



How does Zerran's Reform work?

Unlike traditional straightening or smoothing products, which rely on chemicals to break curl bonds, Reform relies on specific high heat to activate the permanent internal change from curly to straight.

Our vegan proteins are derived from corn and soy, broken down to extremely small pieces. These protein particles are then small enough to penetrate into the hair shaft, permanently filling the gaps created when the disulfide curl bonds are broken by heat. The high specific heat opens the cuticle temporarily, allowing the proteins into the hair shaft. For this reason, a specific Zerran Reform-approved flatiron must be used.

Reform Activator is pH 4.5-5.5, so no chemical neutralization is needed. The product is only heat activated, so neutralization occurs when the hair cools. For this same reason, no gloves or protective balms are needed.

As you apply heat to Reform Activator, steam is released, with zero toxic emissions. None of the ingredients in Reform's patented process are formaldehyde or aldehyde donors. For this reason, no masks, fans, or expensive venting systems are needed. Reform is safe for use around children, pregnant women, and those with inhalation sensitivities.

