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To Whom It May Concern

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## New Product “Fierli”

### [Product Concept]

“Hair care for unruly hair that tempers strong waves and controls hair gently, creating a light sensation when the fingers are passed through the hair”

### [Market Background]

1. 70% of Japanese women have unruly hair and about 20% of those feel that their own hair “is strongly wavy.” These women are concerned about their hair spreading out due to humidity, on rainy days and during the monsoon season in particular.
2. One-in-two women concerned about strongly unruly hair do not have straight perms and control the spreading out of their hair, which cannot be controlled by cutting alone, with products such as wax that contains rich oil.
3. With Fierli, we have realized hair roots that are “fluffy and light” and a “soft” sense of touch, which are potential needs of women concerned about strongly unruly hair.

### [Product Characteristics]

1. The “Aminoglycerol effect” introduces moisture effectively in the flattened portion of the hair, which is the cause of waves, and controls strongly unruly hair softly.  
(Aminoglycerol effect)
  - Glycerin (moisturizing component) attracts moisture to the hair and sodium cocoyl glutamate (moisturizing component) permeates the hair while carrying moisture. These components introduce moisture to the flattened portion of the hair in particularly concentrated fashion to make hair fluffy from inside and control unruly hair softly.
2. The “glucide membrane effect” maintains a light state not easily influenced by the humidity that is the cause of unruly hair with little oiliness.  
(Glucide membrane effect)
  - The “hydrophilic sugar ester” in the shampoo and the “hydrophobic sugar ester” in the hair treatment form a glucide membrane with little oiliness on the outermost surface of the hair, making it difficult for the hair to absorb moisture from outside and without letting the moisture introduced inside the hair escape, maintaining a state in which the hair is not easily influenced by humidity.

### [Product Names/ Contents]

Item name	Contents/ price (inc. tax)
Fierli Shampoo	200 ml: 1,680 yen/ 500 ml: 3,360 yen 400 ml pack: 2,310 yen/ 1 ltr pack: 5,040 yen
Fierli Treatment	200 g: 2,520 yen/ 500 g: 5,040 yen 400 g pack: 3,465/ 1 ltr pack: 7,560 yen

### [Planned Value of Launch This Term]

304 million yen

### [Launch Date]

April 1, 2011