MILBON

News Release

January 9, 2015

New hair color added to Villa Lodola Professional Organic Hair Care

Nurtured in the soil of Italy, these *gifts from nature*

bring out the authentic beauty of your hair and scalp

Villa Lodola Color on Sale February 1

~ Beauty the *Organic* way ~

Villa Lodola is proud to announce, amid increased awareness of safety, health and environmental protection, the release of a hair color product composed of 92% natural ingredients, meeting with the needs of women who desire organic products, kind to both people and the Earth, even when it comes to beauty. This is the first hair color in the world to receive certification from ICEA, an Italian organic certification authority at the forefront of the field in Europe.

By formulation which utilizes the power of plants, you will realize comfort with the organic product across all aspects of the product, including during application, the finish, and during successive use.

[Product Features]

・ Cuts down on the unique smell of hair coloring products

Taking notes from aroma candles, the formulation of palm wax has succeeded in cutting down by 70% that unique, pungent smell normally held by coloring products. Not only does this allow you to enjoy a pleasant time while coloring your hair, but it also allows you to enjoy a selection of aromas.



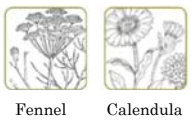
・ Beautiful coverage of grey hair

A formulation including three varieties of organic carrier oil (olive, rosehip and grape seed) allows the color to penetrate deep inside hair, realizing a beautiful finish.



・ Lustrous hair that lasts even after repeated use

Organic plant extracts, including fennel and calendula, are kind to your hair. Because using the power of plants to improve color keeps down alkaline and hydrogen peroxide content, you can maintain lustrous hair even after repeated uses.



[Product Overview]

Villa Lodola Color **<Quasi Drug>** **Salon Exclusive**

Product Name	Type	Volume
Villa Lodola Color Formula 1 7 Hues Total 25 Colors	・Natural Brown (7 Items) ・Beige Brown (3 Items) ・Ash Brown (3 Items) ・Olive Brown (3 Items) ・Honey Brown (3 Items) ・Mocha Brown (3 Items) ・Rose Brown (3 Items)	80g each
Villa Lodola Color Formula 2	・Oxy Emulsion (5.5%, 2.5%)	1L each





■**Inquiries relating to the press release**

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