



April 23, 2012

To Whom It May Concern

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## New Product: DEESSE’S NEU Due, FreshLuxe

In summer, hair design doesn’t always go according to plan, but now a better beauty solution for summer is here. We’ve solved the summer problems of sticky hair and an itchy or sweaty scalp from a woman’s perspective. Introducing: the new DEESSE’S NEU Due FreshLuxe line.

This product line has been specially developed as a limited seasonal release, which is why it’s a super-activated salon hair care solution.

### [Product concept]

A seasonal summer product line that conjures up the fresh, light sensations of summer for women.

### [Development background and product features]

#### I. The demands of summer on women’s hair and skin

- 1) Exposure to the UV rays of summer can cause hair to roughen or frizz; **this demands a hair care solution as gentle as it is firm.**
- 2) Summer means perspiration, **a source of anxiety** at the workplace and elsewhere; **this demands a fresh, clean-smelling scalp.**

**A hair care line developed for women’s summer use, designed to deliver the fresh hair quality, cooling sensation, and summer fragrance that women seek.  
 Intended to support all the summer hair designs of professional hair designers.**

#### II. FreshLuxe product characteristics

- 1) ‘Summer Smooth’ effect creates a **light summer sensation**, so gentle on UV damaged hair
- 2) ‘Fresh Feeling’ formulation imparts a **cool, soothing sensation for women**
- 3) ‘Summer Cocktail’ fragrance soothes **an uncomfortable or sweaty scalp**, and gives women the feeling of summer

### [Product names, product types, and volume]

Item name	Volume	Price
DEESSE’S NEU Due FreshLuxe Shampoo	200ml	1,600 yen
	500ml	3,200 yen
	1 liter pack	4,800 yen
DEESSE’S NEU Due FreshLuxe Hair treatment	200g	2,400 yen
	500g	4,800 yen
	1kg pack	7,200 yen



[Projected sales amount for current fiscal period]  
 [Sales period]

250 million yen  
 April 24 to September 28, 2012