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ZERRAN INTERNATIONAL GLOBAL EXPANSION ANNOUNCEMENTS

(LOS ANGELES, July 28, 2011) – As fate would have it, **Zerran International**'s groundbreaking introduction of **RealLisse™**, the world's first 100 percent vegan semi-permanent hair smoothing system coincides with the company's 25th anniversary in the pro beauty and salon industry. RealLisse makes its latest stop at Cosmoprof North America (CPNA) from July 31 through August 2, 2011. The show will be hosted at the Las Vegas Mandalay Bay Resort & Convention Center, 3950 Las Vegas Blvd. South, Las Vegas, NV 89119 on SU/MO from 10A-5P and TU from 10A-3P. Zerran is located at Booth #D-13168.

The high interest and positive global response to this next generation vegan and formaldehyde free hair smoothing system has brought about a number of expansion opportunities. On the operations front, Zerran International's Director of Distribution Operations, Grant Samples, has moved swiftly to set up gateway operations in Europe and identify new distribution partners in the United States. "Our message has attracted a number of like-minded companies," says Zerran President, Steve Sauté. Samples adds, "Innovative solution-oriented products like RealLisse will succeed with partners who understand and commit to the education curve. While this is not rocket science, we are keeping a pace that ensures tempered, yet steady growth."

The newest distributor to be added in the U.S. is **Island Beauty Supply**, based in Honolulu, HI, with additional "to the trade only" locations on the Big Island, Kauai and Maui.

On the international front, Zerran International has appointed **JGR UK Distributions Ltd.** of Cheshire, England, headed by principal, Eddie Renda, as master distributor for Zerran throughout Europe and the Mediterranean region. The company services the hairdressing trade

Zerran International Global Expansion Announcements - continued

with innovative and exclusive salon products. “Eddie’s an industry veteran with 30 years’ experience from sales to distribution, import/export, warehousing and finance. From 2003, he served as Director of Sales/European Manager for Joico, a division of beauty industry leader, Zotos International/Shiseido,” notes Samples. “This wealth of regional expertise and firsthand industry relationships is serving Eddie well and we’re off to a strong start.”

Two European accounts have just been signed. In Malta, Zerran hair care products will be available through **Salon Services Ltd.** located in Swatar, Malta. And, **People 4 BV** based in Zaandam, Holland, has just been confirmed to distribute Zerran in The Netherlands and Benelux Economic Union (Belgium, Netherlands and Luxembourg).

More appointments are forthcoming and will be noted on the company’s website at www.zerran.com/distributors.

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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. 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.

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. Contact: Cindy Van Steelandt, marketing director. Call 800- 626-1921 or email cindyv@zerranhaircare.com

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. <http://www.cosmoprofnorthamerica.com/>