MILBON

News Release

May 26, 2014

New items released featuring the design base oil *Elujuda*, which makes hair easier to handle while drying, leading to a soft, fluffy formulation for more manageable hair after drying

Deesse's Elujuda Emulsion on Sale May 29

Development Background

In the past, leave-in treatments focused on ancillary effects such as adding luster and preventing tangles, but increasingly, a new role is now required—creating a base for hair design. To meet these needs, our *Elujuda* design base agent was born in 2012. *Elujuda* makes hair easier to handle while drying, allowing a hand blow finish. Leave-in treatments are now becoming firmly established as a essential part of the hair care routine at the salon.

Taking this one step further, a new need was born—clients now want to maintain more manageable hair long after drying in the salon.

Given these circumstances, Milbon has developed a new leave-in treatment: *Deesse's Elujuda* Emulsion moisturizes the hair right to its core, with a soft, fluffy formulation making hair more manageable from the roots to the tips.

Product Overview

Deesse's Elujuda Emulsion)

1. Product Concept

A design base emulsion leading to a soft, fluffy formulation making hair more manageable

2. Product Features

1) Long-lasting, high-performance moisture retaining compound with baobab extract.
Formulated as a natural moisturizing substance with an extract derived from leaves of the baobab tree, which can store three times its own weight in water.

2) CMADK* compound creates uniformity in the hair, from the roots to the tips.
This ingredient has a high affinity for hair, and can be adsorbed to repair damaged sections. Imparts healthy moisture and softness to hair with continued use.
*Carboxymethyl disulfide keratin (wool): hair repair ingredient

3) Two items available, depending on hair type
Emulsion: Increases moisture retention, formulated with ceramide 2 (for fine hair)
Emulsion+: Enhances softness, formulated with aqua collagen (for normal or thicker hair)

3. Price

Product Name	Quantity & Price (excl. tax)
Deesse's Elujuda Emulsion	120g 2,600 yen
Deesse's Elujuda Emulsion+	



Projected total sales for current fiscal period: 360 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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