



MILBON

# News Release

April 16, 2015

A new hair care brand for working women in their 20s.  
Enlightening young women to hair care, timed to changes in their sense of beauty.

## ***jemile fran* On Sale April 21**

### Development Background

From their second to third year of work, young women start getting accustomed to work and society. Up until then, they focused on their own style of cuteness, but are now beginning to think that they would rather be seen as attractive by those around them and recognized. Therefore, they are likely to try to change what they do to make themselves more beautiful. In addition, with the abundance of information available through the development of social networking sites and other platforms, they are likely to ask professionals for advice as to what is really best for them.

Targeting women in their 20s who are changing their sense of beauty, Milbon is launching a new hair care brand, *jemile fran*, to enlighten them to hair care.



### Product Concept

**Hair care series that changes hair to be smooth and tangle-free, and to sway beautifully**

### Product Features

**Product Name** (Features of the line):

- **jemile fran Shampoo ♥** (Adds body to fine hair)
- **jemile fran Shampoo ♦** (Adds softness to normal to coarse hair)
- **jemile fran Treatment Silky x Shiny** (Presents smooth silkiness and shine)
- **jemile fran Treatment Juicy x Glossy** (Presents moist, manageable and shiny hair)
  - Shampoo ♥/♦ common features: Through the double effects of micronized hyaluronic acid\*<sup>1</sup>, which has the power to lock in moisture and plump up hair, and CMADK\*<sup>2</sup>, a protein with the power to maintain that condition, plenty of moisture is locked in the hair. Hair is plumped up from the core and the cuticle is improved, making hair tangle-free and bouncy.
  - Contains CMADK\*<sup>2</sup>, a common ingredient in shampoo and treatment.
    - \*<sup>1</sup> Hydrolyzed hyaluronic acid (moisturizing ingredient)
    - \*<sup>2</sup> A keratin derived protein with a high affinity for hair. It restores hair that has lost protein through hair damage.

Size (Price excluding tax):

jemile fran Shampoo 200 ml (¥1,800) / 500 ml (¥3,600) / 400 ml (¥2,400) / 1 L (¥5,400)

jemile fran Treatment 180 g (¥2,000) / 500 g (¥4,400) / 400 g (¥3,000) / 1 Kg (¥6,600)

Projected total sales for current fiscal year: 400 million yen

### ■ Inquiries relating to the press release

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