MILBON

# News Release

May 7, 2013

## Villa Lodola　Nationwide Launch — May 2013

Beauty the organic way
Nurtured in the soil of Italy, these *gifts of nature*
bring out the authentic beauty of the hair and scalp
Professional Organic Hair Care



Consumer needs in Japan tend increasingly toward natural products. As Japan's beauty market intensifies its demand for use of eco-conscious and naturally-derived materials, Milbon has continued to develop and expand Villa Lodola, salon-exclusive organic product line—previously limited release only available in the Kanto region—across the entire nation.

This year, we aim to offer Villa Lodola products in 2,000 stores, with projected sales of 200 million yen.

### About Villa Lodola



Villa Lodola is an organic hair care brand created by renowned manufacturer Kemon (in Umbria, Italy), designed for professional use and loved in more than 15 countries across the world.

All ingredients have passed strict examinations by organic certification organizations, and all products are certified by ICEA—Europe's representative organization for organic certification.

In addition, care for the environment has been thoroughly implemented not only in the products, but also the manufacturing processes, containers, and development tools for this internationally certified and authentically organic hair care brand.

### What is ICEA?

ICEA is an international organic certification organization based in Italy, which certifies environment-friendly producers, consumers, and product/service development—from cosmetics and food through to architecture and more.

❏ ICEA certification standards

- ✓ Use of certified organic plant-derived ingredients.
- ✓ No use of petroleum-based surfactants, synthetic dyes, or silicone derivatives.
- ✓ No use of preservatives such as parabens, formaldehyde, or halogenated compounds.
- ✓ No use of genetically modified or radioactive materials.
- ✓ No animal experiments.
- ✓ Observing the list of prohibited substances.

## Product Series & Features: 11 types, 27 individual products

| Product Line | Shampoo | Conditioner | Lotion | Argilla (clay) | Featured Ingredients | Effects |
|---|---|---|---|---|---|---|
| QUOTIDIE |  50 mL 250 mL 500 mL |  50 mL 200 mL 500 mL | | |  Lime Tree  Linseed | Restores luster and elasticity to all the hair, adding suppleness |
| SERICUM |  50mL 250mL 500mL |  50mL 200mL 500mL | | |  Marshmallow  Calendula | Imparts moisture and luster to dry hair and restores natural shine |
| CUTISANA | | | |  100 g |  Sage  Burdock | Suppresses dandruff and itching—cleans the scalp and keeps it healthy |
| REMEDIUM SEBI |  50 mL 250 mL 500 mL | | |  100 g |  Willow  White Birch | Rinses away excess sebum and brings refreshing balance to the scalp |
| VISVITAE |  50 mL 250 mL 500 mL | | 6 mL x 12 bottles  | |  Thyme  Nettle | Helps lead the way to a healthy scalp environment for thinning hair & bare areas |
| DELICATUM (Whole Body line) |  Bagno Doccia 50 mL 250 mL 500 mL |  Latte Corpo 50 mL 200 mL 500 mL | | |  Barley  Honey | Moisturizes delicate skin and hair, offering gentle care |

## Common Product Features

❒ **Shampoo**
The organic goodness of the coconut and olive-derived cleansing ingredients gently washes hair and skin, bringing out healthy beauty.

❒ **Conditioner**
Highly safe organic vegetable and coconut-derived ingredients impart luster and firm elasticity.

❒ **Argilla (clay)**
We have researched clay therapy, as used for bodily health and beauty since ancient times. This concentrated scalp treatment uses organic ingredients and white clay with a highly detoxifying effect.

❒ **Lotion**
This organic scalp lotion is formulated with ingredients to help fix the scalp environment and provide scalp care for hair loss or limp hair.

❒ **Bagno Doccia & Latte Corpo (Whole-Body Shower Gel & Care Milk)**
This organic body care range imparts moisture and gentle softness to delicate skin and hair.

■**Inquiries relating to press release**

Beautiful Hair, Beautiful People...
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