



August 28, 2013

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

New Colors Added for Ordeve Noble Line on Sale August 29

As fresh as fruit, yet velvety. Sophisticated yet cute—the Noble Line now adds a total of 16 colors in 2 hues, evolving the lineup to a total 328 colors.

Development Background

Fashion trends for autumn and winter 2013 are expected to transit from the "sophisticated charms" of the previous spring/summer to "sophisticated yet cute = noble atmosphere"—a sense of fashion that's different from anywhere else. Hair color trends are also capturing these sophisticated yet cute fashions, and a fresh, velvety texture created with pinkish purple tones is sought to express this cuteness.

Product Features

1. The Twin Tone Formulation combining **bright warm colors** with pale **warm colors of the same hue** achieves a fresh shine and a velvety texture at the same time.
2. Product lineup includes 2 hues, depending on type of hair:
 - 1) Noble Plum: (For hair with strong red coloration) Tones down red without being ostentatious, achieving a fresh, velvety texture.
 - 2) Noble Cassis: (For hair with strong yellow coloration) Tones down yellow without any distinctive orange brightness, achieving a fresh, velvety texture.

2013 Autumn Hair Color Design Collection <http://seasonhaircolor.com/>

Product Overview

Ordeve Noble Line — Additional Colors

Product Name	Type	Quantity
Ordeve Noble Plum (8 colors total)	< Basic Tones > 13nPL, 11nPL, 9nPL, 8nPL, 7nPL < Half Tones > 9nPL /H, 8nPL /H, 7nPL /H	80 g
Ordeve Noble Cassis (8 colors total)	< Basic Tones > 13nCA, 11nCA, 9nCA, 8nCA, 7nCA < Half Tones > 9nCA /H, 8nCA /H, 7nCA /H	80 g



Projected total sales for current fiscal period: 200 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: +81-6-6928-2331, Fax: +81-6-6925-2301