



September 30, 2011

To Whom It May Concern

Company Name: Milbon Co., Ltd.
Title of Representative: Ryuji Sato, Representative Director and President
(Code Number: 4919 – First Section of the Tokyo Stock Exchange)
Contact: Masahiro Murai, Executive Director
TEL: 06-6928-2331

New Product – “DEESSE’S LUSSE”

The proportion of customers receiving treatments in beauty salons and the number of customers using an out-of-bath type of leave-in treatment have been increasing every year. In addition, women’s demands for beautiful hair are growing.

DEESSE’S LUSSE was born from hair stylists desire to give hair a finish with a good product until the end of the salon work. Such a product would make the beautiful hair design that customers obtain at salons even more beautiful and maintainable. It is a treatment in the new area of products that are just for giving hair a finish.

In Milbon, the new salon work that is carried out with DEESSE’S LUSSE is being promoted under the name of “lucent work”. By responding to women’s desire to be beautiful, we will create new value in the salon hair care market.

[Concept of new product]

“Lucent hair cream giving a comfortable, fresh gloss finish.”

*Lucent is an English word meaning “shining, emitting light.” In cosmetics, it is used in the sense of giving a veil of light to the finishing touches of make-up.

[Characteristics of product]

This is a product for “lucent work” that is done to make carefully crafted hair designs look more beautiful and increase the value of hair stylists. It gives a comfortable fresh gloss finish that is kind to both the skin and the hair.

- (1) After drying, this product complements the hair gloss without breaking the hair design, giving optimum unity and weight to the hair, and expressing the movement of beautiful hair with no fly-away parts.
- (2) Among the raw materials used in proven skin care products, this product is composed of only those that are good for hair, containing substances such as shea butter, sunflower oil, and hyaluronic acid.
- (3) This product can be extended in a thin, uniform way even with dry hair. So that it is not sticky and does not lead to excess weight as time passes, it is a jelly-like cream giving a new sensation that has been made using a special manufacturing method.

[Movies explaining product (shown on YouTube)]

1. For hair stylists (for another shine after drying) <http://www.youtube.com/user/deesseslusse>
2. For general customers (for another shine before going out) <http://www.youtube.com/user/milbonchannel>

[Volume and price]

Product name	Volume and price
DEESSE’S LUSSE (origin of the name: comes from the English word “lucent”)	60 g: 2,000 yen (excluding tax) 200 g: for refills (product sold only at beauty salons)

[Monetary amount from sales of product planned to be released this fiscal year]

20 million yen

[Launch date]

October 1, 2011