



ZERRAN

For Immediate Release

Advancing Artistry with the APS™ Collection by Zerran
100% Vegan Color Products Enhance Results for All Professional Color Products

Los Angeles, CA (July 14, 2010) – For **Zerran International**, applying science to expand the boundaries of creative artistry is good business and our core passion. Supplying botanically based, paraben free, vegan hair care products for salon professionals since 1986, the company succeeds because we work hard to anticipate stylists' needs. Such is the case of the new **Zerran APS™ Collection** being presented in Booth #D13168 at Mandalay Bay Hotel & Resort for CosmoProf Las Vegas (July 18 – 20, 2010).

“Color is a huge service for salons,” notes Cindy Van Steelandt, Zerran Marketing Director. “Stylists need the right tools to advance their artistic creativity and we’ve noticed a void in this area. We have created a collection that works with ALL pro color lines, perms and bleaches.”

The **Zerran APS™ Collection** (an acronym for *Advanced Professional Services*) is a suite of pH adjusting and repair products that speed and enhance the chemical services of perms, color, decolorizing and bleach while maintaining the integrity and condition of the client’s hair. These color tools ensure consistent, reliable and luxurious results, be it de-colorization, color maintenance, color correction, or color enhancement. The **Zerran APS™ Collection** consists of:

ZERRAN ABSOLUTION® Clarifying Shampoo (pH 6.5-7.5) specifically formulated to remove silicones and other contaminants while maintaining hair integrity.

ZERRAN APS™ REGULATION Service Gel (pH 7.0) is a protein gel that protects the hair from over-processing while maintaining moisture and equalizing hair porosity.

ZERRAN APS™ ACCELERATION Penetration Accelerant (pH 7.0) is a protein liquid intensifier and fixative for color that protects against over-processing.

ZERRAN APS™ COMPLETION (pH 2.5-3.5) is the essential after-chemical service balancer. Completion works to close the cuticle after a chemical service, neutralize any excess chemicals, detangle and restore the hair.

ZERRAN HAIR REDEMPTION® Hair Repair (pH 4.5-5.5) is an intensive protein reconstructor that infuses hair with natural vegan proteins and conditioner.

Zerran Hair Care salon shampoos, conditioners and styling products will be on display at **Zerran International Booth #D13168**. Follow Zerran on Facebook, Twitter and You Tube for the latest specials and comments from stylists and customers.

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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

For more information, contact ::

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About CosmoProf Las Vegas 2010 ::

CosmoProf Las Vegas is considered a premiere international business-to-business beauty tradeshow event encompassing the entire spectrum of the beauty industry including cosmetics & toiletries, packaging & private label, spa & wellness and professional hair, nails & tools. Over 22,500 visitors from the U.S. and abroad are expected. For more information, visit www.cosmoprofnorthamerica.com.