



MILBON

News Release

January 25, 2016

For women concerned about unmanageable hair tips and roots

Aujua Aging Care Series EQUIAL Line On Sale January 29

Development Background

A survey on Aujua users' hair care (*) revealed that with advancing age, many women are concerned about hair roots. For example they are concerned about wavier and parting hair, or hair that always parts at the same place.

Milbon Central Research Institute has compiled research about hair aging to explain what is causing these concerns for women with a high awareness of beauty, and discovered that there is a double-layer structure of protein within hair roots, and when this structure begins to collapse it causes the hair to start lying flat from the roots. For women wishing to stay beautiful at all ages, Milbon is launching EQUIAL line from Aujua Aging Care Series that enable women to create a desirable silhouette around hair roots for a beautiful hair style.

* A questionnaire for Aujua users, conducted by Milbon



Product Concept

EQUIAL line that reinforces the double-layer structure within hair to create a beautiful hair style

Product Overview

Product Name (Features of the line)

- **EQUIAL1/2/3** (Salon menu exclusive: creates a base to form a double-layer structure on the external layer of hair roots)
- **EQUIAL Shampoo** (Salon & home: supplies CMADK to the external layer of hair to regulate balance)
- **EQUIAL Hair Treatment** (Salon & home: leaves hair surface smooth to regulate the balance of hair's external layer)
- **EQUIAL Force Mist** (Leave-in treatment: adheres to hair roots, supplies CMADK to hair's external layer and intensively takes care of hair roots)

Size (Price excluding tax):

EQUIAL1/2/3	(Salon exclusive)
EQUIAL Shampoo	250 ml (¥3,200) / 500 ml (¥4,800) / 1 L (¥7,200)
EQUIAL Hair Treatment	250 g (¥4,200) / 500 g (¥6,300) / 1 Kg (¥9,500)
EQUIAL Force Mist	120 ml (¥3,000)

Projected total sales for current fiscal year: 400 million yen

■Inquiries relating to the press release

MILBON Co.,Ltd.

Public Relations Unit, 2-3-35 Zengenji-cho, Miyakojima-ku, Osaka

Phone: +81-6-6928-2331, Fax: +81-6-6925-2301