



February 24, 2014

New products added to the *Nigelle Dressia Collection*,  
design tools for professionals leading the way with trend textures.

## ***Nigelle Dressia Collection Jelly Series on Sale February 27***

A new trend, imparting sparkle, shine, and wet sensation.

A new mood, to lift the feminine image up a notch.

### **Development Background**

Hair style trends for the past few years have embraced "dry" textures, but since Fall/Winter 2013, the keyword "wet" has started to appear in hair catalogs and women's magazines. Always half a step ahead of trends, the *Nigelle Dressia Collection* brand launches its new Jelly Series—three products (S/M/H) that express "sparkle, shine, and wet sensation" and improve the innovative ability of hair designers to stay half a step ahead of trends.

### **Product Features**

1. Contains two active ingredients that adhere to the hair surface to create strong reflection of light, and express movement as well as sparkle, shine, and wet sensation.

- 1) Gold candelilla, a solid wax component, creates reflections of light by filling in microscopic irregularities in the hair surface, thus making it flatter.
- 2) Sugar squalane, an oil-based component of natural origin, spreads thinly and uniformly on the surface of hair to reflect light strongly.

2. Three products — choose a styling capacity to match hair design:

- S: Imparts delicately nuanced movement to the hair and offers a supple hold (ReA polymer formulation)
- M: Expresses movement with bounce and elasticity from the top (spring-fit polymer formulation)
- H: Offers firm movement for hair bundles, while still maintaining holding power (hard-set polymer formulation)

### **Product Overview**

**The Jelly Series expresses sparkle, shine, and wet sensation.**

Product Name	Quantity & Price (excl. tax)
Nigelle Jelly S	90 g / 1,800 yen
Nigelle Jelly M	
Nigelle Jelly H	



Projected total sales for current fiscal period: 280 million yen

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