



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

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**ZERRAN INTERNATIONAL TAKES INITIATIVE WITH CAL-OSHA
TO MEASURE FORMALDEHYDE EXPOSURE FROM PRODUCTS**
*Onsite Workplace Safety and Health Program Consultation with Cal-OSHA Validates
Formaldehyde Free Claims of Zerran RealLisse™ and Reform® Treatments*

(LOS ANGELES, July 5, 2011) – Sharing mounting industry concerns over formaldehyde exposure, Zerran International recently took the initiative and proactively invited California’s Division of Occupational Safety and Health (Cal-OSHA) to inspect the company’s facilities and address any potential employee exposure to formaldehyde. As part of this consultation, during the application of Zerran RealLisse™ semi-permanent Vegan Hair Smoothing System and Zerran Reform® Vegan Hair Straightening System in two separate enclosed rooms, Cal-OSHA conducted tests to measure air quality and employee exposure to formaldehyde and acetaldehyde. Zerran educators performed these specialty treatments on hair model volunteers. Testing was conducted on April 14, 2011, at the company’s education center.

Cal-OSHA concluded: “Based on the results of the air monitoring for the day it was tested, the lack of employee symptoms and the results of the bulk sampling, there does not appear to be significant employee exposure to formaldehyde or acetaldehyde.”

The key findings:

- 1) no respiratory or skin irritation experienced by employees or volunteer hair models;
- 2) and, air monitoring for employee exposure to formaldehyde and acetaldehyde for both Reform® Activator and RealLisse™ Catalyst were found to be below the detection limits for the method used.

Zerran president, Steve Saute, says, “Safety of the stylist and consumer is central to our company values. With so much misinformation about the dangerous levels of formaldehyde in

smoothing and straightening products, we were simply compelled to speed up work-in-progress so this innovative smoothing product, Zerran RealLisse™, would serve as a formaldehyde free, safe and efficacious alternative.”

During the test, Cal-OSHA monitored the breathing zone, defined as a ten-inch radius of the worker’s nose and mouth, via air samples collected for the duration of both processes. The two processes were segregated in different closed rooms. These vials of air were shipped by Cal-OSHA to an AIHA-accredited (American Industrial Hygiene Association) lab in Wisconsin and analyzed using standardized protocols.

Zerran RealLisse™ is the first 100 percent vegan semi-permanent hair smoothing system. It debuted at the ISSE show in late January 2011, followed by its international introduction at the Toronto ABA show in March 2011. The Cal-OSHA test follows lab testing for the product MSDS, and dermatological testing of RealLisse™ Catalyst 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.

This patent protected product is formulated without keratin or other animal products and 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. It is also free of harsh acids and enzymes.

Cindy Van Steelandt, marketing director for Zerran and noted wound care authority, is ecstatic. “Truth prevails. We stand proud to say our products have been dermatologically tested, lab tested, and now Cal-OSHA tested. These products are for the serious stylist who cares about health, understands the importance of following instructions and is open to learning new techniques that can improve their bottom line.”

Results of Zerran’s testing are available for inspection at Booth # D-13168 during CosmoProf North America held at Mandalay Bay Resort Convention Center in Las Vegas, Nevada, from July 31 through August 2, 2011.

About CosmoProf North America

Cosmoprof North America is an annual business-to-business beauty trade show that covers the entire spectrum of the beauty industry and offers a global perspective on emerging trends. The four pavilions are organized by product category on a 183,000 SF exhibit floor. In 2010, the show attracted 700 exhibitors from 32 countries and 25,000 visitors from 90 countries.

About Reform® Vegan Hair Straightening System

Zerran Reform® is a patented method to achieve straight, sleek hair permanently without harsh chemicals. The gentle formula allows reprocessing from root to tips without breakage. A flat iron developed to Zerran specifications, meeting the 450 F° heat standard, is recommended for superior results.

- NO formaldehyde or aldehydes
- NO thioglycolates, sodium hydroxide or guanidine hydroxide
- NO harsh chemicals
- NO objectionable odors
- NO need for gloves or protective balms
- Safe and easy to use
- Permanently relaxes or straightens the hair
- Safe for all hair types, including resistant hair
- Scented with natural essential oils
- 100% Vegan

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, meeting the 450 F° heat standard, is recommended for superior results.

- pH balanced
- NO masks or scalp balms required
- NO special venting system needed
- NO irritating fumes
- NO harsh chemicals
- Average treatment time is 90 minutes
- 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

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. For more information, visit www.zerran.com or visit Booth # D-13168 during CosmoProf North America.

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