MILBON

News Release

May 24, 2013

Styling brand launched as a design tool for professionals leading the way with trend textures

Nigelle Dressia Collection

Milkream Series & Smokydry Cream on Sale May 30

Cuteness and style as viewed by other women, earning praise from female friends—awareness of such trends is on the rise. In response to this notion, hair design intended to appeal to other women has been garnering great attention.

Consequently, 2 product lines drawing out personality and expressing different tastes have been launched within the Nigelle Dressia Collection. These are designed to incorporate a sense of playfulness, to immerse users in a more girly world, and to help them enjoy a variety of atmospheres tailored to the mood or scene of the day.

◆Milkream Series—Enjoying French girly perm design with soft and gentle hold

Product Features

3 products with varying degrees of elasticity for use

- Mellow: Imparts a soft elasticity to perms (containing Apricot Oil)
- Fluffy: Imparts elasticity utilizing perm ridges (containing Honey Wax)
- Bitter: Imparts a strong elasticity to perms (containing Candelilla Wax)

[Common Product Features]

1. Water balloon formulation thinly adheres to each and every strand of wet hair, creating a loose, open bunched effect.
2. Utilizes the outstanding stretching properties of Elasto-pack to form firm yet elastic ridges even when roughly dried.

◆Smokydry Cream—Expressing a dry, smoky sensation with subtly floating movement

Product Features

1. Powder wrapping formulation, which evenly powder-coats individual strands of hair, ensuring they catch each other.
2. Achieves a smoky dry sensation by using floating powder and quasi-microcapsules to simultaneously give a floating, light sensation to the body of the hair while hair ends remain orderly and controlled.

Product Overview

Milkream Mellow | Milkream Fluffy | Milkream Bitter | Smokydry Cream



Product Name	Quantity	Price (all 4 items priced identically)
Nigelle Milkream Mellow	80 g	1,680 yen (incl. tax)
Nigelle Milkream Fluffy		
Nigelle Milkream Bitter		
Nigelle Smokydry Cream	60 g	

Projected total sales for current fiscal period: Milk Cream series: 170 million yen / Smoky Dry Cream series: 90 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