



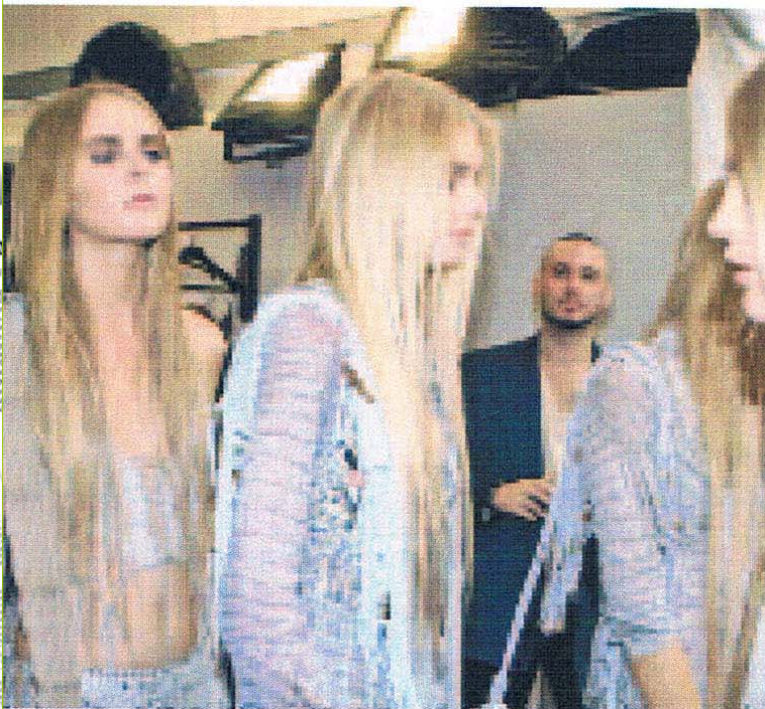
The New Guard of Smooth Operators

By Holly Price

LAST SUMMER, THE "TODAY" SHOW'S HOOD...
 ...the hair industry...
 ...Brazilian Blowout...
 ...smooth operators...
 ...formaldehyde...
 ...vegan proteins...
 ...wheat, corn and oat...
 ...90 minutes...
 ...24 hours...
 ...two to four months...
 ...free of aldehydes...
 ...methylene glycol...
 ...formol...
 ...formalin...
 ...any other substance...
 ...patent...
 ...big companies...
 ...taken us out of our shell...
 ...Zerran International...
 ...Southern California...
 ...2008 with Reform...
 ...Brazil and in several-hundred U.S. salons...
 ...formed in 1986...
 ...\$1 million in wholesale sales...
 ...questionable temporary straightening formulas...
 ...led the company to...

REALLISSE VEGAN HAIR SMOOTHING SYSTEM

Another relative newcomer in the segment is Zerran International, a Southern California-based vegan hair care manufacturer that entered the straightening arena in 2008 with Reform, a permanent hair straightener sold in Brazil and in several-hundred U.S. salons. Zerran, which was formed in 1986 and now generates about \$1 million in wholesale sales, said the recent entanglement caused by questionable temporary straightening formulas in the U.S. led the company to



jump-start its quest for a temporary vegan straightening solution.

On plan, Zerran is set to launch Reallisse Vegan Hair Smoothing System to salons here in 2011, a treatment that comes with some very strong claims. Steven Saute, Zerran's owner, and Cindy Van Steelandt, Zerran's director of marketing, said Reallisse, like Reform, does not contain formaldehyde, and does not use keratin or any other animal products in its formula. Instead, both use vegan proteins, with Reallisse using wheat, corn and oat in the formula's catalyst. Heat from a flat iron breaks some of the hair's curl bonds, while the proteins keep them open. Combined, the heat and proteins penetrate the hair to smooth and defrizz locks. Reallisse takes about 90 minutes from start to finish to apply, and users are instructed not to wash their hair for 24 hours after application; it is supposed to last from two to four months.

Zerran also does not mince words when marketing Reallisse, describing its formula as free of aldehydes, methylene glycol, formol, formalin "or any other substance that produces formaldehyde." Apparently, Zerran has caught the interest of the industry. "We are in the final steps of gaining our international patent. We have been contacted by some of the big companies. They are interested," said Saute, who added that the new hair straighteners "have taken us out of our shell."