strictly confidential and analyzed anonymously by Vitas, an independent, GMP-certified chemical analysis contract lab in Oslo, Norway.

*Dr. Paul Clayton*



*Dr. Angela M. Rizzo*



*Ola Eide*



*Dr. Anantharaj Abraham*



## Our Scientific Advisory Board

The brain behind our test-based nutrition strategy is a carefully selected group of medical doctors, researchers and leading health experts who are some of the brightest minds in the field of health and wellness today. Their combined know-how shines through in every product we make. A true testament to the power in letting science tell you how it is, and nature take care of it.

# What is in the test portfolio?

Our scientific and confidential dried blood spot tests are a natural starting point on the way to better health. You get the hard facts from the comfort of your own home, and personalized recommendations on how to bridge the nutritional gap.

## **Our BalanceTest – Start your health journey**

This test is the foundation of our Balance concept. It offers accurate readings of 11 fatty acid levels in your blood, including your essential Omega-6:3 ratio with six different health markers. The analysis is independently managed, and the results are completely anonymous, telling you upfront if the body's Omega nutrients are in balance.

The test includes personalized recommendations and guidelines on how to restore the Omega balance in your body and move forward on your health journey.

## **Our Vitamin D Test – Shine a light on your health**

Monitor your levels of the sunshine nutrient throughout the year and determine whether the sun is doing its job or if you need help to improve your vital vitamin D levels.

The test includes intuitive, easy-to-follow instructions and personalized recommendations on how to top up with just as much vitamin D as your body needs, when it needs it.



# Knowledge is empowering

## Our HbA1c Test

### – Put your future health to the test

Our HbA1c test puts your personal health status on the radar and helps you find out if your current lifestyle is sustainable, or if you need to take action now for lasting health. We'll determine your long-term blood sugar levels in the context of your diet and overall habits and guide you towards a future of well-being.

The test includes a lifestyle assessment with personalized recommendations on diet, activities and exercise.



# What is the Balance concept?

We unlock the secret of a balanced life. Our scientific fatty acid blood test and groundbreaking range of Omega food supplements help you to restore the essential Omega-6:3 balance in the body and maintain normal brain, heart and immune functions. This is at the core of our nutrition strategy and the foundation of our product philosophy to take the guesswork out of a healthier way of living.

## **Our BalanceOil has changed the future of fish oil**

In 2012, we made a groundbreaking discovery that has placed our BalanceOil in a league of its own. We found that polyphenols from pre-harvest olives are the plant-based equivalent to the antioxidants naturally found in fish. This resulted in a synergistic formula where we combine pure fish oil with premium, extra virgin olive oil to safeguard the Omega-3 nutrients in the body. A finding that has rocked the concept of Omega supplements on its foundation.

## **And revolutionized an entire industry**

Antioxidants protect the cells in the body by keeping the membranes flexible to absorb the nutrients. They slow down the Omega-3 oxidation process and prolong the fish oil shelf life. But not just any antioxidants will do. For the



fish oil nutrients to make a real difference with long-term health benefits, you need polyphenols. These powerful antioxidants are most naturally found in seafood and nuts.

## **Our BalanceTest is proof in writing**

Unfortunately, the fish oil refining process that removes all toxins and environmental contaminants also washes out the natural polyphenols in the oil. Without these extremely powerful antioxidants keeping the Omega-3s fresh in both bottle and body, the nutrients are lost, and the supplement will have little effect. Our BalanceOil+ restores the magical synergy between Omega-3 and polyphenols. And our BalanceTest proves it. The results from our database of close to one million dried blood spot samples put it all in writing.

# What is BalanceOil+?

Our BalanceOil+ is closer to oily fish than fish oil, and olive oil is the game-changer. It is powered by pure fish oil and polyphenols from pre-harvest olives, the same antioxidants naturally found in fish to ensure the Omega-3 nutrients offer the long-term health benefits this marine food source is known for.

