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

ZERRAN INTERNATIONAL INTRODUCES REALLISSE® VEGAN HAIR SMOOTHING SYSTEM AT COSMOPROF WORLDWIDE BOLOGNA 2012

*Zerran Participates at Inaugural California Pavilion Exhibit Supported by USDOC;
Global Demand for Healthy Hair Products Drives Distribution Growth*

(LOS ANGELES, Mar. 1, 2012) - Zerran International, makers of Zerran Hair Care products for professional salon use including RealLisse®, the world's first vegan hair smoothing system, is set to make its first appearance at Cosmoprof Worldwide Bologna, Bologna Fiera, Bologna, Italy, Mar. 9 - 12, 2012, in Pavilion 29, Stand D14/E13. Zerran will be supported onsite by its European distributors JGR U.K. Distributions Ltd., and Wahl Harvard of Sweden.

Zerran is a member of a specially formed delegation exhibiting as "California: A State of Beauty" at the first-ever California-focused pavilion. Participating companies in this delegation run the gamut from hair care to skincare, nailcare and cosmetics. They include: Zerran Hair Care, Me! Bath, LAMU Cosmetics, John Davler, Inc./LA Splash, Hollywood Style, Diamond Wipes & LA Fresh, Dermaesthetics Beverly Hills Inc., Control Corrective Skincare Systems, Cinderella Hair Extensions, and Cacee, Inc. Resources for this first-ever international business development project are under the direction of the California Centers for International Trade Development (CITD), managed through a partnership between the Long Beach Community College District and the California Community College Chancellors Office (CCCCO). The State of California and the U.S. Department of Commerce (USDOC)/U.S. Commercial Service is working in cooperation with Cosmoprof beauty partner SoGeCos SpA to promote global trade.

According to Grant Samples, Zerran director of distributor operations, "It's not just business as usual. Today the world is a much smaller place and Cosmoprof provides the opportunity for Zerran to strengthen existing international ties and broaden awareness of our unique focus in markets such as the European Union (EU), the Mediterranean and Asia. For us, with all the continued governmental and industry focus on the safety of Brazilian-style keratin hair smoothing treatments, demand for formaldehyde-free and keratin-free alternatives is growing exponentially."

Indeed, as reported by industry insider Cosmetics design-europe.com in their June 3, 2011 article "Back on Track: Beauty Industry to Record Growth in Coming Years," over the next four years the global beauty market is expected to grow and continue its recovery, aided by rebounds in consumerism, less aggressive competition, increased exposure to the faster growing emerging markets but slow recovery in developed markets.

Cindy Van Steelandt, marketing director for Zerran, will be performing weft hair demos of RealLisse® and Reform®, a natural hair straightening system, in the Zerran booth during show hours. "We are officially introducing our brand to Italy, where stylists and consumers understand the importance of health. Here at Zerran, ethics and stylist safety are non-negotiable, so we took the lead and submitted Zerran's specialty vegan hair smoothing and hair straightening products for dermatological testing. We are proud to report that all products in the RealLisse® Vegan Hair Smoothing System and Reform® Natural Hair Straightening System have passed dermatological testing with zero adverse results," Van Steelandt says.

Following in the tradition of Zerran's established products, both of these spotlight specialty products are 100 percent vegan, botanically based, and comply with the new EU Cosmetic Products Regulation 1223/2009 commencing July 11, 2013.

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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 at Pavilion 29, Stand D14/E13.

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, go to www.zerran.com or visit Pavilion 29, Stand D14/E13 during Cosmoprof Worldwide Bologna at Bologna Fiera, Bologna, Italy. Contact: Cindy Van Steelandt, marketing director. Call 800-626-1921 or email cindyv@zerranhaircare.com.

Website: <http://www.zerran.com>

Twitter: [@zerranhaircare](https://twitter.com/zerranhaircare)

Facebook: facebook.com/ZerranIntlHaircare

About Cosmoprof Worldwide Bologna

For more than 40 years, Cosmoprof has been the world's most important international event in the beauty and cosmetics sector. SoGeCos SpA acts as the Beauty Partner for businesses operating in this industry, sharing their aim to optimize firms' presence in the fair and maximize the development of business opportunities by facilitating contacts between exhibitors and visiting buyers. SoGeCos is a member of the BolognaFiere group of companies, which organizes and markets the event and provides business players, exhibitors and visitors with a complete range of services. <http://www.cosmoprof.com>

About USDOC/U.S. Commercial Service

In cooperation with Cosmoprof show producer SoGeCos and the State of California, the U. S. Commercial Service, the trade promotion arm of the U.S. Department of Commerce International Trade Administration, is putting the spotlight on beauty industry companies looking to explore business opportunities in the global community. <http://www.export.gov>

About the Center for International Trade Development (CITD)

The Center for International Trade Development (CITD) provides a portfolio of import and export services to California businesses. It is the lead agency leveraging a statewide network of resources for the California State Trade and Export Promotion project (California STEP) to facilitate export promotion and drive exports for small businesses. The Center for International Trade Development (CITD) at Long Beach was developed and is managed through a partnership between the Long Beach Community College District and the California Community College Chancellors Office (CCCO). <http://www.californiastep.org/>