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ZERRAN INTERNATIONAL APPOINTS INDUSTRY VETERAN AS NEW DIRECTOR OF DISTRIBUTION OPERATIONS

(Pacoima, Calif, May 2, 2011) -- Beauty industry veteran Grant Samples has recently joined Zerran International Corporation in a newly created position as Director of Distribution Operations, responsible for global distribution management. Founded in 1986, Zerran International manufactures and distributes Zerran Hair Care products for the professional salon industry.

Samples notes, "I am very proud to be with a company that is innovative and creative in bringing highly effective, solution-oriented products to market. The passion and respect Zerran has for our community and the environment is something with which I completely identify. I am thrilled to be on board." Zerran president Steve Saute adds, "We've known Grant for over 15 years and have seen him grow in the industry. He brings a great deal of experience and a lot to contribute as we expand our company into the global marketplace, with groundbreaking salon products like RealLisse™, our vegan hair smoothing system.

About Grant Samples

Grant Samples is an innovative sales professional with over 20 years management experience in the professional beauty industry. His background includes strategic sales planning, promotional management optimization, and the development of sales and marketing campaigns at companies including Rusk/ Conair, Image Laboratories, and Keune Hair Cosmetics. Most recently, Samples served as VP of Sales for Paul Brown Hawaii, guiding the company in the design of an HBA award-winning package, among other accomplishments.

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 is headquartered in Los Angeles, California.

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