



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

FOR IMMEDIATE RELEASE

CONTACT: Kyrian Corona  
kyrian.corona@makeovermedia.com  
818-753-9444

**ZERRAN INTERNATIONAL DEBUTS REALLISSE™  
VEGAN HAIR SMOOTHING SYSTEM AT SALON INTERNATIONAL**

*Strong demand for healthy alternatives to keratin hair smoothing treatments and EU rules on formaldehyde positions RealLisse™ for robust European market share*

(LOS ANGELES, Oct. 12, 2011) - Zerran International is debuting RealLisse™ Vegan Hair Smoothing System to the EU market at Salon International, one of the world's premiere hairdressing expositions. Salon International will be held at London ExCel, an exhibition center located at London Docklands, from Oct. 15 - 17, 2011.

JGR UK Distributions Ltd of Manchester, England, master distributor for Zerran International throughout Europe, will feature RealLisse™ in stand #J116. Zerran Education Director Debbie Lynn will lead ongoing "look and learn" technique sessions utilizing RealLisse™ on live models during show hours. Assisting her will be Christian James, a Zerran advocate, master hair stylist and ABCH (The American Board of Certified Haircolorists) board certified colorist based in Scottsdale, AZ.

John Renda, managing director of JGR UK, notes that they had been searching for this kind of product for over four years. "So far, we are getting positive response in the UK, Greece, Holland, Sweden, Estonia, and Malta, with many other European markets making inquiries. As a result, we feel that the Zerran brand will have spectacular growth within the coming months." Eddie Renda, responsible for sales at JGR UK, adds, "I have been in the business for many years and have never seen so much interest for any other brand."

Recent reports show rising consumer desire for specialty products. According to Euromonitor International, "Within hair care, there is a growing trend towards individualised 'for me' products that either care for or repair hair. New product launches and extensions now cater to a wide array of consumer needs: sun protection, sensitive, anti-aging, dandruff, hair loss, strengthening, moisturising and anti-frizz."

<http://blog.euromonitor.com/2011/09/function-vs-fragrance-in-global-hair-care.html>

Concurrently, Zerran will also be introducing RealLisse™ at Beauty & Fitness Egypt, scheduled for Oct. 14 - 16, 2011, at InterContinental Cairo Citystars Hotel. Zerran is represented by Argan International. Now in its sixth year, Beauty & Fitness Egypt serves as a meeting point for European, African and Middle East beauty professionals, focused on developing multinational business-to-business opportunity while expanding awareness and education about beauty. <http://www.beauty-fitnessegypt.com/>

“The message of wellbeing and beauty resonates soundly and universally,” says Cindy Van Steelandt, Zerran director of marketing. “We have always been explorers and innovators, combining botanical traditions with the best of cutting edge science. We see Zerran RealLisse™ being adopted literally in a world without borders. That is amazing and inspiring.”

Zerran president Steve Sauté observes that with keratin hair smoothing treatments under the microscope and the EU’s mandatory restriction on formaldehyde, demand for formaldehyde-free and keratin-free alternatives is skyrocketing. “The Zerran brand has been around for 25 years and we have always adhered to our philosophy of advancing health and beauty via natural solutions. I suppose we might credit luck for the fact our development of a semi-permanent vegan hair smoothing system happened to coalesce with the crescendo of voices looking for healthier yet effective smoothing treatments.”

In the US, the Cosmetics Ingredients Review Panel (CIR) has labeled formaldehyde unsafe and called for its removal from hair straightening products. <http://www.cosmeticsdesign.com/Regulation-Safety/CIR-labels-formaldehyde-unsafe-and-calls-for-its-removal-from-hair-straightening-products>

### **About Zerran RealLisse™ Vegan Hair Smoothing System**

Debuting in January 2011 at the ISSE Long Beach tradeshow, Zerran RealLisse™ is a groundbreaking, patent-protected smoothing 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 system includes an entire suite of in-salon professional products and aftercare enhancements.

Zerran RealLisse™ Vegan Hair Smoothing System is the result of three years' intensive lab research and patent protected development. Further, a proactive stance was taken to amass the appropriate tests and lab analyses that distinctly and accurately define how this product stands apart from others in the smoothing category. The results:

- May 2011: California's Division of Occupational Safety and Health (Cal-OSHA) was invited 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."
- January 2011: Zerran RealLisse™ Hair Smoothing Treatment undergoes and becomes 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.
- December 2010: 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.

###

### **About Zerran International**

Zerran International Corporation is a privately owned manufacturer and global distributor of Zerran Hair Care products for the professional salon industry, running the gamut from wet lines to specialty in-salon products. 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 <http://www.zerran.com>

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

### **About JGR UK Distributions Ltd**

JGR UK Distributions Ltd. has been servicing the hairdressing trade with innovative and exclusive salon products for nearly a decade. The company embraces a philosophy of preserving and protecting the planet and initiating environmentally friendly business practices. JGR UK sales are headed up by Eddie Renda, an industry veteran with 30 years broad beauty industry experience across sales, distribution, import/export, warehousing and finance, including a stint as Director of Sales/European Manager for Joico, a division of beauty industry leader Zotos International/Shiseido. JGR UK Distributions serves as master distributor for Zerran International throughout Europe. European distributor and salon inquiries should be directed to [eddie@jgruk.com](mailto:eddie@jgruk.com).

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

### **About Salon International**

Salon International at London ExCeL is one of the premiere hairdressing exhibitions in the world, featuring hundreds of top international brands and demonstrations by leading hairdressing professionals. For more information on Salon International 2011 in London, phone +44 (0) 20 7744 2000 or visit <http://www.salonexhibitions.co.uk/>