## Meet the next generation of fish oil

Our signature range of BalanceOil+ products is based on a unique, proprietary formula defined by our Scandinavian heritage and premium, rigorously sourced ingredients. These all-natural Polyphenol Omega Balance food supplements will safely restore the body's essential fatty acid balance and help support normal brain, heart and immune function.

## Our formula is a true force of nature

All our BalanceOil+ products are made with 60% pure fish oil from small, wild-caught fish and 40% premium, extra virgin olive oil with polyphenols from pre-harvest olives. We have also added a dash of naturally sourced vitamin D<sub>3</sub> to close the circle and bring the content back to its natural origin.

## All fresh flavors, no fishy taste

Our BalanceOil+ products are available in a range of different natural flavors, in liquid form or easy-to-swallow capsules. Orange Lemon Mint is the bestseller. The added flavor will only make the oil taste better and does not affect the nutritional value.



The series of all-natural Polyphenol Omega Balance food supplements will safely restore the body's essential fatty acid balance and help support normal brain, heart and immune function.



# What is the Health Protocol?

## Find out how it is – and what to do about it

We don't believe in just giving out the facts. We want to be a part of the solution, too. The Zinzino Health Protocol is a personalized nutrition plan with targeted supplements based on your fatty acid profile in the BalanceTest. The three products perfectly complement one another to fill in the nutritional gaps and restore your body's fatty acid balance, promote digestive health and support your immune system.

## Tailored for your personal supplement needs

### Balance

Our BalanceOil+ adjusts your body's Omega levels and supports normal heart and brain function.

### Restore

ZinoBiotic+ is an all-natural dietary fiber blend that promotes digestive health by supporting the growth of healthy bacteria.

### Support

Our Xtend+ multi-immune food supplement improves your energy levels and supports your innate immune system.



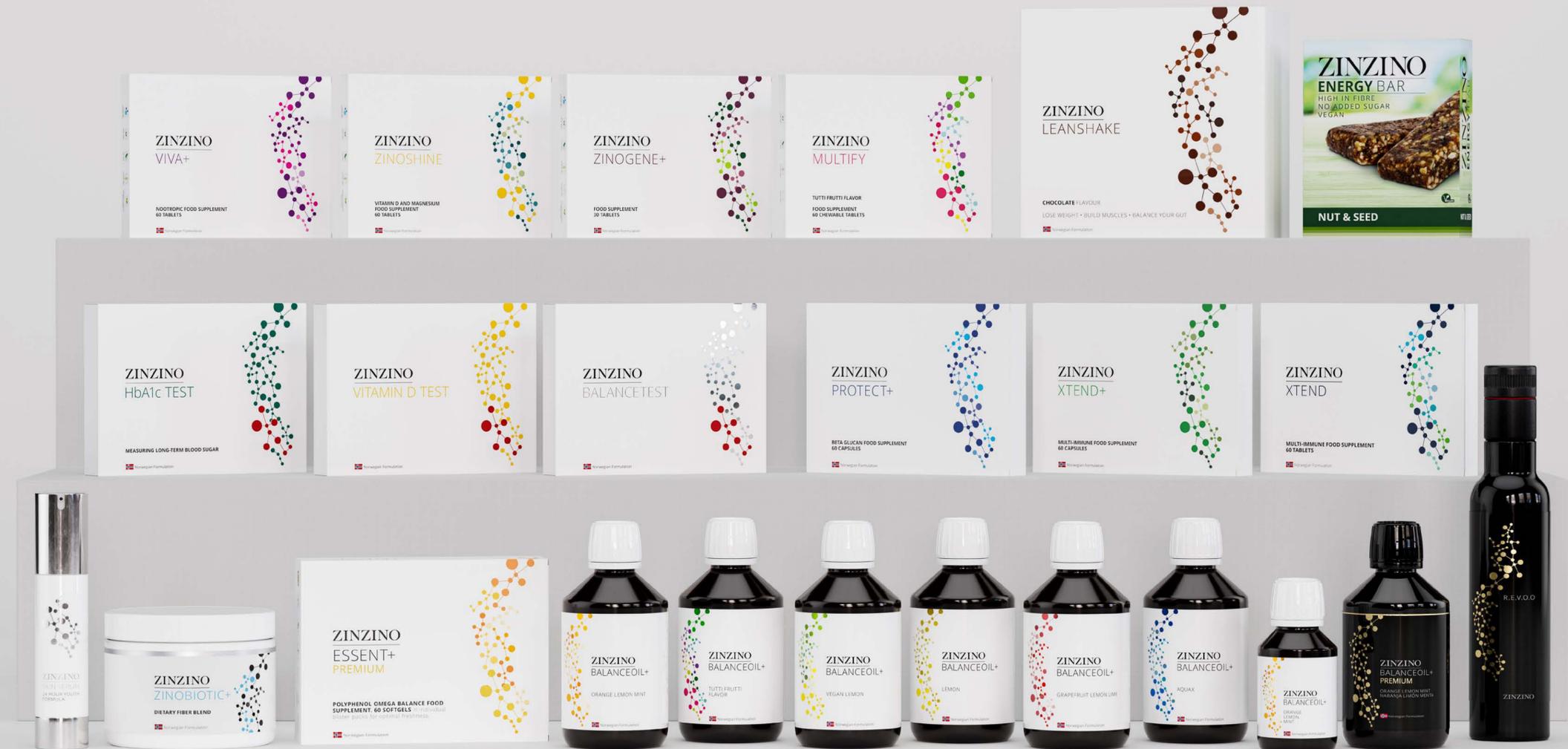
# What makes our product range special?

