



100% VEGAN • BOTANICALLY BASED • PARABEN FREE • SULFATE FREE

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## **ZERRAN INTERNATIONAL EXPANDS DISTRIBUTION FOR REALLISSE™ VEGAN HAIR SMOOTHING PRODUCTS TO SWEDEN AND GREECE**

*Mandatory withdrawal of keratin hair smoothing treatments from the European market fuels demand for healthy, formaldehyde-free alternative*

(LOS ANGELES, Sept. 21, 2011) - JGR UK Distributions Ltd of Manchester, England, master distributor for Zerran International throughout Europe, has quickly garnered distribution for Zerran hair care products in Sweden and Greece. Zerran's newest European alliances are Wahl Harvard in Sweden and ZiDa Hair Care Diamantopoulos for Greece and Cyprus. Zerran's recent appointment of JGR UK Distributions to establish gateway operations in Europe is in response to wide global interest in the company's innovative and proprietary salon products.

According to JGR UK Distributions president Eddie Renda, "The feedback has been fantastic and we believe the Zerran brand, led by the groundbreaking RealLisse™ Vegan Hair Smoothing System, will do very well in these areas. Sweden is an interesting market with well-regarded stylish high end salons that will offer the RealLisse service and charge accordingly. This should attract smaller salons to jump on the bandwagon, which will assist in the growth of the brand," Renda notes.

"Greece is a huge market with great potential. Our distributor there is aligned with one of the largest companies in Greece with many years of experience and excellent contacts, so we think this market will grow very quickly. Greece will also distribute the brand into Cyprus and other islands, which should do well, as the standard of salons is very high. RealLisse™ is especially suited to Mediterranean hair, so the service should be a winner," Renda says.

Zerran president Steve Sauté concurs. "We think Europe and the Mediterranean region are ready for distinctive, game-changing products like RealLisse™, especially in the light of strict EU standards for products containing and releasing formaldehyde. It is really quite exciting to be growing our company in the same year as we mark a quarter century in business and add to

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European distribution already established in Malta, the United Kingdom, the Netherlands and Benelux. Vegan, botanically based, paraben free and formaldehyde free are not mere catchphrases, it's what we firmly believe contributes to health and well-being. It is reassuring to find others who feel the same way.”

The European Union Consumer Alert System recently cited a number of keratin smoothing treatments for containing 1.7 to 2 percent formaldehyde. These products do not comply with the allowable limit of 0.2 percent in the European Union and have been either ordered removed, or voluntarily removed from the European market per [EU Cosmetics Directive 76/768/EC](#).

### **About Zerran RealLisse™ Vegan Hair Smoothing System**

Debuting in January 2011 at the ISSE Long Beach tradeshow, Zerran RealLisse™ is a groundbreaking, patent-protected smoothing product formulated without keratin or other animal products. It contains absolutely NO formaldehyde, aldehydes, thioglycolates, sodium hydroxide, guanidine hydroxide, methylene glycol, formol, formalin, ethers, or any other substance that produces formaldehyde gas upon heating with a flatiron. The Zerran RealLisse™ system is a professional, in-salon service that takes about 90 minutes to complete for the average head of hair.

Zerran International is a company driven by innovation. Always in search of ways to combine health and efficacy in hair care whenever possible, Zerran RealLisse™ Vegan Hair Smoothing System is the result of three years' intensive lab research and patent protected development. Further, a proactive stance was taken to amass the appropriate tests and lab analyses that distinctly and accurately define how this product stands apart from others in the smoothing category. The results:

- May 2011: California's Division of Occupational Safety and Health (Cal-OSHA) was invited to inspect the company's facilities and address any potential employee exposure to formaldehyde. Cal-OSHA concluded: “Based on air monitoring for the day it was tested, the lack of employee symptoms and the results of the bulk sampling, there does not appear to be significant employee exposure to formaldehyde or acetaldehyde.”
- January 2011: Zerran RealLisse™ Hair Smoothing Treatment undergoes and becomes the world's first hair smoothing system to pass dermatological testing with zero adverse results. Using the repeat insult patch test BioScreen® Testing Services of California, an

independent FDA registered and California certified lab, tested the RealLisse™ Catalyst on 50 subjects wearing no gloves, with no negative skin reaction on any subject.

- December 2010: Independent lab analysis of the RealLisse™ Catalyst solution, conducted at Zerran's request, found no measurable evidence of formaldehyde or formalin (as methylene glycol, aldehydes) in the product, <0.00ppm (0.000000%). This finding and other documentation, including the product MSDS (Material Safety Data Sheet), is included inside every RealLisse kit.

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#### **About Zerran International**

Zerran International Corporation is a privately owned manufacturer and global distributor of Zerran Hair Care products for the professional salon industry, running the gamut from wet lines to specialty in-salon products. Based on intensive scientific research and centuries-old botanical tradition, the company has formulated and delivered 100 percent vegan shampoos, conditioners and styling products utilizing renewable botanical extracts and essential oils since 1986. Zerran International Corporation is headquartered in Los Angeles, California. For more information, visit <http://www.zerran.com>

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#### **About JGR UK Distributions Ltd**

JGR UK Distributions Ltd. has been servicing the hairdressing trade with innovative and exclusive salon products for nearly a decade. The company embraces a philosophy of preserving and protecting the planet and initiating environmentally friendly business practices. JGR UK Distributions is headed up by Eddie Renda, an industry veteran with 30 years broad beauty industry experience across sales, distribution, import/export, warehousing and finance, including a stint as Director of Sales/European Manager for Joico, a division of beauty industry leader Zotos International/Shiseido. JGR UK Distributions serves as master distributor for Zerran International throughout Europe. European distributor and salon inquiries should be directed to [eddie@jgruk.com](mailto:eddie@jgruk.com).