MILBON

News Release

January 29, 2014

For women seeking a greater shine for the future, unbound by age,
both for their hair and in their lives.
New salon care items now added to the aging care range *Plarmia*.

Plarmia Deep Energement On Sale January 30

Development Background

We launched *Plarmia* in February 2013 as a new concept hair care brand to address the aging phenomenon before any related concerns develop. Women these days are more aware of the subtle changes in their hair and scalp, and are now seeking even more effective and high-value aging hair care they can use every day and that actually works.

We have added new items to our lineup to solve the new aging phenomenon of hair, and meet the needs of today's woman who has a heightening sense of beauty.

We will continue to gradually launch additional lines and provide support to enhance the knowledge, communication and skills of professional hair designers.

Product Features

1) The hair is replenished from the roots right down to the tips using a protein constituent containing S-S bonds, which start to deplete in the hair due to aging. This protein is retained within the hair to give it bounce and body.
2) Hair that has become frizzy and easily damaged by chemicals due to aging is supplemented with protein to create silky smooth hair right down to the tips.
3) Achieve and maintain your ideal hair with regular at-home aging damage care using the special Home Care No. 6 Formula (once every two weeks).

Product Overview

Deep care from within for both "aging phenomenon from the hair roots" and "aging damage of the hair tips"

PLARMIA DEEP ENERGEMENT＊

＊energement = energy + supplement

Category	Item Name		Quantity
Salon Menu	Formula 1	Deep Energement 1	1 L Pack
			Trigger bottle
	Formula 2	Deep Energement 2E	250 g
		Deep Energement 2S	250 g
	Formula 3	Deep Energement 3	180 g
		Deep Energement 3+	180 g
	Formula 4	Deep Energement 4	600 ml Pack
			Pump bottle
	Formula 5	Deep Energement 5	600 g Pack
			Pump bottle
Home Care	Formula 6	Deep Energement 6	9g x 2 set
		Deep Energement 6+	9g x 2 set



Projected total sales for current fiscal period: 600 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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