MILBON

News Release

September 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 Omnibus Mask on Sale September 21

~ Beauty the *Organic* way ~

The salon exclusive organic brand, Villa Lodola, will now include an organic hair mask that makes hair smooth and works from the core to bring a soft finish to hair.

Omnibus Mask can be used as a hair treatment after using any of the shampoos in the current Villa Lodola Series. Feel your hair become healthier and beautifully manageable.

~ Product Overview ~

Villa Lodola Omnibus Mask

~ Working from the core for soft hair ~

[Product Features]

Feel a change in texture immediately

The abundant combination of high-quality organic olive oil adds smoothness to the hair immediately after application.

Feel a change in texture that goes beyond the usual image of organic products.

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, moisturizes the scalp and keeps it healthy. Also brings luster and moisture to the hair.
- Elicriso: Rich in polyphenols, protects the scalp and hair while keeping them healthy. Also brings moisture to the scalp for excellent anti-aging care.
- Lino: Rich in fatty acids, makes hair smooth and gives 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.

[Price]

Product Name	Size	Price (excl. tax)
Omnibus Mask	10mL	180 yen
	200mL	3,400 yen
	500mL	6,400 yen

*Cinnamon, bergamot, and sandalwood fragrance



■**Inquiries relating to the press release**

Beautiful Hair, Beautiful People...
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