It puts our test-based, personalized nutrition into practice. A series of game-changing, scientifically proven solutions to safely bring every part of the body back into balance, while restoring Omega levels and promoting a healthy gut and immune system.

## A holistic health and wellness offer

All the ingredients in our products provide different, important health benefits, all of which are regulated by EFSA – the European Food Safety Authority. Every health claim we make has been approved by this public agency of the European Union. We also pay attention to every detail in the manufacturing process to make sure the products are free from toxins and GMOs, as well as sugar, soy and gluten.

We are certified by Friend of the Sea and Informed Sports, and vegan options are a natural, integral part of our range as well. Our trademark BalanceOil+ Vegan with marine micro-algae is the first bio-alternative to traditional fish oils on the market today, certified by The Vegan Society.



### Note!

The + sign next to the product names indicates that the ingredients are all-natural. All our Omega, Immune and Restore supplements are defined by our Scandinavian heritage, Norwegian formulation and premium, rigorously sourced, natural ingredients.

# Key messages for our Omega supplements



## BALANCEOIL+

### **The next generation of fish oil**

Balance your body from within with the future of fish oil. Our game-changing range of all-natural Polyphenol Omega Balance food supplements is based on a unique, synergistic formula with pure fish oil and premium extra virgin olive oil rich in powerful antioxidants that enable Omega-3 absorption. Only a few spoonfuls per day will safely restore your body's Omega balance, help protect the fatty acids in your blood from oxidative stress and support normal heart and brain function.



## BALANCEOIL+ VEGAN

### **The new standard for sustainable vegan supplements**

True balance is a force of nature. Vegan and vegetarian options are an integral part of our product range, and our BalanceOil+ Vegan was the first bio-alternative to traditional fish oil on the market. Certified by The Vegan Society, this patented all-natural Polyphenol Omega Balance food supplement is a synergistic blend of marine micro-algae oil high in Omega-3, extra virgin pre-harvest olive oil rich in polyphenols, Ahiflower® seed oil with SDA and vegan vitamin D<sub>3</sub>.



## BALANCEOIL+ AQUAX

### **Just add water**

One small sip, a quantum leap for Omega supplements. BalanceOil+ AquaX contains a unique, award-winning, natural emulsifying system which allows it to be mixed with water or other cold liquids. This will dramatically improve both taste, texture and in many cases the absorption of Omega-3. Mix with any cold liquid of your choice to safely restore your body's Omega balance, help protect the fatty acids in your blood from oxidative stress and support normal heart and brain function.



