



Zerran International Corporation

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Dear Hair Care Professional,

We have heard some talk out in the styling world that Zerran APS is trying to be exactly like other products. Nothing could be further from the truth.

The truth is that APS is a stand-alone product with a very long track record of hair repair during chemical processes. Our formulas work very differently than any other product on the market, with significantly different results.

APS is not the same as other products, nor do we claim it to be. In our opinion, APS is better and does more to repair and rebuild hair. After all, hair is not just made up of disulfide bonds alone. APS treats the entire shaft with care and respect.

First, APS works primarily by the action of protein peptide technology (short chains of amino acids and free amino acids) to repair hair disulfide bonds. Our complex blend of ingredients then goes further to assist the professional:

- Strengthen each hair shaft
- AND fill cuticle defects
- AND equalize porosity during the chemical process
- AND protect color artistry from fading

Second, APS does not rely on oils, silicones or other coatings to disguise or buffer damage. Our protein peptide technology is derived from all vegan sources, and does not create a coating to resist further chemical changes to the hair or cause brittleness. More than 10 years experience with this technology has proven our product effectiveness and usefulness to the stylist.

Zerran, along with our advanced research and development laboratory, has been in the business of hair care innovation since 1986, always at the forefront of healthy, natural beauty. We have proven APS technology for more than a decade in the US with proven results.

At Zerran, we follow our own path, and we invite you to come with us.

Thanks for the opportunity to set the record straight.

Questions or comments? We would love to hear from you.

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