MILBON

News Release

April 7, 2014

New series added to Villa Lodola Professional Organic Hair Care
Nurtured in the soil of Italy, these *gifts of nature*
bring out the authentic beauty of the hair and scalp

Villa Lodola Aqua Series on Sale April 21

Beauty the *organic* way

Given the strong values of mature women toward safety and security, health, and future, Japan's beauty market places an increasing emphasis on naturally-derived materials; thus, Milbon has developed a new lineup of whole-body organic moisturizing floral water mists—the Aqua Series, derived from the goodness of plants and gently caring for hair and skin—into its salon-exclusive organic Villa Lodola line.
Offering a selection of three fragrances—Lavender, Neroli, and Rose—depending on each user's mood or preference, these mists enrich the spirit and restore the balance of mind and body.

Product Features

Villa Lodola Aqua Series Mist Varieties

Organic moisturizing mists for the whole body to protect hair and skin

Common Product Features

Aloe Vera Extract

Thoroughly moisturizes skin and hair with excellent moisture retention. Contains abundant amino acids, vitamins, and minerals and imparts firmness to the skin and body to the hair.

Immortelle Extract

Contains abundant flavonoids (a type of polyphenol) and protects skin and hair while keeping them in good health. Also firms the skin, making it suitable for aging care.

Product Features & Fragrances

Product Name	Aroma	Features
Lavender Mist	Lavender	A refreshing fragrance to calm the mind and heal the body. For when you want to relax.
Neroli Mist	Neroli	Slightly sweet and elegant, lifting the heart gently with a soft fragrance. For a bright, positive mood.
Rose Mist	Rose	An elegant floral aroma that fills with a sense of well-being. For imparting confidence.

Prices

Product Name	Quantity	Price (excl. tax)
Lavender Mist	150 ml	2,500 yen
Neroli Mist		
Rose Mist		



Projected total sales for current fiscal period: 15 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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