



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

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### **ZERRAN INTERNATIONAL'S REALLISSE™ VEGAN HAIR SMOOTHING SYSTEM ACHIEVES SKIN TESTING BREAKTHROUGH**

(LOS ANGELES, Jan. 27, 2011) - Zerran International's RealLisse™ Hair Smoothing Treatment is the world's first hair smoothing system to pass dermatological testing with zero adverse results. Using the [human repeat insult patch test](#) (HRIPT), an independent FDA registered and California certified lab tested the RealLisse™ Catalyst on 50 subjects wearing no gloves, with no negative skin reaction on any subject.

RealLisse™ is the first 100 percent vegan semi-permanent hair smoothing system. This patent protected product is formulated without keratin or other animal products and contains absolutely no formaldehyde, aldehydes, thioglycolates, sodium hydroxide, guanidine hydroxide, methylene glycol, formol, formalin, ethers, or any other substance that produces formaldehyde gas upon heating with a flatiron.

Cindy Van Steelandt, marketing director for Zerran and noted wound care authority, is thrilled, but not surprised. "I'm delighted that the dermatological testing proved what I knew from my own experience. I've been confident in our formulation, having used RealLisse™ without gloves over my sensitive hands for months with no problems."

Results of the certification will be available for inspection upon request to visitors at the ISSE show in Long Beach, Jan. 29-31, 2011 at the Zerran International Booth #430.

#### **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 recommended for superior results.

- pH balanced
- NO masks or scalp balms required

- NO special venting system needed
- NO irritating fumes
- NO harsh chemicals
- Average treatment time is 90 minutes
- 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 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](http://www.zerran.com) or visit Booth 430 at ISSE, Long Beach Convention Center. Contact: Cindy Van Steelandt, marketing director. Call 800- 626-1921 or email: [cindyv@zerranhaircare.com](mailto:cindyv@zerranhaircare.com)

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