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5 new products: anti-aging serum, blemish wash, vegan hair-smoothing system, bath salts

Functional Ingredients Staff, *Functional Ingredients*
Apr. 21, 2011 4:05pm

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Five new product launches from the *Functional Ingredients* May 2011 issue: AM Fine Pure Skin Collection, Good For You Girls Blemish Wash, bath salts for sore muscles, Zi Ran natural bodycare and Reallisse a vegan hair-smoothing system.

Vegan hair-smoothing system

Zerran International has unveiled the first vegan semi-permanent hair-smoothing system. Called Reallisse, the product is formulated without keratin or other animal products and contains no formaldehyde, aldehydes, thioglycolates, sodium hydroxide, guanidine hydroxide, methylene glycol, formol, formalin, ethers or any other substance that produces formaldehyde gas upon heating with a flatiron. The product is sold exclusively to salons.

The company has formulated and delivered 100 percent vegan shampoos, conditioners and styling products utilizing renewable botanical extracts and essential oils since 1986.

www.zerran.com

