

January 31, 2011

To Whom It May Concern

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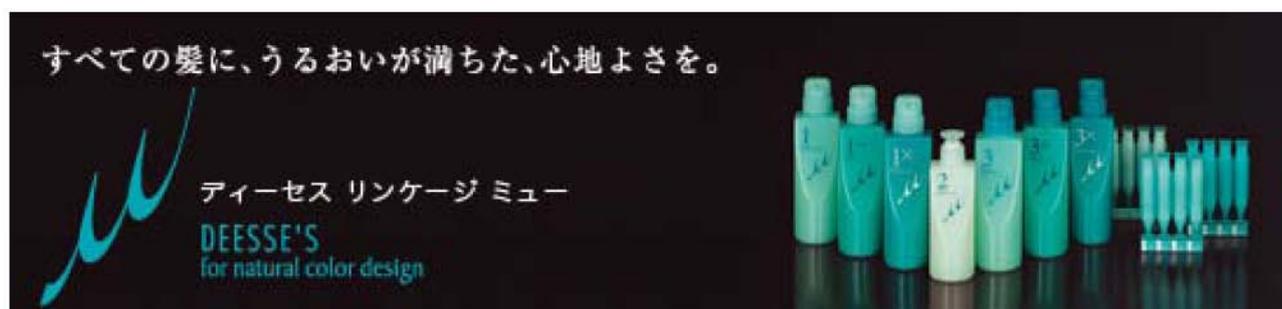
New Products LINKAGE- μ and NEU-due

In terms elements of hair color design, the main trend has been towards hair color with a brighter tone and for a silhouette of the style with thicker hair down to the tips. Accordingly, regarding aftercare there has been strong demand for improved feel and finer texture. Yearly increases have been achieved in sales of in-salon treatment and home-use hair care products, and the effective coordination of these 2 elements has become an important salon managerial challenge.

We decided recently to make a simultaneous launch of two new products from our DEESSE'S brand (which is based on a concept of maintaining the beauty of colored hair design) - LINKAGE- μ , a salon care series and NEU-due, a home-use hair care product.

We will work hard to maintain design feel and support customers' increased motivation to visit salons through communication with the customer and the provision of hair-care techniques that make the most of salon features.

◆ DEESSE'S LINKAGE- μ <hair treatment product for exclusive salon use>



[Product Concept]

“A salon treatment that creates an incredible feel, bringing about consistent silkiness and a rich touch right to the tips of the hair”

[Outline and Characteristics]

DEESSE'S LINKAGE- μ salon hair care treatment has three types for the hair designer to select, depending upon the type of hair - <coarse/thick hair, normal hair and soft/fine hair>

With commercial use, the treatment is applied in three steps and specialist care products are provided for a one-month period after treatment in order to maintain the treatment effects, with advice on use given by a professional.

The product is characterized by the formation of an “aqua smooth veil” during treatment which provides a consistent richness down to the tips of the hair and a silky touch.

[Product Name and Volume]

Name of Item	Type	Volume
DEESSE'S LINKAGE- μ -1st	1/1+/1X	450g and 600g packs (exclusive salon use)
DEESSE'S LINKAGE- μ -2nd	Used for all types	300g and 600g packs (exclusive salon use)
DEESSE'S LINKAGE- μ -3rd	3/3+/3X	450g and 600g packs (exclusive salon use)
DEESSE'S LINKAGE- μ -4th	4/4+/4X	450g and 600g packs (exclusive salon use)

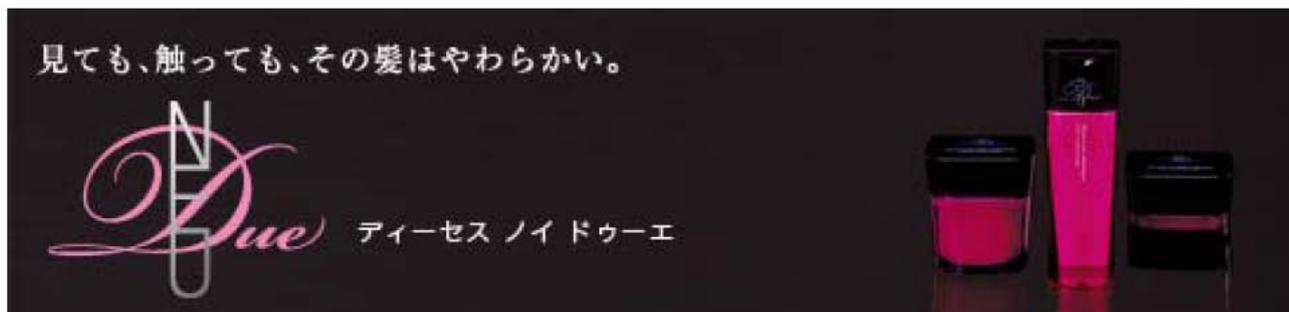
[Planned Sales during Term of Launch]

JPY 1.216 billion

[Date of Launch]

February 1, 2011

◆ DEESSE'S NEU-due <hair care treatment for home use>



[Product Concept]

“A hair texture care product series that brings out the beauty of colored hair design through the texture expression of a soft feel”

[Outline and Characteristics]

The DEESSE'S NEU-due home-use hair care product has three types to choose from according to the desired texture, after consultation between a professional hair designer and the customer - <silky/light, supple/rich and moist/soft>.

The product lineup includes a shampoo and hair treatment for daily use alongside a hair nutrient for concentrated use once per week.

The “Aqua Amino FIX Effect” provides richness to the hair, both internally and on the surface, bringing about synergistic effects between the shampoo, hair treatment and hair nutrient.

[Product Name and Volume]

Name of Item	Type	Volume and Retail Price (including tax)
DEESSE'S NEU-due shampoo	SilkyLuxe	200ml for JPY 1,680/ 500ml for JPY 3,360 400ml pack for JPY 2,310/ 1L pack for JPY 5,040
DEESSE'S NEU-due hair treatment	WillowLuxe	200g for JPY 2,520/ 500g for JPY 5,040 400g pack for JPY 3,465/ 1L pack for JPY 7,560
DEESSE'S NEU-due hair nutrient	VelourLuxe	150g for JPY 3,150

[Planned Sales during Term of Launch]

JPY 1.210 billion

[Date of Launch]

February 1, 2011