MILBON

News Release

March 26, 2013

Deesse's Day-Summer Mist on Sale April 2

A gentle new treatment mist is born.

For continuously beautiful hair color, even in summer.

Development Background

In summer, when UV rays act on excessive moisture in the hair from sweat and humidity, much more active oxygen is generated. This active oxygen destroys both melanin pigment and any dyed color, causing a brownish discoloration of the hair. Additionally, changes in hair shape caused by damage to hair protein are likely to bring about stiffer hair texture. Such seasonal phenomena make it difficult to maintain desired hair color, and hair care needs for surviving summer are ever-increasing.

Deesse's Day Summer Mist protects the hair in two steps: not only does it protect the hair color from browning due to UV rays, but it also removes unpreventable active oxygen generated in the hair.

Product Features

1. Protects surface of hair from browning or stiffness caused by exposure to sunlight.
   - Completely non-aqueous UV-cut veil component cuts UV rays to protect moisture from sweat and humidity and minimize the generation of active oxygen.
   - The active oxygen scavenging "radical remover" component, protects from unpreventable UV rays and removes active oxygen acting upon moisture, as well as protecting from browning.
2. Gives a silky texture to hair in one fell swoop, without adding excessive weight.
   - Natural "Tiare care oil" ingredient gives a silky, summer-like texture to stiff, bristling hair.



About Tiare Care Oil

Tiare flower buds steeped in coconut oil have been used as cosmetic ingredients in tropical Tahiti since ancient times.

Tiare makes hair soft and smooth, with no stickiness.

3. Eliminates unpleasantness with agreeable 'sherbet cocktail' fragrance



Deesse's Day Summer Mist

Quantity & Price: 80 g 1,260 yen (incl. tax)

Projected total sales for current fiscal period: 100 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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