

- [Home](#)
- [Features](#)
- [Beauty I/O](#)
- [In The News](#)
- [Buyer's Guide](#)
- [Formulary](#)
- [New Products](#)
- [Columnists](#)
- [The Expert's Opinion](#)
- [Supplier's Corner](#)
- [Archives](#)
- [Current Print Edition](#)
- [Videos from HAPPITY](#)
- [White Papers](#)
- [Wlipes](#)
- [Blon](#)

## IN THE NEWS



Print

ShareThis

### Zerran Expands Its Distribution

2011-12-21 | 09:01

Formaldehyde free smoothing products and natural formulations will still be on trend for 2012. Therefore, the Stars family of beauty distribution companies, headed by New York-based parent company, Four Star Salon Services, has added Zerran Hair Care salon products to their family of brand offerings. Zerran's vegan and technologically advanced hair care products are available from Future Visions Salon Services, Symbiotic Salon Systems, TruStar Salon Services, Mountain Star Salon Services and Western Star Salon Services. The combined family of companies includes 22 retail stores, more than 150 DSCs and 330 employees nationwide.

Grant Samples, Zerran director of distribution operations, says, "It is fantastic to be working with the Stars family of companies. This alliance really helps expand the presence of our revolutionary and patented technology products like Zerran RealLisse and Reform in key metro areas."

Zerran president Steve Sauté adds, "Our concern for the safety of the stylist and consumer compelled us to develop RealLisse as an innovative formaldehyde free smoothing product that is safe and efficacious. We are delighted to find distributors who will give their customers the options to make intelligent choices."

More info: [www.fourstarsalonservices.com](http://www.fourstarsalonservices.com)