MILBON

News Release

August 25, 2014

We've added new colors to match Autumn/Winter 2014 trends to *Ordeve*, our integrated hair color range acclaimed for expressing all the beautiful coloration and flexible textures of professional hair design.

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

Dolly Line is to make a debut to add a "playful touch" to sophistication with copper luster from within, evolving the lineup to a total 360 colors.

Development Background

Our prediction for Autumn/Winter 2014 fashion trends for women is that "playful touch" will be keywords, in addition to "sophistication," which has already long been, and is expected to continue to be, desired. Combining trendiness with personal uniqueness, full of playful taste, will be the look for this season.

Copper colors with luster from within that can create such a playful air are attracting increasing attention as trendy hair colors for Autumn/Winter 2014.

Product Overview

***Ordeve* Dolly Line**

1. Product Concept

Dolly Line to add a "playful touch" to sophistication with copper luster from within

2. Product Features

1) We have adopted the "twilight effect," a photography technique, for coloring.
The "twilight effect," a photographic effect produced by placing red-purple and purple filters on the lens has been applied to coloring, to add clarity and depth to copper colors that otherwise tend to look light and glittery.

2) Product lineup includes 2 hues, depending on the type of hair:
○Dolly Copper : (For hair with strong red coloration) A clear orange with a delicate tint of red. Bringing out a deep luster from within while taking advantage of the redness of the hair
○Dolly Rose Copper : (For hair with strong yellow coloration) A clear red-orange with a subtle tint of purple. Brining out a deep luster from within while adding redness

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, Dolly 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 Dolly Copper (8 colors total)	(Basic tones) 13dCP, 11dCP, 9dCP, 8dCP, 7dCP (Half tones) 9dCP/H, 8dCP/H, 7dCP/H	80 g
Ordeve Dolly Rose Copper (8 colors total)	(Basic tones) 13dRC, 11dRC, 9dRC, 8dRC, 7dRC (Half tones) 9dRC/H, 8dRC/H, 7dRC/H	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: 300 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
MILBON Co.,Ltd.

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