



January 30, 2013

We've added new colors to match Spring/Summer 2013 trends to Ordeve, our integrated hair color range acclaimed for expressing all the beautiful coloration and fine textures of professional hair design.

## New Colors Added for Ordeve: The Mermaid Line on Sale January 31

Expressing all the refined color of Ash, giving the sense of enriching moisture, the Mermaid Line now adds a total of 16 colors in 2 shades, evolving the lineup to a total 312 colors

### Development Background

Fashion trends for spring/summer 2013 have seen the addition of colorful elements to the classical feel of last year's fall/winter, and the Mermaid, a fashion icon symbolizing a **sophisticated sense of color**, has moved into the limelight.

Hair color also follows fashion trends, and we can expect greater popularity for **Ash**, which gives expression to transparency and depth of shine, and imparts a sense of enriching moisture.

### Product Features

- In order to simultaneously achieve the contradictory effects of **transparency** and **depth**, we added an infinitesimal amount of red coloration for an illuminating effect, to give a sense of enriching moisture.
- In order to achieve an expression of "Moisturizing Ash" for each hair type, the lineup features 2 shades.
  - Mermaid Ash: For hair with strong red coloration—to control red coloration, achieve transparency and depth of shine, and give a sense of enriching moisture.
  - Mermaid Lavender Ash: For hair with strong yellow coloration—to control yellow coloration, achieve transparency and depth of shine, and give a sense of enriching moisture.

2013 Spring & Summer Trend Hair Color Design Collection <http://seasonhaircolor.com/>

### Product Overview

#### Ordeve Mermaid Line Additional Colors

Product name	Type	Quantity
Ordeve Mermaid Ash (8 colors total)	Basic tones: 13mAS, 11mAS, 9mAS, 8mAS, 7mAS	80 g
	Half tones: 9mAS/H, 8mAS/H, 7mAS/H	
Ordeve Mermaid Lavender Ash (8 colors total)	Basic tones: 13mLA, 11mLA, 9mLA, 8mLA, 7mLA	80 g
	Half tones: 9mLA/H, 8mLA/H, 7mLA/H	



Projected total sales for current fiscal period: 500 million yen

#### ■Inquiries relating to press release

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