MILBON

News Release

January 29, 2014

We've added new colors to match Spring/Summer 2014 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*: Lumiere Line
On Sale Janaury 30

With a soft shine that expresses a feminine grace—the Lumiere Line
now adds a total of 16 colors in 2 hues, evolving the lineup to a total 344 colors.

Development Background

Our forecast for women's ideal hair for Spring & Summer 2014 is a shift from an atmosphere of polished cuteness as seen in Autumn & Winter, to a dual look of feminine softness and subtle strength with intelligence.

With the shift to a duality in the ideal image for trend hair colors as well, women are now seeking a soft shine created with champagne beige.

Product Features

1. To bring out a golden luster in the hair, we have used a soft lighting effect by adding yellow and deep orange to a gentle ash hue and creating a gentle gloss.
2. Product lineup includes 2 hues, depending on type of hair:
   1) Lumiere Ginger: (For hair with strong yellow coloration) An elegant champagne beige that tones down the yellow to give a gentle and full-bodied gloss.
   2) Lumiere Mint: (For hair with strong red coloration) A champagne beige with a subtle green tinge that tones down the red to create a soft shine with no hint of harshness.

2014 Spring & Summer Season Hair Color Information

• 2014 Spring & Summer Hair Color Design Collection http://seasonhaircolor.com/

Product Overview

Ordeve additional colors Lumiere Line

Product Name	Type	Quantity
Ordeve Lumiere Ginger (8 colors total)	(Basic tones) 13LGG, 11LGG、9LGG、8LGG、7LGG (Half tones) 9LGG/H、8LGG/H、7LGG/H	80 g
Ordeve Lumiere Mint (8 colors total)	(Basic tones) 13LMI, 11LMI、9LMI、8LMI、7LMI (Half tones) 9LMI/H、8LMI/H、7LMI/H	80 g



Projected total sales for current fiscal period: 510 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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