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Cosmetics coverage

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# Reality Check

Kick the kinks by up to 100% with **Zerran Reallisse**, a new smoother to hit the beauty scene in 2011. Testing at 0% formaldehyde or its chemical cousins, Reallisse turns slightly wavy hair silky straight, makes tighter curls more relaxed, enhances manageability, and eliminates all frizz. "With our process, hair bonds are opened by using a high-heat flat iron, 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," explains Cindy Van Steelandt, director of marketing and medical wound-care specialist. A series of treatments produces progressive results. Lasts up to four months with proper care! (Zerran.com)



Zerran Reallisse

# Dióra Professional Keratherapy



Dióra Professional

Brand new and ready to fill the need for non-formaldehyde smoothing therapies in North America, **Dióra Professional Keratherapy Natural Renewal** is now available for purchase by beauty professionals in the United States and Canada. "Natural Renewal isn't a straightener, nor do we claim that it has the same dramatic smoothing results as traditionally formulated keratin therapies," clarifies President David Mulhollen. "But our new therapy does noticeably smooth hair, eliminate frizz and reduce at-home drying time by up to 50%." Promising results that last up to four months, Natural Renewal contains apple keratin to relax strands, as well as orange peel oil and green tea, pomegranate and marigold extracts to neutralize free radical activity. Lab analyses conducted by in the United States, Europe and New Zealand can be read on the company's website. **Intense Renewal**, which isn't touted as being formaldehyde-free, is available for super-smooth results. (DioraPro.com)