MILBON

News Release

August 25, 2014

We've added new colors to the "mature and trendy texture line" of *Ordeve beauté* for gray hair, designed to meet the needs of mature women who wish to continue enjoying fashionable colors

New Colors Added for *Ordeve beauté*: Couture Line On Sale August 28

Couture Line is to make its debut to provide casual luxury with tea-like succulent luster, evolving the lineup to a total 79 colors.

Development Background

It is anticipated that "playful touch" will be keywords in Autumn/Winter 2014 fashion trends. For mature women, it is recommended that they should just subtly add a "playful touch" to a sense of class and luxury by delicately expressing their own personality, to create an air of "casual luxury."

This season's hair color trend for mature women is about creating an air of casual luxury that is exclusive to mature women by using red-orange colors with a tea-like clear yet deep luster.

Product Overview

Ordeve beauté Couture Line

*** Couture: refers to *haute couture*, that is exclusively designed and custom fitted high-end fashion.**

1. Product Concept

Couture Line to bring out the "beauty of skin" and create a sense of "casual luxury" with a tea-like succulent luster

2. Product Features

1) "Classic Blend" that combines clarity and depth
   We have adopted "Classic Blend," which mixes deep orange with red-purple to produce red-orange that is clear and deep at the same time, to create such a shade of red. The result is a tea-like succulent luster.
2) Product lineup includes 2 hues, depending on the type of hair:
   (1) Couture Earl Grey : (For hair with strong red coloration) A reddish-orange brown to complement the red coloration. Producing a brown that does not look hard and has a tea-like clarity and luster
   (2) Couture Rosehip : (For hair with strong yellow coloration) A brown that contains pink-purple to cancel out yellowness to produce succulent red-orange. Creating a clear and lustrous tea-like brown
3) Giving your hair an even texture from the root to the tip
   As the purple coloration contained in the pigments can cancel out the yellowness of the tip of hair, Couture Line can give the hair of the user an even texture, from the root to the tip, even when there is a significant difference in brightness between the two parts without requiring any control measures, such as separately coloring the root and the tip.

Product Name	Type	Quantity
Ordeve Beauté Couture Earl Grey (4 colors total)	b9coEG-, b8-coEG, b7-coEG, b6-coEG	80 g
Ordeve Beauté Couture Rosehip (4 colors total)	b9-coRH, b8-coRH, b7-coRH, b6-coRH	80 g



2014 Autumn & Winter Season Hair Color Information

• 2014 Autumn & Winter Hair Color Design Collection http://seasonhaircolor.com/

Projected total sales for the current fiscal period: 90 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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