## BALANCEOIL TUTTI FRUTTI

### **Backed by science, approved by kids**

Fresh flavor. No fishy taste. Keep your children's essential Omega-3 levels in check with our game-changing blend of pure fish oil and extra virgin olive oil packed with antioxidants. Easy-to-swallow formula with kid-friendly, Tutti Frutti flavor and specific dosage recommendations to meet kids' unique needs and safely restore the fatty acid balance and support normal immune, eye and brain function.

# Key messages for our Omega supplements



## BALANCEOIL+ PREMIUM

### **Our most revolutionary supplement so far**

Find your balance. BalanceOil+ Premium is a powerful evolution of our all-natural Polyphenol Omega Balance food supplement. An exceptional blend based on a unique, synergistic formula with pure fish oil and our proprietary extra virgin olive oil (R.E.V.O.O). An extremely potent supply of polyphenols and phytonutrients with 4 times more bioactive antioxidants than BalanceOil+, enabling unparalleled Omega-3 absorption and fatty acid protection.



## ESSENT+ PREMIUM

### **Redefining the concept of Omega-3**

A new era of Omega supplements. Essent+ Premium takes our range of all-natural Polyphenol Omega Balance food supplements to yet another level of superiority. The easily digested softgels will safely restore your body's fatty acid balance, protect circulating fats in your body from oxidation and support normal heart and brain function. Each capsule contains concentrated pure fish oil rich in the Omega-3 fatty acids EPA and DHA, as well as powerful, bioactive polyphenols derived from our proprietary extra virgin olive oil (R.E.V.O.O), olive fruit extract and cocoa powder.



## R.E.V.O.O

### **Revolutionizing olive oil**

Nature's liquid gold in a bottle. Capture the essence of the Mediterranean diet with our exclusive, proprietary extra virgin olive oil with pre-harvest Koroneiki olives from Cyprus. An aromatic, potent and truly revolutionary addition to any meal thanks to the extremely powerful concentration of bioactive antioxidants from polyphenols, 30 times higher than that of regular olive oil, which help protect the fatty acids in your blood from oxidative stress.

# Key messages for our Immune supplements



## XTEND+

### All the nutrients you need in one capsule

Don't let the stressors of life get the better of you. Discover our most advanced, all-in-one, natural multi-immune food supplement. A unique fusion of 22 vitamins, minerals and phytonutrients that will help counter-balance your modern diet. Xtend+ supports bodily functions and contributes to a normal immune system.



## XTEND

### The ultimate all-in-one supplement

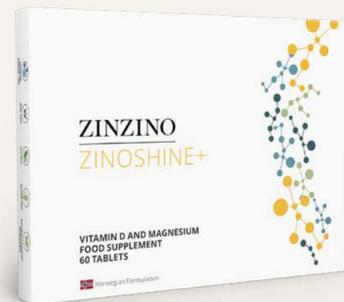
Bridge the nutrition gap and nurture your immune system. Xtend offers an outstanding source of micro- and phytonutrients, including 23 essential vitamins and minerals to support immune function, healthy bone and joint function. This is the perfect addition to BalanceOil+ and ZinoBiotic+ to complete your health protocol.



## PROTECT+

### Help your body to protect itself

Be well. Stay well. Help your immune system to perform as it should with our all-natural and vegan food supplement. A proprietary, synergistic blend of beta glucans derived from baker's yeast, vitamin C from acerola berries and vitamin D<sub>3</sub> sourced from wild-harvested lichen, that will help to protect your cells from oxidative stress and actively support a normal immune system.



## ZINOSHINE+

### Let the sun shine in

Top up your vitamin D levels throughout the year. ZinoShine+ is a natural food supplement that combines vegan vitamin D<sub>3</sub> in its most bioactive form which is from wild-harvested lichen, and broad-spectrum magnesium. Helps your immune system to function normally and supports the health of your muscles, bones and teeth. Easy-to-customize dosing based on the season and your personal needs.

