



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

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**JAY HALABY AND ASSOCIATES SELECTED TO REPRESENT
ZERRAN REALLISSE™ VEGAN HAIR SMOOTHING PRODUCTS**

(Pacoima, Calif, May 19, 2011) -- Veteran sales agency Jay Halaby and Associates of Glendale, Calif., has been appointed to represent and distribute Zerran Hair Care products, starting with a concentrated national push for the Zerran RealLisse™ Vegan Hair Smoothing System across the United States. “We are pleased to have a partner who shares our vision and approach in serving the beauty industry,” says Zerran president Steve Saute. “Jay's group is focused on opportunities and relationship building; they simply believe in doing the best they can every day.”

Launched just 100 days ago, Saute says RealLisse™ already has strong traction in a number of target markets. “This is a groundbreaking smoothing system. After careful consideration, we believe Halaby and Associates can deliver our strategic vision farther and faster than we can on our own, and that's very gratifying,” says Saute. Grant Samples, Zerran director of distributor operations, will manage strategic objectives and oversee both product training and operational initiatives. Samples can be reached at (818) 897-5494, x108 or via email: gsamples@zerranhaircare.com.

About Jay Halaby and Associates

Jay Halaby and Associates is a full service manufacturers' representative organization focused on the beauty industry since its founding in 2001. Five divisions cover the continental United States, Alaska and Hawaii; the Latin America division services Mexico and countries throughout the Caribbean, Central and South America. Specializing in customer service, the firm offers experienced professionals, optimal coverage and “doing what is right” for both the customer and manufacturer. For more info, visit www.jayhalaby.net.

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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 upon 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. Visit www.zerran.com for product and company details.

Photo Caption: (L to R) Zerran's director of distributor operations, Grant Samples, greets Jay Halaby, the owner and president of Jay Halaby & Associates, for the launch meeting at Zerran's education center.

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