



January 30, 2013

We've added additional colors to the Ordeve beauté for gray hair, renowned for its sheen and texture.

For customers seeking to age gracefully, who enjoy the playful coloration of gray.

New Colors Added for Ordeve beauté:

Chiffon Line on Sale January 31

Imparting a soft and gentle feel that emphasizes a sophisticated impression, the Chiffon Line now adds a total of 8 colors in 2 hues, evolving the lineup to a total 55 colors.

Development Background

Women who enjoy casual elegance, and who strive to create a soft but sophisticated impression, seek not only to dye their gray hair but to also use hair color to express a certain atmosphere or to accentuate beautiful skin.

We've introduced extra colors to support those mature women who wish to express more individual personality and to be viewed more beautifully with the passing of each season. We hope to heighten customer expectations of salon hair color products for gray hair.

Product Features

1. By using a gray coloring created from a multiple color formulation, based on monotone beige giving expression to a chiffon texture, we've simultaneously achieved a soft and gentle texture with effective gray coloration.
2. In order to give expression to a soft and gentle texture for each type of hair, a new 2-shade lineup is now available.
 - 1) Chiffon Beige: Soft and gentle texture on a clear beige base—for hair with strong yellow coloration
 - 2) Chiffon Grege: Soft and gentle texture on a gray beige base—for hair with strong red coloration

Product Overview

Ordeve Beauté Chiffon Line Additional Colors

Product Name	Type	Quantity
Ordeve Beauté Chiffon Beige (4 colors total)	b9cBG, b8cBG, b7cBG, b6cBG	80 g
Ordeve Beauté Chiffon Grege (4 colors total)	b9cGG, b8cGG, b7cGG, b6cGG	80 g



Projected total sales for current fiscal period: 250 million yen

■Inquiries relating to press release

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