



January 27, 2012

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

Additional colors for Ordeve (new colors)

We have added pearl and whity lines of 3 hues with 24 colors that express a refined and soft sense of luster 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.

[Product concept]

Pearl and whity lines that express a "refined and soft luster" matched to the mood demanded by women.

[Development background and product features]

I. Hair color needs in spring and summer 2012

- [1] Fashion trends are expected to see that "femininity" and "refinement" become themes during spring and summer 2012 on the rebound from the casual fashion that prevailed until last year.
- [2] In tandem with fashion, trend hair colors will also see coloring that increases "a soft sense of luster" being demanded in order to improve "feminine refinement".
- [3] Pearl and whity lines have been developed in the pearl lines and whity lines so that salons can propose "refined and soft luster" to a wide range of customers.

II. A lineup that expresses a refined and soft texture

- [1] For women who demand a natural, refined mood
 The "Pearl Line", which expresses a smooth, mellow luster
 - Pearl Grege : Gives strongly yellow hair a soft luster.
 - Pearl Lime Grege : Gives strongly red hair a soft luster.
- [2] For women who demand a cool, refined mood
 The "Whity Line", which expresses a whitish, transparent luster
 - Whity Ash : Gives a whitish, transparent luster to any type of hair

[Product name/ type]

Product name	Type
[1] Ordeve Pearl Grege <8 colors in total>	<Basic tone> 13-pGG, 11-pGG, 9-pGG, 8-pGG, 7-pGG <Half tone> 9-pGG/H, 8-pGG/H, 7-pGG/H
[2] Ordeve Pearl Lime Grege <8 colors in total>	<Basic tone> 13-pLG, 11-pLG, 9-pLG, 8-pLG, 7-pLG <Half tone> 9-pLG/H, 8-pLG/H, 7-pLG/H
[3] Ordeve Whity Ash <8 colors in total>	<Basic tone> 13-wAs, 11-wAs, 9-wAs, 8-wAs, 7-wAs <Half tone> 9-wAs/H, 8-wAs/H, 7-wAs/H

[Scheduled sales amount this term] 750 million yen
 [Launch date] February 1, 2012