MILBON

# News Release

August 28, 2013

We've added new colors to match Autumn/Winter 2013 trends to Ordeve, our integrated hair color range acclaimed for expressing all the beautiful coloration and flexible textures of professional hair design.

## New Colors Added for Ordeve Noble Line on Sale August 29

As fresh as fruit, yet velvety. Sophisticated yet cute—the Noble Line now adds a total of 16 colors in 2 hues, evolving the lineup to a total 328 colors.

### Development Background

Fashion trends for autumn and winter 2013 are expected to transit from the "**sophisticated charms**" of the previous spring/summer to "**sophisticated yet cute = noble atmosphere**"—a sense of fashion that's different from anywhere else. Hair color trends are also capturing these **sophisticated yet cute** fashions, and a fresh, velvety texture created with pinkish purple tones is sought to express this cuteness.

### Product Features

1. The Twin Tone Formulation combining **bright warm colors** with pale **warm colors of the same hue** achieves a fresh shine and a velvety texture at the same time.
2. Product lineup includes 2 hues, depending on type of hair:

   1) Noble Plum: (For hair with strong red coloration) Tones down red without being ostentatious, achieving a fresh, velvety texture.

   2) Noble Cassis: (For hair with strong yellow coloration) Tones down yellow without any distinctive orange brightness, achieving a fresh, velvety texture.

**2013 Autumn Hair Color Design Collection http://seasonhaircolor.com/**

### Product Overview

**Ordeve Noble Line — Additional Colors**

| Product Name | Type | Quantity |
|---|---|---|
| Ordeve Noble Plum (8 colors total) | **< Basic Tones >** 13nPL, 11nPL, 9nPL, 8nPL, 7nPL **< Half Tones >** 9nPL /H, 8nPL /H, 7nPL /H | 80 g |
| Ordeve Noble Cassis (8 colors total) | **< Basic Tones >** 13nCA, 11nCA, 9nCA, 8nCA, 7nCA **< Half Tones >** 9nCA /H, 8nCA /H, 7nCA /H | 80 g |




Projected total sales for current fiscal period: 200 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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