



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

FOR IMMEDIATE RELEASE

CONTACT: Kyrian Corona
kyrian.corona@makeovermedia.com
+1-818-753-9444

**INNOVATION LEADER ZERRAN PRESENTS REALLISSE® VEGAN HAIR
SMOOTHING SYSTEM AT AMERICA'S BEAUTY SHOW (ABS) 2012**

*Prime Focus on Healthy Alternative to Keratin and Formaldehyde Smoothing Treatments;
Pact with New Midwestern U.S. Distributor Announced*

(LOS ANGELES, Feb. 22, 2012) -- In the wake of recent headlines concerning the dangers of keratin and formaldehyde-based hair smoothing treatments, stylists in search of safe and healthy options are seeing Zerran Hair Care with new eyes. With 25 years of expertise in the pro beauty industry, Zerran recently announced all products in RealLisse®, the world's first vegan hair smoothing system, and Reform®, a natural hair straightening system, have undergone and passed dermatological testing with zero adverse results. As with all their lines, both specialty products are 100 percent vegan, botanically based, and comply with the new EU Cosmetic Products Regulation 1223/2009 commencing July 11, 2013.

For Midwest-based beauty professionals, the upcoming America's Beauty Show (ABS) offers opportunities to see demonstrations of RealLisse®, featuring Zerran educators and live hair models. The show takes place Mar. 3-5, 2012, at McCormick Place West, 2301 South Lake Shore Drive, Chicago, IL 60616. Zerran will be exhibiting at Booth #4615.

Zerran director of distributor operations, Grant Samples says, "RealLisse and Reform brands have been well-received on the international stage, especially in regions where consumer safety is a high priority. Products can't even get into some distribution channels unless they comply with specific guidelines." In comparison, Samples points out the American market has considerably more smoothing and straightening product competitors, layers of state and federal regulations, and so many mixed messages to decipher that consumers simply can't process all the information.

On the eve of the show, Samples is pleased to announce the addition of a new American distributor of professional beauty products. Based in Minneapolis, MN, Natural Organic Pro Beauty/Absolute Salon Services will cover the territories of Illinois, Iowa, Minnesota, and Wisconsin. "We look for like-minded colleagues who appreciate our approach to beauty and are committed to doing the work on the ground that leads to success."

According to Wyman Lo, president and sales director of Natural Organic Pro Beauty/Absolute Salon Services, LLC, “We are very impressed with the uncompromising product performance from Zerran's innovative approach that changes the texture of the hair without using any questionable ingredients. I believe only a company like Zerran that has so many years of experience and its own R&D and manufacturing capability can achieve this. I also feel very good that the family management team is very responsive and supportive and they really care about the well being of the stylists and the salon.”

RealLisse® is a revolutionary technology that utilizes vegan proteins in a heat-activated formulation that neither emits nor contains any keratin, formaldehyde, or other harsh chemicals. RealLisse® is now distributed in the United States, Canada, the European Union, and Middle East with more alliances soon to be announced.

Designed to extend the life of the smoothing process, the RealLisse® suite of aftercare products promote amazing shine, add moisture and conditioning, and enhance ease of styling, will be available for inspection at the show. Smoothing/Polishing Balm, an effective temporary texture relaxer and smoother, dramatically extends the life of a RealLisse® Vegan Hair Smoothing treatment when applied regularly. RealLisse® branded Smoothing Shampoo, Smoothing Moisture Masque, Leave-in or Rinse Conditioning Serum, and Amazon Oil complete the package.

###

About RealLisse® Vegan Hair Smoothing System

A revolutionary Catalyst introduces vegan proteins from wheat, corn and oats to the hair shaft. The heat-activated formula eliminates frizz and reduces unwanted curl and unruly volume. A flat iron developed to Zerran specifications, meeting the 450°F heat standard, is essential for superior results. Some attributes include: pH balanced, no masks or scalp balms required, no special venting system needed, no irritating fumes and no harsh chemicals. Average treatment time is 90 minutes and hair may be washed 24 hours following treatment. Hair will have natural body, movement and be responsive to thermal curling. Treatment effects will last from 2 - 4 months, depending upon client variables.

About Reform® Natural Hair Straightening System

Zerran Reform® is a 100 percent vegan, patented method to achieve straight, sleek hair permanently without harsh chemicals. The gentle formula, scented with natural essential oils, allows reprocessing from roots to ends without breakage. A flat iron developed to Zerran specifications, meeting the 450°F heat standard, is recommended for superior results. Reform® permanently relaxes or straightens the hair and contains no formaldehyde, aldehydes, thioglycolates, sodium hydroxide or guanidine hydroxide. There are no harsh chemicals, no objectionable odors and no need for gloves or protective balms. Reform® is easy to use and safe for all hair types, including resistant hair.

About Dermatological Testing

Using the human repeat insult patch test (HRIPT), an independent FDA registered and California certified lab tested all Zerran Reform® and RealLisse® products for two months on 50 subjects wearing no gloves, with no negative skin reaction on any subject. Results of the certification will be available for inspection upon request to visitors at the Zerran International Booth #4622 or viewed online.

About Zerran International

Zerran International Corporation is a privately owned manufacturer and global distributor of Zerran Hair Care products for the professional salon industry. 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 www.zerran.com or visit Booth #4622 during ABS at McCormick Place West, 2301 South Lake Shore Drive, Chicago, IL 60616. Contact: Cindy Van Steelandt, marketing director. Call 800-626-1921 or email cindyv@zerranhaircare.com. Website: <http://www.zerran.com>

About Natural Organic Pro Beauty/Absolute Salon Services

Natural Organic Pro Beauty/Absolute Salon Services is a distributor of professional beauty and nutritional products to salons and spas. Their mission is to provide professional grade alternative products that are safe for the body and the environment. The company is committed to using sustainable, renewable and fair-trade resources, with no animal testing. Their target market segment includes stylists and salon clients who value safe products and/or the natural and organic lifestyles. Contact: Wyman Lo, president & sales director. Call 877-843-6672 or email wymanlo@att.net for more info. Website: <http://www.naturalorganicprobeauty.com/>

About America's Beauty Show

For more than 80 years, America's Beauty Show has been owned and produced by Cosmetologists Chicago. This organization represents over 7,000 salon professionals including members of the International Nail Technicians Association® (INTA), the American Association for Esthetics® (AAE) and Cosmetólogos Latinos® (CL). Their mission is to educate all pros, members and non-members alike, and improve the cosmetology profession by helping those in need. Website: <http://www.americasbeautyshow.com>