# Key messages for our Restore supplements and wellness products



## ZINOBIOTIC+

### Restore your gut health

Bring your gut back into balance with our tailored blend of eight natural sources of dietary fibers. ZinoBiotic+ contributes to the growth of good bacteria and promotes healthy bowel functions, reduces spiking in blood sugar after meals and helps you to maintain good cholesterol levels. Also available in practical portion packs when you're traveling or are on the go.



## VIVA+

### Less stress. Sound sleep.

Tired of feeling down or worn-out? Viva+ is an all-natural dietary supplement based on extracts of pure, premium saffron stigmas, magnesium from seawater, iodine and vitamin C from acerola. Relieve stress and increase feelings of well-being naturally, while supporting a healthy, functioning nervous system.



## ZINOGENE+

### The all-natural spring-clean for your body

Meet the cutting-edge of innovation in food supplements. ZinoGene+ is a complex, proprietary blend rich in polyphenols. A fusion of seaweed fucoidans, curcumin, quercetin, fisetin, piperine, vitamin C, and zinc that supports DNA synthesis and aids cell division like a deep-clean, or a spring-clean for your body.



## LEANSHAKE

### Stay in the game. Get back on track.

Manage your weight, build muscle and help to balance your gut with a great meal replacement. Our nutritious shakes are the perfect on-the-go option, with essential proteins and dietary fibers, as well as 25 different vitamins and minerals. LeanShake comes in several tasty, natural flavors to suit all palates.



## ENERGY BAR

### Top up on the go

Stay on top of your game and keep your sugar cravings at bay. Refuel your body easily and conveniently with our vegan, high-fiber, great-tasting energy bars. Packed with almonds, dates and a handful of super seeds, this is the go-to solution for any busy life.



## SKIN SERUM

### Rejuvenate your skin

Firmer, smoother and younger looking skin needs real nourishment. Skin Serum is an innovative 24 hour formula that reconstructs deep within your skin's extracellular matrix; a scientific breakthrough to reverse wrinkles and fine lines for a fresh, rejuvenated look.

# HANZZ+HEIDI | by Zinzino

# The HANZZ+HEIDII background

HANZZ+HEIDII was co-founded in 2017, in the Swiss town of Alpnach, by the entrepreneurial druggist and beauty professional, Audrey Goebel. With 25 years in the perfumery, beauty and fashion industries, Audrey made it her mission to translate the unique qualities of nature into nourishing, natural cosmetics tolerated by all skin types, by extracting the healing properties of the plants' active ingredients. The crystal-clear mountain waters, powerful herbs, fresh Swiss mountain air were great sources of inspiration for Audrey Goebel.

## We've got you covered. Literally.

Zinzino and HANZZ+HEIDII are a perfect match for a reason. Pioneers within our respective fields, guided by cutting-edge science and the pure force of nature. Together we offer an unrivaled, holistic solution to personal health and wellness that will help you nourish, protect and support every vital organ in the body. From groundbreaking, scientific supplements for your test-based nutrition regime to amazing, biotech nutrients for an exclusive, clean skincare routine. We've got you covered. Literally.



Scandinavian, scientific supplements and Swiss, biotech skincare

# Why HANZZ+HEIDII by Zinzino?

## Why is a supplement brand selling skincare?

We want you to be healthy all around, protected from the stressors of everyday life. Nutrition keeps your organs functioning at their best, including the largest one, the skin. But our modern diet is coming up short in key nutrients, and the skin only gets the leftovers.

## The skin is your body's first line of defense

It's set up to protect you from all the elements on the outside, and to let you know what's happening on the inside. Irritated skin is a telltale sign that something is out of balance in your body.

## We want to nourish your entire body, inside and out.

When one organ isn't in shape, it sets off a chain reaction that affects them all, and that has an impact on your overall health. It's all connected, and this is why we need to bridge the nutritional gap with supplements that work both inside and out.

Add topical skin nutrition to your food supplement routine and get the essential minerals, vitamins and antioxidants your skin needs to stay just as healthy and balanced as your insides.



