



For Immediate Release

**Going to Zerran REFORM® School Proves Revolutionary**  
*A patented, natural vegan alternative for Permanent Hair Straightening is revolutionizing how stylists think and opening avenues to new clients*

Los Angeles, CA (June 2, 2010) – When **Zerran International** introduced a patented, natural vegan alternative for permanent hair straightening some 15 months ago, the result was nothing less than underwhelming. Like Christopher Columbus out to explore the world beyond the horizon, early adopters have had to endure skeptics and non-believers. It was quickly apparent that a revolution could take hold only if old beliefs went out the door and stylists took a leap of faith. Well, the waiting is over.

Zerran Reform® School is in session and it is proving to be life changing for stylists and hair models alike. “Forget everything you ever knew about permanent hair straightening,” says Zerran Marketing Director, Cindy Van Steelandt. “I’ve watched stylists transform their thinking over the course of an intensive one day educational program we’ve put together for Zerran Reform®. It’s actually quite remarkable.”

The so-named **Headmaster’s Class for Zerran Reform® Certification Training** includes live model consultation, hands-on workshop and step-by-step technique review. At the end of the day, each graduate receives a certificate of completion, Zerran Reform® Kit and sanctioned flatiron. Cost of the session is \$350 USD per person, when taken at Zerran’s newly opened Los Angeles education center. Classes are held monthly and limited in size to maximize hands-on time.

Developed exclusively by Zerran, Zerran Reform® offers a patented method for gently straightening hair safely, permanently and naturally, without harsh chemicals and formaldehyde free. The system is effective on ethnic and resistant hair and is entirely safe for use over color, highlights and perms. NO gloves or masks are needed, there are no objectionable odors, and the product is entirely vegan.

What is key, notes Van Steelandt, is proper hair preparation and proper use of technique. A live demo of this revolutionary natural hair straightening system will be conducted by platform stylists at the Zerran booth throughout the two-day run of Premiere Orlando. Attendees will also have the opportunity to view and touch “before and after” hair wefts treated with Zerran Reform®.

Visit **Zerran International** in **Booth #2175** of the Premiere Orlando International Beauty Event (June 6 – 7, 2010), in Florida. The entire line of Zerran Hair Care salon shampoos, conditioners and styling products will also be on display and available for purchase. Zerran Facebook followers ([www.facebook.com/zerranhaircare](http://www.facebook.com/zerranhaircare)) are encouraged to check in online for show specials and comments from the floor.

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*Photos for editorial use are available electronically by request.*

*About Zerran Hair Care ::*

**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% 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 the company website at [www.zerranhaircare.com](http://www.zerranhaircare.com)

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*About Premiere Orlando ::*

**The Premiere Orlando International Beauty Event** is considered the largest beauty show in the United States drawing 46,000+ attendees from nail salons, full service hair & beauty businesses, day spas and cosmetology schools. The annual event is held at the Orlando/Orange County Convention Center - West Complex. For more information, visit [www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz) or call 800-335-7469.

Photo 1: The Headmaster's Class for Zerran Reform® Certification welcomed another class in June at the company's newly remodeled Los Angeles Education Center. Zerran International's Director of Education, Debbie Padgett, conducted this intensive day-long session as Neil Wachs, Director of Sales, stopped in to say hello.



Photo 2: Zerran REFORM® offers a patented method for gently straightening hair safely, permanently and naturally, without harsh chemicals and formaldehyde free. No gloves or masks are needed and there are no objectionable odors. This vegan product is safe for use over color, highlights and perms.

