News Release

August 28, 2013

We've added additional colors to Ordeve Beauté for gray hair, renowned for its sheen and texture.
For customers of all generations who seek to age with grace and beauty.

New Colors Added for Ordeve Beauté: Creamy Line

On Sale August 29

With subtle pink touches and expression of full-bodied velvety shine,
the Creamy Line now adds a total of 8 colors in 2 hues, evolving the lineup to a total 63 colors.

Development Background

1. The second-generation baby boomers prioritize **individuality** based on prior experience and the contemporary lifestyle, and they like to casually incorporate trends into this.
2. With a pervasive elegant casual styling, fashion has returned once more to a mature and conservative cuteness, requiring a **full-bodied velvety shine = creamy texture** to express a **mature cuteness.**

Product Features

1. Expresses a creamy texture by combining "full-bodied pink" created with a Secret Essence Formulation with beige achieving a velvety sensation.
2. Product lineup includes 2 hues, depending on type of hair:
   1) Creamy Coral: (For hair with strong red coloration) Expresses a full-bodied, velvety texture with a soft coral pink.
   2) Creamy Rosé: (For hair with strong yellow coloration) Expresses a full-bodied, velvety texture with a subtle pink.
3. The beige base formulation brightly shows off the black hair so common among the second-generation baby boomers, achieving a fashion color-like texture while making gray hair less noticeable.

Product Overview

Ordeve Beauté additional colors　Creamy Line

Product Name	Type	Quantity
Ordeve Beauté Creamy Coral (4 colors total)	b9-crCR,　b8-crCR,　b7-crCR,　b6-crCR	80 g
Ordeve Beauté Creamy Rosé (4 colors total)	b9-crRS,　b8-crRS ,　b7-crRS ,　b6-crRS	80 g



Projected total sales for current fiscal period:　100 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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