News Release

August 28, 2013

For women seeking a greater shine for the future, unbound by age,
both for their hair and in their lives.
New items now added to the aging care range *Plarmia*.

Plarmia New Items On Sale August 29

Development Background

The Plarmia brand was launched in February 2013 as a new concept in hair care: providing care for the aging phenomenon before it develops into trouble. When women genuinely realize the effects of everyday aging care, they grow concerned about thinning hair and scalp changes, and they start to seek greater effectiveness and value.

By adding new items in response to the discomfort of "itchy or flaking due to a dry scalp" as well as the discomfort of “decreased top volume” often experienced by women of the second-generation baby boomers in their daily care routine, Milbon support the ever-increasing beauty-consciousness of women.

With additional product lines planned for gradual release in future, Milbon will continue to support the knowledge, communication, and techniques of hair stylists.

Product Overview

To combat the discomfort of decreased top volume:



○Plarmia Base Act Essence

Product concept: A nutritious serum that promotes blood circulation in the surrounding hair follicles, improving the condition of the scalp and keeping hair beautiful, supple and healthy.
Features: Promotes hair growth while also promoting circulation in blood vessels in the surrounding hair follicles that have atrophies due to decreased female hormones with age.



○Plarmia Base Focus

Product concept: Salon care product making it easier for nutritional serum to penetrate the follicle’s outermost layer (stratum corneum)
Features: By fixing a path for nutritional serum for scalps that have changed with age, this product helps the Base Act Essence to penetrate through the scalp.

To combat the discomfort of an itchy or flaking scalp:



○Plarmia Balancing Scalp Soap & Balancing Scalp Pack

Product concept: Aging scalp hair care promoting skin full of moisture with natural minerals and gentle cleaning
Features: Gently cleans and replenishes moisture of skin, normalizing the barrier function for dry skin caused by the changes of age

Problem area	Category	Item name	Quantity, Price (all prices incl. tax)
Hair follicles	Beautifying serum	Base Act Essence	100ml: 5,040 yen 180ml refill pack: 5,880 yen
	Salon care	Base Focus	150ml (salon exclusive)
Scalp epidermis	Shampoo	Balancing Scalp Soap	200ml: 1,890 yen 500ml: 3,780 yen 400ml refill pack: 2,520 yen 1 liter refill pack: 5,670 yen
	Hair treatment	Balancing Scalp Pack	200g: 2,730 yen 400g refill pack: 3,675 yen 1 kg refill pack: 8,190 yen

Projected total sales for current fiscal period: 100 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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