News Release

June 28, 2013

Nurtured in the soil of Italy, these *gifts of nature*
bring out the authentic beauty of the hair and scalp
A new series has been added to this professional organic hair care line

Villa Lodola *Lucens* Series　On Sale July 1

~ Beauty the “organic” way ~

This summer, as well as the long-anticipated sunshine, the Lucens Series has been newly added to the Villa Lodola product lineup. As a leave-in treatment, these oil and care milk products moisturize and add softness to hair and skin. They impart a deep glossy shine to hair and add a healthy silken sensation to the touch.

The Lucens Series can be also used as skincare cosmetics for hand care, and much more.

~ Lucens Series　Product Features ~

Serum & Latte Emolliente: Common Active Ingredients

Sunflower oil (softening ingredient)

Contains linoleic acid and vitamin E, with excellent flexibility, moisture retention, and protective effects, as well as benefits for aging care. It softens skin and hair while imparting rich moisture.

Horsetail extract (moisturizing ingredient)

Contains minerals and amino acids, with distinctive moisturizing benefits. It imparts moisture to the hair, adding a silken sheen to the touch. It gives elasticity to the skin and adds enlivening moisture.

SERUM

Lucens Serum
15 ml
2,940 yen (incl. tax)



Serum: Active Ingredient

Olive oil (moisturizing ingredient)

Penetrates the keratose layer of the skin and hair and imparts moisture. Softens and protects skin and hair.

LATTE EMOLLIENTE

Lucens Latte Emolliente
125 ml　2,940 yen (incl. tax)

Latte Emolliente: Active Ingredient

Plant-derived *Crambe abyssinica* oil (emollient ingredient)

Rich in erucic acid, a type of fatty acid, this vegetable oil is of Mediterranean origin. Offers excellent permeability of skin and hair for more effective moisturizing. Adds a silken touch to hair.



Projected total sales for current fiscal period: 20 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