



MILBON

# News Release

September 21, 2012

Creating the fundamentals of free hair in motion.

This 'hair makeup' series supports professional hair updo styles.

## *Luviento Up-Styling Collection on Sale October 2*

### Development Background

Updo styles, to celebrate those precious moments in life. Putting up the hair binds it up with happiness, gladdening the heart. There is growing interest in more flamboyant, glamorous hair styling that gives a different look, such as braiding, as well as growing demand for updo styles and hair setting.

Based on the concept of 'Creating the fundamentals for free hair in motion,' these products offer solutions for creating updo styles rapidly, attractively, and with a firm hold.

### Product Features

Five products, each created for a specific fundamental technique of updo styling, and one product to ensure a beautiful hold.

### Luviento Up-styling Collection

|              | Creating a base   |  |   |   | Creating a base for braiding   | Beautiful hold  |
|--------------|---|--|---|---|--|---|
| Aim          | Creating soft and smooth tangle-free and wave-free hair   | Quickly creating gentle but firm curls   | Creating a cohesive hold allowing the hair to move freely   | Creating a uniform shine and transparency for the whole hair  | Making braiding easier   | Firmly holding the created design without collapsing                                  |
| Features     | Viscous oil makes it easy to straighten tangles with just the right amount of tension               | Set milk forms soft curls with a high degree of hold in a short time                                 | Even thoroughly covered, wet areas don't separate with this dry wax                                 | This solid gloss gives a uniform shine with good extension  | Low-viscosity fiber wax combines gentle ease of styling with firm braid holding                        | Hard spray that keeps perfect form with a dry sensation                               |
| Product Name | Luviento Base Essence   | Luviento Curl Set Milk   | Luviento Up-Style Wax   | Luviento Up-Style Gloss   | Luviento Arrange Cream   | Luviento Super-hard Spray   |
| Quantity     | 100 mL  | 100 mL   | 65 g  | 65 g  | 65 g   | 180 g   |
| Price        | 2,200 yen (excl. tax)   | 2,200 yen (excl. tax)  | 1,800 yen (excl. tax)   | 1,800 yen (excl. tax)   | 1,800 yen (excl. tax)  | 1,800 yen (excl. tax)   |
|              | Base Essence<br> | Curl Set Milk<br> | Up-Style Wax<br> | Up-Style Gloss<br> | Arrange Cream<br> |  |

Projected total sales for current fiscal period: 50 million yen

### ■Inquiries relating to press release

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