



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

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**ZERRAN INTERNATIONAL TO DEBUT REALLISSE™
VEGAN HAIR SMOOTHING SYSTEM AT PREMIERE ORLANDO SHOW**

Expo Marks Gateway to Zerran's Expansion into Caribbean and South American Markets

(LOS ANGELES, June 2, 2011) -- Zerran International is launching **RealLisse™**, the world's first 100 percent vegan semi-permanent hair smoothing system, at the Premiere Orlando Show June 5 - 6, 2011, held at Orlando/Orange County Convention Center, West Complex, in Orlando, Fla. Visit **Zerran International Booth #2677** on Sun. 8:30A - 6:30P and Mon. 9A-5P.

The **Zerran RealLisse™ Vegan Hair Smoothing System** is a patent-protected product formulated without keratin or other animal products. It 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. The **Zerran RealLisse™** system is a professional, in-salon service that takes about 90 minutes to complete for the average head of hair.

“The Premiere Orlando Show marks the gateway to Zerran’s expansion into the Caribbean and Latin America markets and enables us to capitalize on the exceptional growth opportunity we see in these regions,” says Zerran president Steve Sauté. “The demand for hair smoothing is enormous, and unlike some leading brands which have been cited for toxic ingredients and dangerous side effects, RealLisse™ is a safe vegan alternative to keratin-based, formaldehyde-producing smoothing products.”

Indeed, according to Euromonitor International, Latin American countries that were battered by the global recession are projected to stage a robust recovery. Globally, beauty sales are expected to gain 12 percent through 2014. Latin American sales, in contrast, are on pace to surge ahead 22 percent. The Benchmarking Company reports in their WomenTrends® 2011 Sneak Preview that in 2009 the global cosmetic and toiletries market was roughly \$350 billion, with hair care representing 20 percent of the total global market.

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Cindy Van Steelandt, director of marketing for Zerran adds, “As part of our branding initiatives for the global market, we're introducing new graphics and have retooled the booth with our ‘Bliss Girl’ theme.”

Zerran personnel will be conducting ongoing live models demos during show hours. “Because RealLisse™ does not produce any toxic fumes or odors that could be harmful to exhibitors and attendees, our demos will be held on the convention show floor, while other smoothing product demos will be restricted to special areas,” Van Steelandt notes.

“Here at Zerran we like to say ‘Innovation Never Sleeps,’ and in that spirit we are introducing two amazing new styling products,” Van Steelandt continues. “These formulations are fragrance-free, paraben-free and 100 percent vegan.”

Diamond Mist from the **Zerran Radiant Finish Collection** is an alcohol-free shine finisher that is spritzed on the hair. The product contains diamond micro-particles that add shine and sparkle without weighing hair down. Vegan moisturizers scented with essential oils of ylang-ylang and myrtle nurture every strand of hair subtly without artificial perfumes or parabens.

Zerran RealLisse™ Amazon Oil is a styling concentrate made of a nurturing natural oil blend consisting of Brazil Nut, Passion Fruit, Rice and Açai Palm. Applied with the fingertips, it shortens drying time, and achieves a brilliant, smooth, high gloss and weightless shine.

About RealLisse™ Vegan Hair Smoothing System

RealLisse™ 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. [Read more](#)

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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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. 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 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's expansion continues with an eye on international markets.

To support these efforts, Zerran recently added **Grant Samples** as director of distribution operations, responsible for global distribution management. **Jay Halaby and Associates** was appointed to represent and distribute Zerran Hair Care products nationally, starting with a concentrated push for the Zerran RealLisse™ Vegan Hair Smoothing System across the country. Zerran International Corporation is headquartered in Los Angeles, California.

Visit **Zerran International Booth #2677** at Orlando/Orange County Convention Center West Complex, 9800 International Drive, Orlando, FL 32819. For more about Zerran International, call 800-626-1921 or email Marketing Director Cindy Van Steelandt: cindyv@zerranhaircare.com

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