MILBON

News Release

August 28, 2013

New items for the *Aujua* range—hair care designed to nurture the beautiful hair of Japanese women and born from the Japanese atmosphere, culture, and hair characteristics

New Items for *Aujua* Aging Spa & *Aujua* Moistcalm Line on Sale August 30

In the *Aujua* product range, which offers solutions from salon care and to home care, we have added new items to the Aging Care Series, which includes the Aging Spa Line product, as well as adding the new Moistcalm Line.

Along with the introduction of new products addressing the discomfort of itchy or tight skin as well as the discomfort of decreased top volume often experienced by mature women, this year Milbon is also promoting the implementation of age beauty innovation through face-to-face counseling for our customers.

Product Overview

New Items in Aging Spa Line: Nutritional serum encouraging growth of blood vessels in the hair root, leading to beautiful soft hair



○Aging Spa Root Intensive

Product Features: With rice lipids for moisture retention, it imparts flexibility to the intercellular lipids of the outermost layer of the hair follicle, ensuring that Aging Spa Root Essence (a nutritional serum) can penetrate easily.



○Aging Spa Root Essence

Product Features: Increases the quantity of VEGF-A genes, forms a thick network of blood vessels around hair follicles, and encourages the growth of healthy hair.

Moistcalm Line: A skincare line for mature women, it gently moisturizes the skin and eliminates itching and tightness





○Moisture Clear Shampoo
○Moisture Clay Mask

Product Features: Royal jelly extract replenishes the moisture and suppresses itching in dry skin that has lost its natural moisturizing factors due to age.

Product name	Quantity & Price (all prices incl. tax)
Aging Spa Root Intensive	12 x 15g packs (salon exclusive)
Aging Spa Root Essence	100ml 5,040 yen　180ml refill pack 5,880 yen
Moistcalm Moisture Clear Shampoo	250ml 2,625 yen　500ml 3,990 yen 1 liter pack 5,985 yen
Moistcalm Moisture Clay Mask	250ml 2,625 yen　1 liter pack 5,985 yen

Projected total sales for current fiscal period:　10 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