



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

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### **SHINE OPTIONS ABOUND WITH ZERRAN**

*Spray or work in options with two new finishing products*

(LOS ANGELES, June 2, 2011) -- Hair trends for 2011 are effortless and chic, whether one chooses slick parts or messy up-dos, sassy braids or ponytails. From the new bob to simply long and preppy locks, it's easy to get gorgeous with **Zerran International's** styling products as the final finishing touch. For Summer 2011, Zerran's newest styling product offerings are fragrance free, paraben free, and 100 percent vegan.

**Spray Mist Opulence.** Want to have the ultimate affordable splurge? Craving a little diamond lustre? We call it ... enlightened brilliance! **Diamond Mist** from the **Zerran Radiant Finish Collection** is every girl's BFF! Just in time for summer, this brand new, alcohol-free shine finisher contains dazzling diamond micro-particles that add ultra 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. Perfect for adding that little “*je ne sais quoi*” to one's crowning glory, Zerran Radiant Finish Diamond Mist is available as a 4 oz. spray. Salon price: USD \$12.00.

**Finger Massage Finish.** Prefer to work in the shine and give it a burst of heat during final blowout? Then select **Zerran RealLisse™ Amazon Oil** where “just a little dab will do you.” Applied with the fingertips, this styling concentrate contains a nurturing natural oil blend consisting of Brazil Nut, Passion Fruit, Rice and Açai Palm. Shorten drying time and achieve a brilliant, smooth, high gloss, weightless shine. Enjoy a formulation that is fragrance free, paraben free and 100 percent vegan. Zerran RealLisse™ Amazon Oil is available in 2 oz. and 4 oz. sizes. Salon price: USD \$11.00 and \$18.00 respectively.

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Photos for editorial use are available electronically by request.

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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](http://www.zerran.com) for product and company details.

**For more information, contact:**

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**Photo Captions:**

Enlightened brilliance is the result with Diamond Mist from the Zerran Radiant Finish Collection. Available as a 4 oz. spray from fine salons and beauty supply retailers.

Finish blowouts with high gloss and shine using Zerran RealLisse Amazon Oil. Handy 2 oz. and 4 oz. size available from fine salons and beauty supply retailers.