MILBON

News Release

January 29, 2014

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

Aujua Immurise Line On Sale January 31

With the addition of the Immurise line, *Aujua* has evolved to a total of 13 lines that meet the concerns of customers

Development Background

With the *Aujua* brand, our aim is to help each Japanese woman to be beautiful. So we have been extensively researching the concerns and related factors regarding women's hair in order to develop suitable products.

This time we've made new discoveries on the mechanisms of chemical damage and changes in the hair structure that accompany aging. In response to these discoveries, we have developed the Immurise line that provides essential hair care for strengthening the hair itself. Immurise contains CMADK, an original ingredient of MILBON that enables keratin regeneration.

The *Aujua* brand is focused on hair care for realizing healthy hair now and in the future. These days we are seeing increasing value being placed on hair care by women who do not scrimp when it comes to maintaining gorgeous hair. Milbon is committed to supporting the absolute values of these women in their pursuit of beautiful hair.

Product Features

CMADK regenerates the protein keratin that forms hair, and enhances the strength and damage resistance of hair that has become brittle from coloring and perming.

1) Home care: Hair becomes stronger and more beautiful with each passing day using the Continuous Shampoo & Treatment and Keratin Regeneration Oil.

2) Salon care: Creates the foundation for strong hair with triple care to treat proteins within the hair and the oily layer that forms the basis of moisture retention, and enable proteins in the hair to bind with each other.

Product Overview

IMMURISE Line: Develops resistance from chemical damage and makes hair stronger

Salon Care Series



Home Care Series



Product Name	Quantity, Price (all prices incl. tax)
IMMURISE Salon Care 1	120 ml（Exclusive salon product）
IMMURISE Salon Care 2	180 g（Exclusive salon product）
IMMURISE Salon Care 3	180 g（Exclusive salon product）
IMMURISE Shampoo	250 ml（3,200 yen）500 ml（4,800 yen）1 L（7,200 yen）2.5 L（Exclusive salon product）
IMMURISE Treatment	250 g（4,200 yen）500 g（6,300 yen）1 kg（9,500 yen）2.5 kg（Exclusive salon product）
IMMURISE Exceed Serum	120 ml (3,800 yen)

Total projected sales for current fiscal period: 350 million yen

■Inquiries relating to press release

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