News Release

February 24, 2014

New products added to the *Nigelle Dressia Collection*,
design tools for professionals leading the way with trend textures.

Nigelle Dressia Collection Jelly Series on Sale February 27

A new trend, imparting sparkle, shine, and wet sensation.

A new mood, to lift the feminine image up a notch.

Development Background

Hair style trends for the past few years have embraced "dry" textures, but since Fall/Winter 2013, the keyword "wet" has started to appear in hair catalogs and women's magazines. Always half a step ahead of trends, the *Nigelle Dressia Collection* brand launches its new Jelly Series—three products (S/M/H) that express "sparkle, shine, and wet sensation" and improve the innovative ability of hair designers to stay half a step ahead of trends.

Product Features

1. Contains two active ingredients that adhere to the hair surface to create strong reflection of light, and express movement as well as sparkle, shine, and wet sensation.

   1) Gold candelilla, a solid wax component, creates reflections of light by filling in microscopic irregularities in the hair surface, thus making it flatter.

   2) Sugar squalane, an oil-based component of natural origin, spreads thinly and uniformly on the surface of hair to reflect light strongly.

2. Three products — choose a styling capacity to match hair design:

   S: Imparts delicately nuanced movement to the hair and offers a supple hold (ReA polymer formulation)

   M: Expresses movement with bounce and elasticity from the top (spring-fit polymer formulation)

   H: Offers firm movement for hair bundles, while still maintaining holding power (hard-set polymer formulation)

Product Overview

The Jelly Series expresses sparkle, shine, and wet sensation.

Product Name	Quantity & Price (excl. tax)
Nigelle Jelly S	90 g / 1,800 yen
Nigelle Jelly M	
Nigelle Jelly H	



Projected total sales for current fiscal period: 280 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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