

Beauty Supply Maker Likes Look of New Hair Product

MANUFACTURING: Pacoima's Zerran widens distribution to handle straightener.

By David Haldane

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Zerran International Corp., a Pacoima-based manufacturer of women's beauty products for use in salons, has nearly doubled its North American distribution network in anticipation of a new hair smoothing system it says will take the peril out of perms.

"We want salons to be able to give the public what it wants without poisoning anyone," Cindy Van Steelandt, the company's marketing director, said of Reallisse, set to debut Jan. 17.

Based on a Brazilian keratin hair treatment, the new family of products is designed to smooth hair, Steelandt said. Unlike products with keratin, however, it will not contain formaldehyde.

"The demand was fueled by the Brazilian system popular for the last three or four years," she said of keratin, which emits strong fumes. "This will soften hair and straighten curls but without any formaldehyde or animal products."

The new Zerran distributors – which sell directly to salons, stylists and cosmetologists – are 3 Chix Salon Supplies of Phoenix; Gregg's Beauty & Nail Supply of Linden, N.J.; Beautiful Generations in Fairfield; Blue Sky Beauty of Deer Park, N.Y.; Divine Effects Resource Group in Marble Falls, Texas; Global Beauty Partners in Hallandale Beach, Fla.; and Fernanda's Beauty Products near Toronto.

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