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# **HOT** by **HAIR** HOW

**Beauty  
Buzz!**

Everything  
**NEW**  
for  
spring

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## Get Real!

Reducing unwanted curl from 30% to 100% and testing at 0% formaldehyde (as formalin, aldehyde or methylene glycol), **Zerran ReaLisse** turns slightly wavy hair silky straight, makes tighter curls more relaxed, enhances manageability regardless of natural texture, and banishes frizz to the netherworld where it belongs. Lasting up to four months with proper care—including the use of recommended Zerran aftercare products—this new smoothing system can be repeated within one week to two months to achieve progressively smoother results. ([Zerran.com](http://Zerran.com))



Zerran ReaLisse Introductory kit

## RealLiss-tically Speaking

Cindy Van Steelandt

While speaking with Cindy Van Steelandt, Director of Marketing and health-minded physical therapist, wound and skin specialist, *HOT* got the scoop on ReaLisse, including caveats that all beauty pros should know.

**Q: Is ReaLisse compatible with hair extensions?**

**A:** "Absolutely! We recommend that ReaLisse be done prior to applying the extensions. If the extension hair needs to be smoothed, you can ReaLisse the extensions separately. If the extensions are already in the hair, it's important to use caution when performing our treatment, as the flat iron could interfere with the extension glue or beads.

**Q: Can you color and smooth hair on the same day?**

**A:** We recommend waiting one week after a ReaLisse treatment before any coloring service. If you must do both in one day, color the hair first and plan for a half shade darker to compensate for the smoother hair reflecting more light, which makes the targeted color appear lighter.

**Q: Are clients banned from swimming in a chlorine pool or salt water?**

**A:** Regular swimmers should use a swim cap, regardless of whether they've had a ReaLisse treatment. Regarding our product, it's important to know that both chlorine and salt damage hair's protein, so your frizz will return faster.

**Q: How does ReaLisse smooth hair?**

**A:** The hair bonds are opened by using a high-heat flat iron [450°], which allows tiny vegan protein particles—guided by



our non-toxic, biocompatible penetrant—to insert themselves and fix the disulfide curl bonds in an open position, thereby lessening curl and reducing frizz. There's no processing time or neutralization required. Clients can shampoo in 24 hours.