



May 26, 2014

New items released featuring the design base oil *Elujuda*, which makes hair easier to handle while drying, leading to a soft, fluffy formulation for more manageable hair after drying

## ***Deesse's Elujuda Emulsion on Sale May 29***

### **Development Background**

In the past, leave-in treatments focused on ancillary effects such as adding luster and preventing tangles, but increasingly, a new role is now required—creating a base for hair design. To meet these needs, our *Elujuda* design base agent was born in 2012. *Elujuda* makes hair easier to handle while drying, allowing a hand blow finish. Leave-in treatments are now becoming firmly established as an essential part of the hair care routine at the salon.

Taking this one step further, a new need was born—clients now want to maintain more manageable hair long after drying in the salon.

Given these circumstances, Milbon has developed a new leave-in treatment: *Deesse's Elujuda Emulsion* moisturizes the hair right to its core, with a soft, fluffy formulation making hair more manageable from the roots to the tips.

### **Product Overview**

#### ***Deesse's Elujuda Emulsion***

#### **1. Product Concept**

A design base emulsion leading to a soft, fluffy formulation making hair more manageable

#### **2. Product Features**

1) Long-lasting, high-performance moisture retaining compound with baobab extract. Formulated as a natural moisturizing substance with an extract derived from leaves of the baobab tree, which can store three times its own weight in water.

2) CMADK\* compound creates uniformity in the hair, from the roots to the tips. This ingredient has a high affinity for hair, and can be adsorbed to repair damaged sections. Imparts healthy moisture and softness to hair with continued use.

\*Carboxymethyl disulfide keratin (wool): hair repair ingredient

3) Two items available, depending on hair type

Emulsion: Increases moisture retention, formulated with ceramide 2 (for fine hair)

Emulsion+: Enhances softness, formulated with aqua collagen (for normal or thicker hair)

#### **3. Price**

| Product Name                      | Quantity & Price (excl. tax) |
|-----------------------------------|------------------------------|
| <i>Deesse's Elujuda Emulsion</i>  | 120g                         |
| <i>Deesse's Elujuda Emulsion+</i> | 2,600 yen                    |



Projected total sales for current fiscal period: 360 million yen

#### **■Inquiries relating to press release**

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