News Release

August 25, 2014

For women seeking a greater shine for the future, unbound by age,
both for their hair and in their lives.
New items now added to the aging care range.

Plarmia Hairserum On Sale August 28

Development Background

Plarmia is a new hair care brand created in February 2013 for protection against aging, before it becomes a problem. Women are now seeking even more effective and high value aging hair care to protect against thinning hair and changes in scalp.

Many people have trouble with their hair due to damage from coloring or perms in addition to aging. We have identified 2 distinct phenomena in this case—either the hair is too fluffy or too dry. We continue to respond to women's heightened sense of beauty with our line-up of Shampoo/Treatment/Bath oil made from botanical oil beautifying serum and hair repair CMADK.

～Product Overview～

Plarmia Hairserum

1. Product Concept

Adult Hair Care - The power to fortify hair from within.

2. Product Features

1) A blend of two types of oil for different hair phenomena

- Hairserum F line: For hair that is easily damaged inside, we formulated the jojoba oil which penetrates the interior, locking in moisture and repairing. (All F Line items)
- Hairserum M line: Since cuticles are easily damaged, we have formulated an evening primrose oil which remains on the hair shaft, locking in moisture and repairing. (All M Line items)

2) CMADK ※ has been used to create uniformity from root to tip.

All products are formulated using CMADK, which has a high affinity with hair, so that they can be absorbed into damaged portions of the hair and repair them. Continued use will offer healthy softness and moisture to hair.

※Carboxymethylalanyl disulfide keratin (wool)/hair repair ingredient

3. Price

Product Name	Quantity	Price (excl. tax)
Hairserum Shampoo F, M	200ml	2,000 yen
	400ml pack	2,600 yen
	500ml	4,000 yen
	1L pack	6,000 yen
	50ml	700 yen
Hairserum Treatment F, M	200g	2,800 yen
	400g pack	3,700 yen
	500g	5,600 yen
	1kg pack	8,400 yen
	50ml	900 yen
Hairserum Oil F, M	120g	2,800 yen



～ Projected total sales for current fiscal period: 15 million yen～ 340 million yen

■Inquiries relating to press release

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

Public Relations Unit, 2-3-35 Zengenji-cho, Miyakojima-ku, Osaka
Phone: 06-6928-2331, Fax: 06-6925-2301