



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

FOR IMMEDIATE RELEASE

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**ZERRAN INTERNATIONAL'S REALLISSE™ SMOOTHING/POLISHING BALM
EXTENDS LIFE OF VEGAN HAIR SMOOTHING TREATMENT**

*Advanced botanical science delivers finishing product that glides onto hair
for astonishing shine, polish and frizz control*

(LOS ANGELES, Oct. 12, 2011) -- Want that sleek, glossy, silky look to last longer between hair smoothing treatments? Zerran International introduces RealLisse™ Smoothing/Polishing Balm, a botanically advanced new finishing product that dramatically extends the life of a RealLisse™ Vegan Hair Smoothing treatment when applied regularly. The RealLisse™ Smoothing/Polishing Balm is 100 percent vegan, free of parabens or drying alcohol, and cruelty free.

RealLisse™ Smoothing/Polishing Balm is an effective temporary texture relaxer and smoother that glides onto hair for astonishing gloss, polish and frizz control. Nourishing vegan proteins moisturize, strengthen and enhance all hair textures, from curly to straight, coarse to fine. For exceptional thermal protection and a soft natural finish, simply apply RealLisse™ Smoothing/Polishing Balm to damp hair before drying and flat ironing. Want to achieve a rich, luxurious glow? Apply anytime to dry hair from roots to ends.

RealLisse™ Smoothing/Polishing Balm is naturally scented with pure essential oil of tangerine and pure extract of vanilla bean. Available in 1.7 oz size with airless pump; 12 pieces per case package. Salon cost \$15.00 each. Contact Zerran International at (800) 626-1921 or your local Zerran distributor to order.

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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, 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>

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Photo Captions:

Zerran RealLisse Smoothing/Polishing Balm adds the finishing touch to hair and beautifully extends the longevity of a RealLisse Vegan Hair Smoothing treatment.