MILBON

# News Release

January 29, 2014

We've added additional colors to *Ordeve beauté* for gray hair, renowned for its sheen and texture.

For customers of all generations who seek to age with grace and beauty.

## New Colors Added for *Ordeve beauté*: Silky Line
## On Sale January 30

With a subtle shine that creates a fresh femininity,

the Silky Line now adds a total of 8 colors in 2 hues, evolving the lineup to a total 71 colors.

### Development Background

We envision the second-generation baby boomers will be seeking to express a fresh femininity in Spring & Summer 2014, with hair that gives an invigorating impression to others while also incorporating this season's trend of a dual look.

For hair color as well, following on from the fashion colors they have enjoyed experimenting with so far, the second-generation baby boomers now prefer a subtle shine that creates a fresh femininity reflecting the current trend.

### Product Features

1. We've used a cushion effect of adding two elements (cushions) of green and light brown to soften the strong shine of the brown and create a subtle shine.
2. Product lineup includes 2 hues, depending on type of hair for creating a subtle shine that suits each hair:
   1) Silky Mimosa: (For hair with strong yellow coloration) Gives hair a gentle gloss without making it feel dry and rough.
   2) Silky Lime: (For hair with strong red coloration) Creates a soft shine that tames the hair's natural harshness
3. Using a beige base formula for brightening the full-bodied black hair of the second-generation baby boomers, we've developed a line for women to achieve the texture of fashion colors while sufficiently covering up gray hair.

### Product Overview

**Ordeve Beauté additional colors Silky Line**

| Product Name | Type | Quantity |
|---|---|---|
| Ordeve Beauté Silky Mimosa (4 colors total) | b9-sMS, b8- sMS, b7- sMS, b6- sMS | 80 g |
| Ordeve Beauté Silky Lime (4 colors total) | b9-sLM, b8- sLM, b7- sLM , b6- sLM | 80 g |




Projected total sales for current fiscal period: 190 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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