



January 27, 2012

To Whom It May Concern

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New product - "Deesse's Elujuda"



[Launch background]

The way women's hair designs are finished off has changed from "creating a shape using a styling agent" to "finishing off to about 90% by hand blow drying and then adding a sense of luster and a feeling of bundling using a styling agent". In association with that, the out bath treatments used in that process are also now required to play a role in the "creation of hair that makes it easier to hand blow" rather than just "cope with damage".

Deesse's Elujuda supports the increased quality of hair design because it expresses "softness" and "settlement" like the hair has been brush blow dried just by hand blow drying of various types of hair.

[Product concept]

Design base oil that leads to supple, easy-to-move softness that increases the quality of hand blow drying

[Product features]

- [1] "Inner oil formula" that arranges hair with even softness with the common component "baobab oil", which penetrates the hair while acting on the cuticles in concentrated fashion and blending with moisture
- [2] 2 items that provide hair with appropriate flexibility and lead to hair quality that is easy to move in hand blow drying
 - Deesse's Elujuda FO < Soft-flexible type >
Gives thickness to difficult-to-move hair of weak body and arranges it in a soft and flexible state with a blend of "oil soluble silk PPT", a hair maintenance and repair component that provides hair with appropriate body.
 - Deesse's Elujuda MO < Soft-settled type >
Gives softness to hair that is hard and difficult-to-move and arranges it in a more settled state with a blend of "olive squalane", a hair maintenance and repair component that provides hair with appropriate softness.

[Product name/ content/ price]

Product name	Content/ price (common to both items)
Deesse's Elujuda FO	120 g: 2,730 yen
Deesse's Elujuda MO	

[Scheduled sales amount this term]

900 million yen

[Launch date]

February 1, 2012