MILBON

News Release

March 27, 2014

With a three-fragrance lineup that speaks to the emotions of women,
these new items from *Deesse's* heighten the mood while making UV care more enjoyable

Deesse's Day flower UV mist on Sale April 1

Development Background

While the sunscreen market keeps expanding year by year, in 2013 the PA indicator expressing the effects of UV care expanded from three stages to four stages, and UV care products became a popular topic. Various surveys have reported that interest in UV hair care among women is increasing. Day-Summer Mist, released last year by Milbon as a UV care product for the hair, offers not only a UV care function, but also a refreshing fragrance and a silky texture that have been highly rated in the market.

To meet the growing interest among women in UV care, we have developed the *Deesse's* Day flower UV mist, which in addition to incorporating the hair industry's highest UV care values of SPF50+ and PA++++, also has a silky texture and boasts a range of fragrances to choose from.

Product Overview

Deesse's Day flower UV mist

1. Product Concept

A UV treatment mist for the hair that combines ease of care with silky texture and some great fragrances, while still protecting color design.

2. Product Features

1) Our own proprietary UV-cutting technology is used to achieve a SPF50+ and PA++++ UV-cutting effect, imparting ease and comfort of use while suppressing white powdery finish and stickiness.
2) Double oil formulation (a combination of tiare care oil & açaí oil) offers cuticle care with a smooth, light texture and helps prevent hair expanding in humid conditions.
3) Select from a lineup of three fragrances

Lineup	Name	Fragrance Image
Fresh, invigorating fragrance	Fresh mood	Cassis, lime, jasmine
Sweet fragrance	Dreamy mood	Honeyapple, magnolia, gardenia
Calm, serene fragrance	Relax mood	Grapefruit, camomile, vanilla



3. Prices

Item Name	Quantity	**Price** (excl. tax)
Deesse's Day flower UV mist Fresh Mood	80 g	1,200 yen
Deesse's Day flower UV mist Dreamy Mood	80 g	1,200 yen
Deesse's Day flower UV mist Relax Mood	80 g	1,200 yen

Projected total sales for current fiscal period: 130 million yen

■**Inquiries relating to press release**

Beautiful Hair, Beautiful People...
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