Test-based nutrition for the insides and topical nutrition for the outside

# HANZZ+HEIDII by Zinzino key messages

## **Enhance your natural wow. Inside and out.**

Science is in our nature. Our range of supplements and skincare products offer an unrivaled, holistic solution to optimize personal health and wellness. With cutting-edge biotechnology and the pure force of nature. Let's add balance in life, inside and out.

## **A one-stop shop for scientific skincare and personalized supplements**

We are here to care for your body, inside and out. United in our holistic approach to personal health and wellness with groundbreaking, test-based nutrition and exclusive, biotech skin nutrients. We've got you covered. Literally.

## **We are HANZZ+HEIDII**

We are as beautiful as the landscape we come from. Born in the Swiss Alps, we blossomed over breathtaking mountains, in crystal clear lakes and mesmerizing forests. We are as strong as the deep roots of the trees around us. The natural imperfections inspire us and remind us to stay true to ourselves and beautiful just like us.

Science is in  
our nature



# HANZZ+HEIDII skincare line

## Simply enhance your natural wow

HANZZ+HEIDII is a Swiss, biotech skincare brand. The clean beauty products are suitable for all skin types and based on natural, vegan and award-winning ingredients that provide both instant and long-term results on the skin. The exclusive skincare line offers all you need to turn your natural daily routine into a multi-sensory spa experience. It currently features 10 different products for a healthy, glowing and balanced skin. Eight are made for women, one for men and one is unisex.

## Whatever skin you're in

All natural, active ingredients in the skincare line are rigorously sourced, vegan and free from irritating, harmful and questionable substances that put unnecessary stress on the skin and our environment. The ingredients are mixed into a complex, nutrient-rich formula that intuitively adapts to any unique condition of the skin, which makes the HANZZ+HEIDII products suitable for all skin types, including sensitive and acne-prone complexions.



## Wrapped in sustainable luxury

All HANZZ+HEIDII products are packed in FCS-certified paper, and the convenient airglass pump bottles protect the active ingredients in the product against contact with air, which triples their shelf life.

# The HANZZ+HEIDII Magic Swiss Code

## **An intelligent, multi-functional vegan formula**

All HANZZ+HEIDII products are made from plant stem cells from snow algae and edelweiss (Majestem™) that harness the most potent active substances within the plants. The result is a well-kept, alpine secret to regenerate skin cells deep within, slow down the signs of aging and help the skin regain its fresh, radiant look and natural balance – visibly hydrated, smooth and youthful. Both strong and beautiful – just like you.

## **The HANZZ+HEIDII secret. It's nothing short of magic.**

The natural scent and silky light texture of the formula comes from a unique, nutrient-rich blend of pure Swiss water, vitamins, minerals and oils known for their high-performance, anti-inflammatory, and moisturizing effects. InfraGuard, another innovative active ingredient, is added to the blend to neutralize free radicals and protect the skin against infrared light and the blue light from electric screens.

## **What's included:**

- Superior Natural Antioxidant Blend (SNAB)
- Anti-wrinkle peptide complex
- High-performance moisturizer complexes
- InfraGuard for superior protection

[Read more about our intelligent formula here](#)



# The HANZZ+HEIDII skincare routine

## A holistic clean beauty routine

HANZZ+HEIDII offers a complete, 24-hour skincare routine and a pure, multi-sensory spa experience, with ingredients that interact in separate layers to maximize the effect on your skin, while protecting and reactivating skin functions for healthy, balanced and glowing skin. A simple way to enhance your natural wow, day and night.



STEP 1

### DAY & NIGHT

**ERAZE** – Balancing foam cleanser  
Gentle, balancing foam cleanser.  
Purifying, hydrating and refining.



STEP 2

### DAY & NIGHT

**VITALIZE** – Balancing foam softener  
Gentle, balancing foam softener.  
Remineralizing, calming and moisturizing.



STEP 3

### DAY & NIGHT

**BOOZT** – Beautifying Cellular Serum  
Concentrated, beautifying cellular serum.  
Reactivates, firms and rebuilds.



STEP 4

### DAY & NIGHT

**VIZUALIZE** – Transforming eye cream  
Multi-functional, transforming eye cream.  
Illuminating, smoothing and plumping.



