MILBON

News Release

March 26, 2013

Joining the desires of our customers for consistent straightening with
concepts from our designers, who seek to provide the ultimate in quality

Liscio Atenje on Sale April 2

A straightening & hair care system born from integration of salon technology with home care

Development Background

"Straight repeaters," who repeatedly undergo straight perms, can be troubled over the passage of time by bristling, crackly hair tips, even if the hair seems beautiful immediately post-treatment. Additionally, due to accumulation of damage from repeated coloration and daily use of curling irons, more and more people are finding beautiful perm straightening treatments difficult for their hair.

The Liscio Atenje straightening & hair care system provides straightening solutions to uniformly straighten out unruly hair, where every single strand of hair seems to follow a different path, as well as offering specialized hair care to prevent specific hair straightening changes which can occur post-treatment. Liscio Atenje offers 'straight and beautiful' length and texture for the hair.

Product Features

Straightening Solutions

1. "Uni-route formulation" achieves uniform gentleness for tangled hair, with aligning diffusion speed of the reduction agent mostly varying for every single strand of hair.
2. "Aqua-capture effect" preserves moisture content deep inside the hair, even when you dry your hair before using a curling iron.
3. "Bounce and shine effect" prior treatment imparts shine and firmness you can really feel, from right inside the hair.

Specialized Hair Care

1. Controls cortex adhesion, preventing straight hair from becoming bristling or crackly
   < Wash-care formulation (shampoo) containing moisture honey>
2. Maintains the Atenje Straight texture by imparting gentle elasticity and shine
   < Bouncy Ceramide & Shiny Veil compound (treatment) >

Liscio Atenje Straightening Solutions Series | **Liscio Atenje Specialized Hair Care**

SH (Super High Position) | H (High Position) | N (Normal Position) | Zero RC (Return Conditioning) | Heat Care Shampoo | Heat Care Hair Treatment N | Heat Care Hair Treatment S



	Product Name	Quantity, Price
Liscio Atenje Straightening Agent	SH (Super High Position)	400 g (salon exclusive)
	H (High Position)	
	N (Normal Position)	
Pre-treatment Repair	Zero RC (return conditioning)	
Liscio Atenje Hair Care	Heat Care Shampoo	360 mL/360 g: 3,675 yen (incl. tax) 1 L/1 Kg pack: 6,300 yen (incl. tax)
	Heat Care Hair Treatment N	
	Heat Care Hair Treatment S	120 mL/120 g (salon exclusive)

Projected total sales for current fiscal period: Straightening Solutions: 660 million yen Hair Care: 200 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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