MILBON

News Release

June 11, 2014

A new item added to the truly organic, beautifully fragranced Villa Lodola Aqua Series

Aqua Series Rosemary Lotion on sale June 21

~ Beauty the *Organic* Way ~

The Aqua Series, which brings moisture to the skin and hair, will now include a new Rosemary Lotion.

Alongside the three varieties - Lavender, Neroli and Rose - already released in April this year, this new addition allows us to propose a deeper, even more varied organic hair care routine.

~ Product Overview ~

Villa Lodola Aqua Series Rosemary Lotion

~ Organic Moisturizing Lotion that Brings Health to the Scalp through Moisture and Fragrance ~

[Product Features]

Includes the complex ingredient VELIAN Complex

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.

The Fragrance of Rosemary

A clean, sharp fragrance that refreshes your mood.

The rosemary water used in the formulation also helps prevent dandruff, keeping the scalp healthy.



[Price]

Product Name	Quantity	Price (excl. tax)
Rosemary Lotion	150mL	3,000 yen

Mist Variations Also On Sale

Neroli Mist, Lavender Mist, Rose Mist

150ml each, 2,500 yen (excl. tax)



■Inquiries relating to press release

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