STEP 5

### DAY

**ENERGIZE** – Activating day cream  
(Normal to oily skin)  
Light and silky activating day cream.  
Restoring, reinforcing and protecting.

**ARIZE** – Activating day cream  
(Normal to dry skin)  
Enriched and silky activating day cream.  
Restoring, reinforcing and protecting.



### ADDITIONAL STEP

**AMAZE** – Rejuvenating fiber sheet mask  
Deep-penetrating mask with activating liquid cocktail. Lifting, hydrating, smoothing and plumping.

**MAXIMIZE** – Energizing black algae mask  
(Unisex). Enzymatic exfoliation mask.  
Detoxing, refining, smoothing and plumping.



### 24H CREAM FOR HIM

**ENERGIZE** – Activating 24H cream  
Light and fresh activating 24H cream.  
Restoring, reinforcing and guarding.

# Why are Zinzino products sold by subscription?

## **Because better health is personal and not a quick fix.**

This is a long-term commitment. Our products come with a minimum 6-month subscription to make sure they get a chance to do their job in the body. We'll also send customized refills every other month. Smooth and smart thinking for both your Customers and our planet.

## **And our Partners are always part of the package**

We only work with people who are in this for the long run, too. That is why our products are sold exclusively by personal recommendations from all of you in our global community of Independent Partners. You show the way forward by offering individual consultation with a holistic approach.

## **Automatic discounts and free products**

When your Customers start subscribing to one or more of our customized product kits, they become a Premier Customer and may receive up to 40% off our Premier Kits. Our subscriptions also give them access to our loyalty program called "Zinzino4Free" with a chance to earn free products every month simply by sharing their experience and our products with friends and family.



You make sure the supplements are properly tailored to ensure lasting results, and you offer our tests as proof in writing that the products are doing their job.

# Our graphic identity

These are the most important parts of our brand's visual language,  
the building blocks that help people form a lasting emotional connection with us  
– from graphics to typography, color palette to imagery.

# Independent Partner logotype

The logotype is our most important symbol and it represents our brand in all communication materials. This is the logotype intended for you as an Independent Partner. It is not allowed for Partners to use the Zinzino logo without the addition of “Independent Partner”. In all your materials it has to come across that a Partner is representing the company as an Independent Partner, and not as a corporate employee.

If the primary violet-gray logotype is not applicable, these color variations are available.

## White

Use when the primary version is not applicable. For example, against a photograph on the front side of a brochure.

## Black

Only to be used when color printing is not possible.

## Logotype minimum size

The logotype may differ in size depending on placement and purpose. But it should always be clearly visible. Here are some important guidelines concerning the smallest sizes.

If you have questions, please contact [marketing@zinzino.com](mailto:marketing@zinzino.com)

**ZINZINO**  
Independent Partner

Filename: Zinzino-independent-partner-logo-Violet-CMYK-2023

**ZINZINO**  
Independent Partner

Filename: Zinzino-independent-partner-logo-WHITE-CMYK-2023

**ZINZINO**  
Independent Partner

Filename: Zinzino-independent-partner-logo-BLACK-CMYK-2023

**ZINZINO**  
Independent Partner

= Height = Size

**ZINZINO**  
Independent Partner

**Digital** – Pixels: 50 px 1/1

**ZINZINO**  
Independent Partner

**Print** – CMYK and PMS: 7 mm 1/1

# Primary / core palette

Our primary colors are the Zinzino Violet along with white, black and gray.

The brand-specific color of Zinzino is violet. However, this color should be used sparingly and only be 5–10% of the total amount of color.

## White

White space is key to creating clear boundaries. Space is important for any layout. This should not mean that layouts become sterile or look incomplete.

