News Release

January 30, 2013

From *Aujua*—hair care designed to nurture the beautiful hair of Japanese women
and born from the Japanese atmosphere, culture, and hair characteristics—
we announce the launch of a new aging care series

Aujua Timesurge Line on Sale February 1

We have a thorough understanding of the changes to the hair's internal structure brought by the passing of the years. Our product lineup includes the Salon Care Series, which targets hair difficult to moisturize or treat with conventional treatments, as well as the Home Care Series, which offers daily care for hair changed and made unruly by the aging process.

Aujua has always provided consistent solutions from Salon Care through to Home Care. We are proud to announce the launch of the new *Aujua* Timesurge line, which specifically offers hair care for the changes triggered by the aging process. As a hair care brand designed as a lifelong companion for the hair of our customers, we seek to offer support for the beautiful hair of Japanese women.

Product Features

1. New aging care ingredient Vitamin B6 works inside the hair itself, which is often changed by the aging process, imparting a plump compliancy from within and leading the way to soft, beautiful hair.
2. Salon care treatment that effectively introduces active ingredients (Vitamin B6 and low molecular soft keratin) from within hair changed by the aging process, working from a thorough understanding of their hair's internal structure.

Nurture the beauty and soft pliancy of your hair, all the way to the tips: the Timesurge Line

Salon Care Series

Timesurge 1 Timesurge 2 Timesurge 3



Home Care Series

Timesurge Shampoo Timesurge Hair Treatment Timesurge Essence



Product name	Quantity, Price	
Timesurge 1	120 ml (salon exclusive)	
Timesurge 2	180 g (salon exclusive)	
Timesurge 3	180 g (salon exclusive)	
Timesurge Shampoo	250 ml 2,625 yen (incl. tax) 1L pack 5,985 yen (incl. tax)	500 ml 3,990 yen (incl. tax) 2.5L pack (salon exclusive)
Timesurge Hair Treatment	250 g 3,675 yen (incl. tax) 1 kg pack 8,400 yen (incl. tax)	500g 5,565 yen (incl. tax) 2.5 kg pack (salon exclusive)
Timesurge Essence	120 ml 2,730 yen (incl. tax)	

Projected total sales for current fiscal period: 135 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
MILBON Co.,Ltd.

Public Relations Unit, 2-3-35 Zengenji-cho, Miyakojima-ku, Osaka
Phone: +81-6-6928-2331, Fax: +81-6-6925-2301

Milbon Co., Ltd. / Ryuji Sato, President & CEO; Head Office Miyakojima-ku, Osaka; Securities Code 4919, First Section of the Tokyo Stock Exchange