



MILBON

News Release

May 27, 2015

Defying conventional wisdom about hair color for gray hair—hybrid color.

Ordeve Crystal On Sale May 28

Development Background

With advancing age, hair becomes wavy and dry, and gray hair begins to appear. Because these changes make it hard for women to style their hair as they like, there was a tendency for them to cut their hair short.

Today, second-generation baby boomers, who enjoy a variety of hairstyles and are the drivers of the beauty industry, are entering their 40s. They want to continue enjoying long hair as they always have regardless of their age. In the case of long hair, however, when gray hair color is used to dye the roots of gray hair, the color at the roots and tips differ, and when the entire length of the hair is dyed with the gray color to make the color even, the tips become too dark. These and other problems arise, causing women to face a big dilemma of being unable to achieve what used to be possible through fashionable hair color design.

So that women who want to continue enjoying the color, tone and texture of their hair, and also want to thoroughly dye their gray hair can make this desire a reality, Milbon is launching Ordeve Crystal, a hybrid color that dyes hair peppered with gray strands evenly for a clear color from the roots to the tips.



Product Concept

Hybrid color for an even radiance from the roots to the tips of long hair in mature women

Product Overview

Product Name: Ordeve Crystal

- Product Features:
- (1) Radiant, uniform coloration of both black hair and gray hairs to provide beautiful, long-lasting color [Brown coordinate prescription]
 - (2) Making cool colors clear and soft, and warm colors mellow. Enhanced texture expression for enjoying the color tone [Coupling control effect]
 - (3) Spreads well to the tip of long hair, and closely enfolds the strands to enhance the coloring effects [Smoothing gel cream]
 - (4) The colored hair is moisturized by the power of plants [8 organic oils and 12 organic extracts]

Lineup: Formula 1: 7 hues / a total of 34 colors (80 g)

Formula 2: Oxidane 6%, 4.5% (1 L)

Price: Salon exclusive

Projected total sales for the current fiscal year: 740 million yen

■ Inquiries relating to the press release

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