



August 29, 2011

To Whom It May Concern

Company Name: Milbon Co., Ltd.
Title of Representative: Ryuji Sato, Representative Director and President
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New Product - "Ordeve Additional Colors (Sheer Line)"

We have added a sheer line of 2 fundamental hues (sheer mauve, sheer mauve pink) with 16 colors that express a natural soft texture to the general hair color agent brand "Ordeve", whose expression of the beautiful colors and adjustable textures unique to pro hair designers is so well received to create a total lineup of 256 colors.

Product concept

"A sheer line with an almost transparent veil-feel gloss to express a sweetness that is not-too sweet."

Market background

1. The popularity of the brand's half-Japanese/half-foreign model feeling soft texture is continuing as an almost attainable aspiration.
2. A "girlish", "cute" taste seen from the female rather than the male perspective is being called for. (Broadening towards cold-colored, soft textures)
3. "Sheer" is a texture word used when expressing a "soft, transparent texture" with makeup.

Product features

1. By blending soft mauves created with multi-colored blends of faint pastel dyes, we have achieved the expression of a soft, not-too-sweet texture and a gloss with an almost transparent veil-feeling.
2. We have arranged a 2-hue lineup to express "sheer texture" specific to hair quality.
 - [1] Sheer mauve: Ameliorates the redness of hair with a strong red color using faint blue-purple dyes to express a sheer texture.
 - [2] Sheer mauve pink: Supplements the redness of hair with a strong yellow color using faint red-purple dyes to express sheer texture.

2011 Autumn-Winter season hair color information

- 2011 Autumn Hair Color Design Collection <http://seasonhaircolor.com/>

Product name/type/volume

Product name	Type	Volume
Ordeve Sheer Mauve <Total of 8 colors>	<Basic tone> 13srMV, 11srMV, 9srMV, 8srMV, 7srMV <Half tone> 9srMV/H, 8srMV/H, 7srMV/H	80 g
Ordeve Sheer Mauve Pink <Total of 8 colors>	<Basic tone> 13srMP, 11srMP, 9srMP, 8srMP, 7srMP <Half tone> 9srMP/H, 8srMP/H, 7srMP/H	80 g

Planned sales value for this term

100 million yen

Launch date

September 1, 2011