



**ZERRAN**

For Immediate Release

## **What Makes Zerran REFORM® A Game Changer?**

***Zerran REFORM® is NOT your Brazilian Grandmother's Keratin Treatment***

Los Angeles, CA (July 14, 2010) –One might say **Zerran International** is the proverbial David to Goliath when it comes to getting the word out about our patented, natural vegan alternative for permanent hair straightening -- the **Zerran REFORM® Natural Hair Straightening System**.

If a little humor can stop people in their tracks to get the message out that Brazilian-style keratin treatments are not the only game in town, Zerran Marketing Director, Cindy Van Steelandt believes she has a fighting chance. Thus, Zerran International is unveiling a new poster campaign fondly named “Cranky Grandma” at CosmoProf Las Vegas (July 18-20, 2010, at Mandalay Bay Resort).

The premise is back-to-basics Advertising 101. Stop traffic with a large appealing visual and a bold headline. Answer the four most commonly asked questions in punchy bullet points. Standby to engage stylists and salon owners for some animated one-on-one conversation. What makes Zerran REFORM® a game changer is what differentiates it from the widely marketed chemical-assisted keratin products:

- Not a relaxer
- No keratin
- No formaldehyde
- It's permanent

Introduced with little fanfare some 15 months ago, Zerran REFORM® was developed exclusively by us as a patented method for gently straightening hair safely, permanently and naturally, without harsh chemicals and without formaldehyde. 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.

While first adopters were engaged through the use of social media and pre-taped video instruction to demonstrate the technique, live hands on training has proven far more effective. 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.

The secret, notes Van Steelandt, is proper hair preparation and proper use of technique. Live demos of this revolutionary natural hair straightening system will be presented on hair wefts at the Zerran booth throughout the three-day run of CosmoProf Las Vegas. Visit **Zerran International** in **Booth #D13168**.

The entire line of Zerran Hair Care salon shampoos, conditioners and styling products will also be on display and available to order.

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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 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](http://www.cosmoprofnorthamerica.com).

## What Makes Zerran REFORM® A Game Changer?

**Zerran REFORM® is NOT your Brazilian Grandmother's Keratin Treatment**  
[Electronic Photo Images](#)

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.



Zerran International debuts its Cranky Grandma campaign at CosmoProf Las Vegas.

**ZERRAN REFORM®**  
**IS NOT YOUR**  
**BRAZILIAN**  
**GRANDMOTHER'S**  
**KERATIN TREATMENT!**

**ZERRAN HAIR CARE**  
ZERRAN REFORM® NATURAL HAIR STRAIGHTENING SYSTEM

- NOT A RELAXER • IT'S PERMANENT
- NO KERATIN • NO FORMALDEHYDE