



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

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**ZERRAN INTERNATIONAL PRESENTS REALLISSE™  
VEGAN HAIR SMOOTHING SYSTEM TO SAVVY COSMOPROF AUDIENCE**

*Lateral Thinking Hair Care Innovator Marks 25 Years in the Pro Beauty and Salon Industry;  
Cal-OSHA Tested Smoothing Treatment is Found to be Free of Formaldehyde and Keratin*

(LOS ANGELES, July 28, 2011) – Zerran International presents RealLisse™, the world's first 100 percent vegan semi-permanent hair smoothing system to a savvy B2B salon industry audience from Jul. 31 - Aug. 2, 2011, at Cosmoprof North America (CPNA). 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 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.

“We think Europe, the Mediterranean, and the Americas are ready for distinctive, game-changing products like RealLisse,” says Zerran president Steve Sauté. “And CPNA is the perfect venue to meet with the forward thinkers in our industry.” Lateral thinking, taking an idea or unmet need, and creating many new products is a very natural and satisfying process for Zerran. Sauté says, “Vegan, botanically based, paraben free and formaldehyde free are not mere catchphrases, it’s what we believe can contribute to health and well-being. Twenty-five years in business is a testament to our ability to create products that really work for salon professionals.”

## **Zerran Products Thoroughly Tested**

As outcry from various governmental agencies, legislators, and consumer groups mount over the issue of formaldehyde exposure in salon products, 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. Cal-OSHA concluded: "Based on 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."

A separate independent lab analysis of the RealLisse™ Catalyst solution, conducted at Zerran's request, found no measurable evidence of formaldehyde or formalin (as methylene glycol, aldehydes) in the product, <0.00ppm (0.000000%). This finding and other documentation, including the product MSDS (Material Safety Data Sheet), is included inside every RealLisse kit.

Zerran International's RealLisse™ Hair Smoothing Treatment is also the world's first hair smoothing system to pass dermatological testing with zero adverse results. Using the repeat insult patch test, BioScreen® Testing Services of California, 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. Results of Zerran's testing are available for inspection at Booth # D-13168 during Cosmoprof North America.

## **25 Years of Innovation**

"To come up with new products," says Cindy Van Steelandt, "our methodology of thoughtful innovation means we take a look at centuries of botanical tradition and find out if it has applications in today's usage. We want to make certain we are using a combination of ingredients that actually bear out in hard-core science. "

Unlike some brands which have been cited for toxic ingredients and dangerous side effects, RealLisse™ was developed expressly as a safe vegan alternative to keratin-based, formaldehyde-producing smoothing products. Van Steelandt says RealLisse™ represents a natural evolution that began with the Reform® vegan permanent straightening system some years earlier. Discovering a number of consumers merely wanted to relax curl and reduce styling time versus permanently straightening their hair, a smoothing product was scheduled for the 2011 development pipeline.

“We had already submitted patents for the critical components of this product, so we were able to harness our resources and bring RealLisse quickly to market,” says Van Steelandt. “We want to make our products work for everyone based on their hair type. Specialty salon products like Reform and RealLisse allow each person to achieve their own version of beauty and identity, on their own terms.”

### **Education is Key**

Creating innovative products is only the first step in serving the salon professional. Ongoing stylist education and ultimately delivering healthy hair benefits is central to Zerran’s core philosophies. “For instance, the **RealLisse™** system requires training and an understanding of specific heat and specific techniques. Following our training, a stylist can immediately offer this lucrative, in-demand salon service,” Van Steelandt explains. “The **RealLisse™** process itself takes about 90 minutes to complete for the average head of hair. Follow-up services will depend on how quickly hair grows out and 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 say their daily styling time is cut in half following a RealLisse™ service.”

### **Innovation Never Sleeps**

While RealLisse™ is clearly the standout innovation and focal product for global development in 2011, Zerran continues adding to its product lineup, eyeing hair trends and styling needs. “Zerran’s innovation pipeline is so full, we easily have five to ten years worth of ideas to develop,” Van Steelandt continues. Because Zerran is a primary manufacturer, product development and introductions are constrained only by time and resources. The company’s two newest styling aids introduced this summer are fragrance-free, paraben-free and 100 percent vegan formulations.

**Diamond Mist** from the Zerran Radiant Finish Collection is a sophisticated alcohol-free spray on shine finisher. Unique diamond micro-particles 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 comprised of Brazil Nut, Passion Fruit, Rice and Açai Palm. Applied with the fingertips,

this style finisher shortens drying time, achieving brilliant, smooth finish to hair with a high gloss and weightless shine.

For Zerran, this 25<sup>th</sup> year anniversary is proving quite groundbreaking and breathtaking. “We are delighted to be so busy,” says Zerran president Steve Sauté. “Hard work and passion does pay off.”

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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 Reform® Vegan Hair Straightening System**

Zerran Reform® is a 100 percent vegan, patented method to achieve straight, sleek hair permanently without harsh chemicals. The gentle formula, scented with natural essential oils, 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. Reform® permanently relaxes or straightens the hair and contains no formaldehyde, aldehydes, thioglycolates, sodium hydroxide or guanidine hydroxide. There are no harsh chemicals, no objectionable odors and no need for gloves or protective balms. Reform® is easy to use and safe for all hair types, including resistant hair.

### **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](http://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](mailto: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/>