



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

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**ZERRAN REALLISSE™ VEGAN HAIR SMOOTHING SYSTEM  
MAKES INTERNATIONAL DEBUT AT ABA TORONTO 2011**

**Metro Toronto Convention Centre (South Building)  
March 27-28, 2011**

**Zerran Canada/Fernanda's Beauty Products Booths #1405 & 2006**

*Live Demos Showcase New Formaldehyde-Free & Keratin-Free Vegan Smoothing Treatment*

(LOS ANGELES, Mar. 24, 2011) -- Zerran International is launching **RealLisse™**, the world's first 100 percent vegan semi-permanent hair smoothing system, at the Allied Beauty Association (ABA) show, Mar. 27-28, 2011, held at Metro Toronto Convention Centre in Toronto. Canadian distribution marks the start of a major global push for Zerran International. **Fernanda's Beauty Products** of Mississauga, Ontario, serves as master distributor for the new business, **Zerran Canada**. <http://www.zerranCanada.com/>

“In light of Health Canada’s recent [advisory](#) informing Canadians that Brazilian Blowout Solution has been confirmed to contain unacceptable levels of formaldehyde, we get calls every day requesting alternatives to Brazilian keratin-type hair smoothing treatments,” says Fernanda Pimentel, owner/founder of Fernanda’s Beauty Products. “As consumers become more educated, they are demanding safe options with no dangerous side effects. We are proud to offer the Zerran RealLisse™ Vegan Hair Smoothing System, which is formulated without keratin or other animal products and contains no harmful chemicals,” Pimentel notes.

**RealLisse™ Vegan Hair Smoothing System** is a patent-protected product containing 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. The **Zerran RealLisse™** system is a professional, in-salon service that takes about 90 minutes to complete for the average head of hair. [Read more](#)

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**RealLisse™** is also 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. [Read more](#)

Zerran Canada's lead educator Bob Richardson will be conducting live model demos of **RealLisse™** at booth #1405 (cash & carry at booth #2006) throughout the show's two day run. Richardson is a master stylist with over thirty years experience, both in London, England, and Toronto. For over 18 years Richardson has owned and operated [Bob-R-Shop](#), located in Oakville, Ontario. Richardson was nominated for *Hairdresser's Choice* at [Canadian Hairdresser Magazine's](#) Mirror Awards and is a regular contributor to Beauty & Beyond B magazine.

Essential to Zerran's philosophy is an unbridled passion for marrying centuries-old botanical traditions with modern science, coupled with a strong parallel commitment to support the stylist and educate the general public. While the **RealLisse™** technique has similarities to the keratin smoothing process, following training for specific heat and specific technique requirements, a stylist can immediately offer this lucrative, in-demand salon service. The **RealLisse™** process itself takes about 90 minutes to complete for the average head of hair. Follow-up services will depend on how quickly hair grows out, as well the degree of natural curl and frizziness present, so clients will likely return to the salon every two to four months for touch ups, just as they do now for Brazilian keratin-type treatments. Clients report that daily styling time is cut in half following a **RealLisse™** service.

The **RealLisse™ Vegan Hair Smoothing System** is a sister product to **Reform®**, Zerran's patented method for permanent hair straightening, also free of toxic formaldehyde and other related dangerous and harmful substances. **Reform®** is a much more complex technique that requires mandatory hands-on technique training and certification.

### **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, precisely meeting the 450 F° heat standard, is recommended for superior results. Some attributes include: pH balanced, no masks or scalp balms required, no special venting system needed, no irritating fumes and no harsh chemicals. Average treatment time is 90 minutes and 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.

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### **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. Visit Zerran Canada/ Fernanda's Beauty on the show floor in Booths #1405 & 2006 at Metro Toronto Convention Centre (South Building), 222 Bremmer Blvd., Toronto, ON M5V 3L9 CANADA. For more about Zerran International, call 800-626-1921 or email Marketing Director, Cindy Van Steelandt: [cindyv@zerranhaircare.com](mailto:cindyv@zerranhaircare.com)  
<http://www.zerran.com>

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### **About Fernanda's Beauty Products**

Fernanda's Beauty Products is a leading manufacturer and wholesale supplier of quality beauty supplies and esthetic equipment for the Canadian and North American spas and beauty salons. Since 1991, Fernanda's Beauty Products has specialized as a one stop shop distributing high quality product lines, equipment, supplies and disposable products to meet the needs of beauty salons, hair stylists, spas and medical aestheticians. Fernanda's is located in Mississauga, Ontario, servicing customers in Greater Toronto and across Canada. For more information, call Fernanda Pimentel at (905) 625-8460 or visit the website at <http://www.fernandas.com>.

### **About Allied Beauty Association**

Formed in 1934, the Allied Beauty Association (ABA) is a registered not-for-profit Canadian organization that represents more than 90 percent of the Canadian professional beauty supply industry with respect to hair and nails. It is a trade association of manufacturers and distributors of professional beauty products and equipment for the use of beauty salons and spas. The ABA's mandate is to provide support for its members, monitor industry standards and encourage goodwill, mutual respect and understanding between its members, the public, governments and beauty professionals. Each year the ABA coordinates trade shows in eight major Canadian cities bringing together the majority of Canada's professional beauty industry suppliers, making it largest and most attended beauty trade shows in Canada. <http://www.abacanada.com>

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