



February 24, 2016

Styling product to achieve tousled looking hair and glossy curls through natural gestures

## ***jemile fran* Hair Makeup Series Cream & Gloss On Sale March 1**

### Development Background

Working women in their 20s want to look stylish in everyday life situations such as when they're casually running their fingers through their hair or when they're walking. Rather than sculpting a hairstyle in front of the mirror and making it keep, they want hair that moves on a whim or naturally to fit the situation.

For women who want to change their aura of beauty to match their particular mood or whomever they're meeting at the time, a cream and gloss have been added to Milbon's *jemile fran* hair and makeup series. These products will allow a woman to express her hair in a fashionable way while ensuring that it moves naturally whenever she runs her fingers through it.



**Cream**

**Cream + (plus)**

**Gloss**

### Product Concept

**Hair makeup cream that creates from the roots a stylish tousled look every time you run your fingers through your hair**

**Hair makeup gloss that creates glossy curls that bounce softly with each step**

### Product Overview

Product Name:

- **Cream / Cream +** (Two types of oil to express from the roots a look of rough and finely textured curls. Select from two product types according to how much definition you want to give your hair)
- **Gloss** (Float powder and two types of oil for glossy curls that bounce lightly with each step)

Product features:

[Cream / Cream + ]

- **Mango butter / shea oil:** Plant-derived butter and oil that melt at low temperatures. Adds soft tenacity to hair.
- **Castor oil (only for Cream +):** Oil with a high viscosity like honey. Creates a defined hair flow.

[Gloss]

- **Float powder:** Irregularly-shaped powder. Gives hair an uneven surface, catching and holding it at points.
- **Sugar squalane, mineral oil:** Spreads a thin veil over the hair surface to enhance light reflection.

Size/Price (excluding tax):

Cream/Cream + :	80g each	¥1,600
Gloss:	60g	¥1,600

Projected total sales for current fiscal year: 200 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