



Breaking News on Cosmetics Formulation & Packaging in Europe

NEWS IN BRIEF

Zerran International Expands distribution into Europe

23-Sep-2011

Related topics: Business & Financial

The main distributor of Zerran International for Europe, JGR UK Distributions, has expanded in to Sweden and Greece for its hair care products.

Wahl Harvard in Sweden and ZiDa Hair Care Diamantopoulos in Greece are Zerran's newest European alliances, with ZiDa also distributing in to Cyprus and other islands.

Zerran president Steve Sauté commented, "We think Europe and the Mediterranean region are ready for distinctive, game-changing products like ReaLisse, especially in the light of strict EU standards for products containing and releasing formaldehyde."

The European Union Consumer Alert System recently cited a number of keratin smoothing treatments for containing 1.7 to 2 percent formaldehyde. These products do not comply with the allowable limit of 0.2 percent in the European Union and have been either ordered removed or voluntarily removed from the European market per EU Cosmetics Directive 76/768/EC.

Copyright - Unless otherwise stated all contents of this web site are © 2011 - William Reed Business Media SAS - All Rights Reserved - For permission to reproduce any contents of this web site, please email our Syndication department copyright@wrbm.com - Full details for the use of materials on this site can be found in the Terms & Conditions

© 2011 - William Reed Business Media SAS - All rights reserved.

