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

ZERRAN PACTS WITH DISTRIBUTORS IN THE MEDITERRANEAN REGION
*Argan International and Talda Trading to distribute Zerran RealLisse® and Zerran Reform®,
centerpiece specialty products of the pro salon line*

(LOS ANGELES, Nov. 30, 2011) -- A growing demand for herbal and natural health and beauty products coupled with strong support for international brands has earned Zerran well-timed opportunities to distribute its products throughout the Mediterranean region from Morocco to the UAE. Under the auspices of master distributor, Zerran Canada, two distributors have been signed: Argan International with offices in Egypt, Morocco, and Saudi Arabia; and, Talda Trading with offices in Syria, Turkey, and United Arab Emirates. They are now ready to introduce the patented new technologies in hair health: RealLisse™ Vegan Hair Smoothing System, Reform™ Natural Hair Straightening System and Zerran's 100% vegan shampoos, conditioners, styling enhancers and other professional services for salon use throughout the region. Fernanda Pimentel, president of Mississauga, Ontario-based Zerran Canada and Grant Samples, Zerran International director of distribution operations, made the joint announcement.

Samples says about the global expansion, "We are pleased to have this opportunity. The Middle East and Mediterranean is a very competitive region, long dominated by the presence of well-known multinational companies. Obviously, our distinctive specialty hair products are attractive to consumers who value beauty but want to avoid potentially harmful chemicals."

Pimentel added, "Argan International and Talda Trading are enthusiastic and excited. They share our vision that centuries old botanical traditions can be married to modern science; the result is innovation that breaks new ground and is healthy for stylists and consumers alike."

Talda owner Majd Suleiman says, "Natural products are important in our market. Zerran

presents the right mix of professional beauty products that we can succeed with. ”

Argan owner Hanane Bouaraoua remarked, “We searched carefully and were very pleased when we visited Zerran’s pharmaceutical-grade facility in the USA and saw firsthand their firm commitment to natural products.”

For Zerran director of marketing, Cindy Van Steelandt, there is an even more important synchronicity between Zerran products and these new distribution alliances. The term “halal” refers to a product or consumable permissible under Islamic law. In a culture where beauty and aesthetics play an important and traditional role in daily life, “halal” beauty products made without alcohol or animal-derived ingredients resonate with the population. “Respect for the natural environment and the absence of harsh chemicals is precisely what Zerran is all about,” says Van Steelandt.

Euromonitor International reports the robust Middle East cosmetics industry growing at 12 percent annually, with cosmetics-related sales reaching \$2.1 billion in 2008. According to Messe Frankfurt, a company that runs beauty trade shows in Dubai, halal-compliant personal care products offer high growth potential, fueled by growing consumer awareness and the drive for quality ingredients and natural cosmetics. This region’s overall younger demographic is willing to experiment with new products and trends, and connects to the world through the Internet. Van Steelandt believes, “There are clearly opportunities for companies offering products that conform to halal standards.”

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About Argan International

Argan International is a trading company with Zerran distribution rights to the countries of Egypt, Bahrain, Kuwait, Qatar, Morocco and Saudi Arabia. Contact Madame Hanane Bouaraoua via email at h.bouaraoua@gmail.com or regional Argan International offices:
(Egypt): 4 Doctor Hassan Ibrahim Hassan Street, Nasr City, Cairo, Egypt; Phone: +20 (106) 2023598
(Gulf Region): Falastine Street, Jawharit Makka Building, Jeddah 21452, Saudi Arabia; Phone: +966 (56) 8619683
(Morocco): 40 Avenue Ibnou Hazem, Ezzouhour District el Jihadiya, Inezgane Agadir, Morocco; Phone: +212 (66) 4177380. For more info, visit <http://www.arganinternational.com>.

About Talda Trading

Talda Trading is a well-respected beauty distribution company headquartered in Damascus, Syria, with additional offices in Turkey and the UAE. Talda Trading has Zerran distribution rights to the countries of Syria, Turkey, Lebanon, United Arab Emirates, Oman and Iran.

Headquarter offices are located at: Bader Shaker Alsaib Street, Zukak Aljin, Damascus, Syria. Call +963 (11) 2249001, fax +963 (11) 2249005, or email info@talda-trading.com

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>.