



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

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**SAFETY, EDUCATION, AND GLOBAL OUTREACH INFORM
ZERRAN INTERNATIONAL'S MESSAGE FOR ISSE 2012**

*RealLisse® Vegan Hair Smoothing System Marks One Year Anniversary;
All Zerran Reform® and RealLisse® Products Pass Dermatological Testing*

(LOS ANGELES, Jan. 24, 2012) -- Stylists and consumers concerned about the safety of ingredients found in beauty products can breathe easy with Zerran International, an innovation leader for healthy hair care. True to our “stylist needs come first” approach, Zerran is proud to announce all products in the RealLisse®, the world's first vegan hair smoothing system, and Reform® natural hair straightening system, have undergone and passed dermatological testing with zero adverse results. Both specialty product lines are 100 percent vegan and botanically-based.

RealLisse®, the world's first 100 percent Vegan Hair Smoothing System, launched one year ago at the ISSE Long Beach show. This revolutionary technology utilizes vegan proteins in a heat-activated formulation that neither emits nor contains any keratin, formaldehyde, or other harsh chemicals. RealLisse® is now distributed in the United States, Canada, the European Union, and Middle East with more alliances soon to be announced.

Ongoing platform demonstrations of RealLisse, featuring Zerran educators and live hair models, will be presented at the International Salon and Spa Expo (ISSE), Jan. 28 - 30, 2012, at the Long Beach Convention Center, 300 E. Ocean Blvd., Long Beach, CA 90802. Zerran is located in Booth #544.

“The message of well being and beauty is a universal theme across all cultures, but people today are demanding to know more about the ingredients they put in and on their bodies,” says Cindy Van Steelandt, marketing director for Zerran and noted wound care authority. “Safety and education have always been cornerstones of our philosophy. Because innovation is our focus, education is a real necessity, especially with new technology. What is certain is that Zerran products are manufactured to the highest standards, safe for stylists to use, and effectively meet the client's expectations.”

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Zerran president Steve Sauté adds that demand for formaldehyde-free and keratin-free alternatives is skyrocketing as a result of continued governmental and industry focus on the safety of Brazilian-style keratin hair smoothing treatments. “The Zerran brand has been around for 25 years; we have always been guided by the desire to advance health and beauty via natural solutions.”

Because RealLisse® is a new technology, the ISSE education track accepted Zerran's application to offer an intensive 90-minute free RealLisse® “look and learn” technique seminar entitled "New Hair Smoothing Technology." Led by Zerran educator Kim Williams utilizing a live hair model, the session will be held Mon. Jan. 30, 2012, from noon to 1:30 pm in Room 102C. Live model RealLisse® demos will also be presented in the Zerran booth during show hours.

The RealLisse® suite of aftercare products, that extend the life of the hair smoothing, promote amazing shine, add moisture and conditioning, and enhance ease of styling, will be available for inspection and purchase at the show as well. Smoothing/Polishing Balm, an effective temporary texture relaxer and smoother, dramatically extends the life of a RealLisse® Vegan Hair Smoothing treatment when applied regularly. RealLisse® branded Smoothing Shampoo, Smoothing Moisture Masque, Leave-in or Rinse Conditioning Serum, and Amazon Oil complete the package.

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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 essential 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® Natural 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 Dermatological Testing

Using the [human repeat insult patch test](#) (HRIPT), an independent FDA registered and California certified lab tested all Zerran Reform® and RealLisse® products for two months on 50 subjects wearing no gloves, with no negative skin reaction on any subject. Results of the certification will be available for inspection upon request to visitors at the Zerran International Booth #544 or viewed online.

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 or visit Booth #544 during ISSE at the Long Beach Convention Center, 300 E. Ocean Blvd., Long Beach, CA 90802. Contact: Cindy Van Steelandt, marketing director. Call 800-626-1921 or email cindyv@zerranhaircare.com

About International Salon and Spa Expo (ISSE)

The International Salon and Spa Expo Long Beach is the largest cash-and-carry, professional beauty event on the West Coast. Recognized as the premier beauty event in North America, ISSE Long Beach is committed to the evolution of the beauty industry, offering the most sought-after professional tools and products and the most relevant industry education available. The Professional Beauty Association (PBA), an organization of beauty industry professionals representing salons, spas, distributors, manufacturers and licensed professionals, produces ISSE Long Beach. For more info, go to <http://www.probeauty.org/isselb/>

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