MILBON

News Release

June 11, 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 Aroma Ritualis on Sale June 21

~ Beauty the *Organic* Way ~

The salon exclusive organic brand Villa Lodola will now include an organic aroma cream spa, bringing moisture and healing to the scalp and hair.

A base cream formulated from 4 types of organic ingredients is combined with one of five aroma oils, selected by preference or mood, bringing moisture to the scalp and hair while also offering relaxation and revitalization.

~ Product Overview ~

Villa Lodola Aroma Ritualis

~ An Aromatic Ritual, Made Possible by Truly Organic Ingredients ~

[Product Features]

Uses VELIAN Complex in the base cream

A complex ingredient created from four plant extracts with extremely high properties for moisturizing the scalp and hair and bringing them luster. The name VELIAN Complex is taken from the first letter of each of the plant's names in Italian.

<The Four Ingredients of VELIAN Complex>

- Verbasco: Containing sugars and phytosterols, moisturizers the skin and keeps it healthy. Also brings luster and moisture to the hair.
- Elicriso: Rich in polyphenols, protecting the scalp and hair while keeping them healthy. Also brings moisture to the scalp, making it excellent anti-aging care.
- Lino: Rich in fatty acids, making hair smooth and giving it a light, soft finish. Brings softness and luster to hair while also protecting it.
- Anthemis Tinctoria: Rich in phenols and polyphenols, purifies the scalp and hair while protecting them and keeping them healthy and beautiful.

Choose from Five Aroma Oils

We are offering the highly moisturizing base cream, and five aroma oils (Lavender, Peppermint, Tea Tree, Sweet Orange, Harmony) that be selected from by preference or mood.

[Sizes]

Product Name	Quantity
Aroma Ritualis Base Cream	500mL
[Aroma Oils] Lavender, Peppermint, Tea Tree, Sweet Orange, Harmony	15ml Each

*All products are salon exclusive.



■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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