



January 29, 2014

We've added new colors to match Spring/Summer 2014 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*: Lumiere Line On Sale January 30

With a soft shine that expresses a feminine grace—the Lumiere Line now adds a total of 16 colors in 2 hues, evolving the lineup to a total 344 colors.

### Development Background

Our forecast for women's ideal hair for Spring & Summer 2014 is a shift from an atmosphere of polished cuteness as seen in Autumn & Winter, to a dual look of feminine softness and subtle strength with intelligence.

With the shift to a duality in the ideal image for trend hair colors as well, women are now seeking a soft shine created with champagne beige.

### Product Features

- To bring out a golden luster in the hair, we have used a soft lighting effect by adding yellow and deep orange to a gentle ash hue and creating a gentle gloss.
- Product lineup includes 2 hues, depending on type of hair:
  - Lumiere Ginger: (For hair with strong yellow coloration) An elegant champagne beige that tones down the yellow to give a gentle and full-bodied gloss.
  - Lumiere Mint: (For hair with strong red coloration) A champagne beige with a subtle green tinge that tones down the red to create a soft shine with no hint of harshness.

### 2014 Spring & Summer Season Hair Color Information

- 2014 Spring & Summer Hair Color Design Collection <http://seasonhaircolor.com/>

### Product Overview

#### Ordeve additional colors Lumiere Line

Product Name	Type	Quantity
Ordeve Lumiere Ginger (8 colors total)	(Basic tones) 13LGG, 11LGG, 9LGG, 8LGG, 7LGG (Half tones) 9LGG/H, 8LGG/H, 7LGG/H	80 g
Ordeve Lumiere Mint (8 colors total)	(Basic tones) 13LMI, 11LMI, 9LMI, 8LMI, 7LMI (Half tones) 9LMI/H, 8LMI/H, 7LMI/H	80 g



Projected total sales for current fiscal period: 510 million yen

#### ■Inquiries relating to press release

Beautiful Hair, Beautiful People...  
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