



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 	Curl Set Milk 	Up-Style Wax 	Up-Style Gloss 	Arrange Cream 	

Projected total sales for current fiscal period: 50 million yen

### ■Inquiries relating to press release

Beautiful Hair, Beautiful People... Public Relations Unit, 2-3-35 Zengenji-cho, Miyakojima-ku, Osaka

**MILBON Co., Ltd.** Phone: 06-6928-2331, Fax: 06-6925-2301

Milbon Co., Ltd. / Ryuji Sato, President & CEO; Head Office Miyakojima-ku, Osaka; Securities Code 4919, First Section of the Tokyo Stock Exchange