



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