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**OBSCO APPOINTED TO REPRESENT ZERRAN CANADA
IN EASTERN ONTARIO and WESTERN QUEBEC**

Zerran RealLisse, a healthy semi-permanent vegan hair smoothing system is centerpiece of the pro salon product line

(LOS ANGELES, Nov. 9, 2011) -- Ottawa Beauty Supply Company (OBSCO), a private Canadian company, has been appointed to represent and distribute Zerran Hair Care products throughout Ottawa, Eastern Ontario and Western Quebec. Zerran's innovative RealLisse® Vegan Hair Smoothing System and a broad collection of 100% vegan shampoos, conditioners, styling enhancers and other professional services for salon use are now available at OBSCO. Fernanda Pimentel, president of Fernanda's Beauty Products and Zerran Canada made the announcement. Based in Mississauga, Ontario, Zerran Canada serves as the master distributor for Zerran International in Canada and the Mediterranean.

"We are simply delighted," says Fernanda Pimentel, "as OBSCO is such a well known, forward-thinking company. They have earned a reputation for always carrying the best salon products, offer superb customer service and are extremely committed to ongoing stylist education." To support the launch, Bob Richardson, Zerran Canada's head trainer and owner of Bob-R-Salon in Oakville, Ontario, conducted a day-long RealLisse® training session with OBSCO educators and select stylists on October 30, 2011.

OBSCO president, Mark Vaughan notes, "Our business has to keep a fresh and modern perspective with a vision for consistent, positive changes, which in turn enhance the business of our clients. What is especially interesting in these challenging times is that the beauty industry is still doing well and we are confident a groundbreaking product like Zerran RealLisse definitely has its place in the market mix."

Zerran International president, Steve Sauté agrees and welcomes the addition of OBSCO to the Zerran distribution network. He notes, “Consumers, especially working women, feel compelled to maintain an image of success so they keep up their looks – hair, nails and skin, even if they cut back in other areas.” A statistic from the NPD Group, an international marketing research company, seems to bear that out. Their findings suggest that during the height of the economic downturn in 2010, Americans still spent \$43.5 billion to be beautiful.

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About Ottawa Beauty Supply Company (OBSCO)

Located in the Byward Market, OBSCO is a premier bilingual beauty supply company serving Ottawa and the Gatineau region for over 75 years. OBSCO has earned a reputation for its knowledgeable sales associates, vast selection of premium beauty lines for the spa and salon professional, and complete salon services from concept to design, including furniture, equipment and financing. Over 4,000 products are carried in-store including Zerran International, La Bioesthetique, Soma, Orly, Allpresan, Takara Belmont, Sudzz, Le Chat, and Original Bioscal. From its early start as Ontario Beauty Supply Company, today OBSCO still offers personal service, is independently owned and operated by the Vaughan and Chambers partnership and services customers throughout Eastern Ontario and Western Quebec. OBSCO’s retail store is located at 158 Dalhousie Street, Ottawa, Ontario K1N 7C4. Call: (613) 241-1515, toll free: (800) 267-5100, or fax: (613) 241-5859. Visit <http://www.obsco.ca>

About Fernanda's Beauty Products/Zerran Canada

Fernanda's Beauty Products is a leading manufacturer and wholesale supplier of quality beauty supplies and aesthetic equipment for Canadian and North American spas and beauty salons. Since 1991, Fernanda's Beauty Products has specialized as a one-stop shop distributing high quality product lines, equipment, supplies and disposable products to meet the needs of beauty salons, hair stylists, spas and medical aestheticians. Zerran Canada is a wholly separate entity with authority to serve as master distributor for Zerran International products in designated regions. Fernanda's is located in Mississauga, Ontario, servicing customers in Greater Toronto and across Canada. For more information, call Fernanda Pimentel at (905) 625-8460 or visit: <http://www.fernandas.com>
<http://www.zerranCanada.com>

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, contact: Cindy Van Steelandt, marketing director via email: cindyv@zerranhaircare.com, or call (800) 626-1921. For general info, visit: <http://www.zerran.com>.