## Note!

There is a complementary color palette that we work with. If you have any questions, please contact our marketing department at [marketing@zinzino.com](mailto:marketing@zinzino.com)

## Tip!

CMYK and PMS is for print.  
RGB is for digital and HEX refers to web.  
NCS is for paint.

## Zinzino Violet



### PMS: Violet C

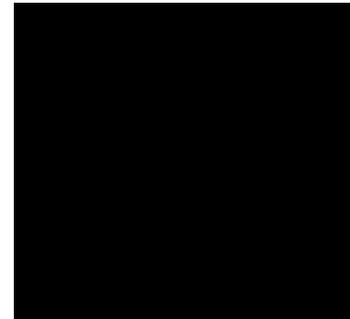
CMYK: 90 99 0 0

RGB: 68 0 153

HEX: #440099

NCS: 3555-R60B

## Black



### PMS: Black C

CMYK: 40 30 30 100

RGB: 36 40 41

HEX: #242829

NCS: S 9000-N

## Gray / Silver



### PMS: Coolgray 7 C

CMYK: 38 29 24 5

RGB: 151 152 154

HEX: #97989A

NCS: 3502-B

## White



### PMS: -

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF

NCS: 0500-N

# Our font

## Primary

Open Sans was designed with an upright stress, open forms and a neutral yet friendly appearance. It is optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letter forms.

**Headlines** – Bold, Semibold or Light

**Sub headlines** – Semibold, Regular or Light

**Body text** – Regular or Light

## Secondary

If you for some reason can't use Open Sans, opt for Arial Regular or Bold. Arial is preinstalled on the vast majority of computers and programs.

## Tip!

Download Opens Sans for free at:  
<https://fonts.google.com/specimen/Open+Sans>

## Primary

Aa Aa Aa

OPEN SANS LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

OPEN SANS REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

OPEN SANS SEMIBOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

OPEN SANS BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

## Secondary

Arial

ARIAL REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

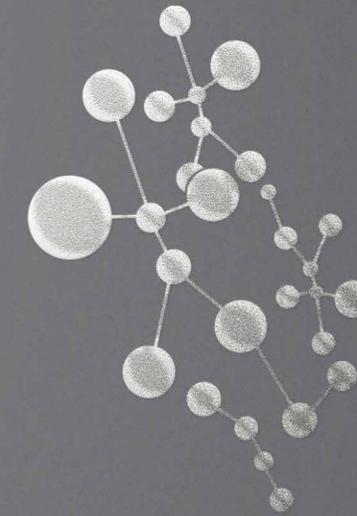
ARIAL BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 !"#%&/()=?

# Business cards

To order your Zinzino business cards, simply log in to your Back Office through our Partner website. In the menu on the left, below the "File Library" tab you will find material intended for you as an Independent Partner.

Under "Partner Material" you will find a document named "Business Cards". Click on the document to view the PDF file that takes you to our marketing portal.

You can choose between the regular business card or the exclusive business card with silver exfoliated print which gives it more of a premium feel.



**ZINZINO**

**NAME SURNAME  
INDEPENDENT PARTNER**

COMPANY NAME  
ZINZINO.COM / 00000000000 (PARTNER ID)  
✉ name@domain.com / ☎ +00 (0) XXX XX XX  
STREET NAME / LANDCODE - 000 00 STATE  
CITY / COUNTRY

# Our marketing rules and ethics

As a Zinzino Independent Partner, you are required to comply with the rules, regulations and procedures contained in our Marketing Rules & Ethics document. It is very important that you take the time to thoroughly read and understand all the information it contains.

The Company reserves the right to make changes to this document by publishing or transmitting amendments to its Partners as it deems appropriate. The Company honors all EU / federal, state, and local regulations governing direct sales and requires every Zinzino Independent Partner to do the same.

## Tip!

You can always see the latest updates regarding rules or policy at our Partner Support web page by clicking on the link below:

[Zinzino-Marketing-rules-and-ethics.pdf](#)

Let's shape the future  
of nutrition – together!



# Get in touch with us

ZINZINO OPERATIONS AB

**zinzino.com**

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