MILBON

News Release

January 21, 2014

New series added to Villa Lodola Professional Organic Hair Care
Nurtured in the soil of Italy, these *gifts of nature*
bring out the authentic beauty of the hair and scalp

Villa Lodola Liber Series on Sale February 1

Beauty the organic way

The salon-exclusive organic Villa Lodola product line has been developed for Japan's beauty market, with its emphasis on eco-consciousness and naturally derived materials.
In 2014, the Liber Series makes its debut—an organic styling product range for softer, gentler styles. This series includes the Wax and Gloss Gel products, which control dry and rough ends and care for hair while also styling. Liber Series products impart luster, softness, and a wet-hair shine, for finishing styles with a firmer hold.
These products can also be used as hand cream or for nail care, to prevent drying-out of hands and fingertips.

【About Villa Lodola】

Villa Lodola is an organic hair care brand created by renowned manufacturer Kemon (in Umbria, Italy), designed for professional use and loved in more than 15 countries across the world. All ingredients have passed strict examinations by organic certification organizations, and all products are certified by ICEA—Europe's representative organization for organic certification.



Liber Series — Product Features

【Wax / Gloss Gel — Common Product Features】

Sweet almond oil (for softening, moisturizing)

Contains vitamin E, linoleic acid, and oleic acid, which has a strong emollient effect, imparting a vivid shine to hair. Also prevents dry hands.

Starflower oil (for moisturizing)

Contains an abundance of γ-linolenic acid (a component of ceramide—essential for retaining moisture in hair and skin), which imparts softness and moisture.

WAX

Liber Wax
50 ml
2,300 yen (excl. tax)



GLOSS GEL

Liber Gloss Gel
30 ml
2,300 yen (excl. tax)



Wax Product Features

Organic Shea Butter

This natural moisturizer has been used since ancient times. It thoroughly moisturizes skin and hair, giving a natural cohesion.

Gloss Gel Product Features

Olive Squalane

Imparts softness and shine to hair, with excellent penetration. Feels great on the skin, and is also usable as nail care to prevent drying of nails, as well as adding luster.

Projected total sales for current fiscal year period: 15 million yen

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Product Series & Features: 15 types, 31 individual products (including new items launched in Feb 2014)

Product Line	Shampoo	Conditioner	Lotion	Argilla (clay)	Leave-in	Styling	Featured Ingredients	Effects
QUOTIDIE	50mL 250mL 500mL	50mL 200mL 500mL					Lime Tree, Linseed	Restores luster and elasticity to all the hair, adding suppleness
SERICUM	50mL 250mL 500mL	50mL 200mL 500mL					MarshMallow, Calendula	Imparts moisture and luster to dry hair and restores natural shine
CUTISANA				100g			Sage, Burdock	Suppresses dandruff and itching—cleans the scalp and keeps it healthy
REMEDIUM SEBI	50mL 250mL 500mL			100g			Willow, White Birch	Rinses away excess sebum and brings refreshing balance to the scalp
VISVITAE	50mL 250mL 500mL		6mL× 12本				Thyme, Nettle	Helps lead the way to a healthy scalp environment for thinning hair & bare areas
DELICATUM	50mL 250mL 500mL [Bagno Doccia] ※Can also be used as body soap	50mL 200mL 500mL [Latte Corpo] ※Can also be used as body milk			50mL 200mL 500mL [Latte Corpo] ※Can also be used as leave-in treatment		Barley, Honey	Moisturizes delicate skin and hair, offering gentle care
LUCENS					15ml 125ml		Sunflower, Horsetail	moisturize and add softness to hair and skin, also impart a deep glossy shine to hair
LIBER					【NEW】 2/1 Debut	50ml 30ml	Sweet Almond, Starflower	Impart luster, softness, and a wet-hair shine for finishing styles with a firm hold

Common Product Features

❒ **Shampoo : Quotidie/Sericum/Remedium Sebi/Visvitae/Delicatum Bagno Doccia**

The organic goodness of the coconut and olive-derived cleansing ingredients gently washes hair and skin, bringing out healthy beauty.

❒ **Conditioner : Quotidie/Sericum/ Delicatum Latte Corpo**

Highly safe organic vegetable and coconut-derived ingredients impart luster and firm elasticity.

❒ **Argilla (clay) : Cutisana/Remedium Sebi**

We have researched clay therapy, as used for bodily health and beauty since ancient times. This concentrated scalp treatment uses organic ingredients and white clay with a highly detoxifying effect.

❒ **Lotion : Visvitae**

This organic scalp lotion is formulated with ingredients to help fix the scalp environment and provide scalp care for hair loss or limp hair.

❒ **Whole-Body Shower Gel & Care Milk : Delicatum Bagno Doccia & Latte Corpo**

This organic body care range imparts moisture and gentle softness to delicate skin and hair.

❒ **Leave-in treatment: Lucens**

Oil & Care Milk products that supplement moisture and softness to skin and hair. Can also be used for hand care etc.

❒ **Styling: Liber**

Wax and Gloss Gel products that impart luster, softness, and a wet-hair shine, for finishing styles with a firmer hold. Can also be used as hand cream or for nail care, to prevent drying-out of hands and fingertips.

■**Inquiries relating to press release**

Beautiful Hair, Beautiful People...
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