

To Whom It May Concern

Company Name: Milbon Co., Ltd.
 Title of Representative: Ryuji Sato, President & CEO
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New Product: FAIRCHE



A new range of perm treatment products has been launched, embodying all the qualities most sought by women: a **soft sensation, pleasant to the touch, with simple upkeep**. With this new **treatment system perm**, a treatment is performed on the hair before and after the permanent wave, eliminating all lingering anxieties about permanent wave treatments. The range will successfully **unearth potential customers** passionate about their **continued use** of these products, thus creating a new market through innovative developments in permanent wave treatments.

[Product concept]

A treatment system perm that delivers a **soft sensation**, is **pleasant to the touch**, with **simple upkeep**.

[Development background and product features]

I. The 3 things that women seek in a perm treatment:

1. Soft sensation: adding a gentle feminine curl all the way to the tips of women’s hair, emphasizing **feel over form**.
2. Pleasant to the touch: women handle their hair daily, so they’ll be delighted by the **pleasing touch** of this perm.
3. Simple upkeep: Simplicity makes women’s **morning routine easier** than ever before, so they’ll grow to love their perm all the more.

⇒ Women desire products that actively incorporate all 3 of these factors, without lacking in any respect.

By incorporating all 3 of these points into our Treatment System Perm, we can offer the permanent wave treatment that women are truly seeking.

II. FAIRCHE product features

- 1) 5 steps to achieve the Aqua-Pool effect and the Aqua-Veil effect.
- 2) Uses solubilizing technology to incorporate plant-derived oils into the permanent wave solution.

[Product name, volume, and price]

Product name	Volume	Price
FAIRCHE FH	400mL	1,600 yen
FAIRCHE FM		
FAIRCHE FS		
FAIRCHE T	400g	2,400 yen
FAIRCHE A	280mL	
FAIRCHE C	400g	

[Projected sales amount for current fiscal period]

220 million yen

[Release date]

Thursday, May 31, 2012