MILBON

News Release

January 29, 2015

New items for the *Aujua* range—hair care designed to nurture the beautiful hair of Japanese women and born from the Japanese atmosphere, culture, and hair characteristics

Aujua Oathenam Line On Sale January 30

With the addition of the Oathenam line, Aujua has evolved to a total of 14 lines that meet the concerns of customers

Development Background

Women with a high awareness of beauty are raising their standards of beauty to further heights. Women who are very receptive to beauty are now changing their demands for beauty products from those that **heal the skin**, to those that **create skin that can heal**, aspiring to improve essential qualities for the skin itself to become stronger. Against this backdrop, by focusing not only on hair but the scalp from where hair is born, a thorough study was conducted on the relation between aging hair and the scalp environment. The study clarified that aging hair is associated with the progression of carbonylation[1] of the scalp.

The launch of the Aujua Oathenam line aims to meet the demands of women pursuing essential care to strengthen their scalp so that their hair remains beautiful even as they mature.

[1] Carbonylation: Structural change of protein generated by reactive oxygen

Product Features

Hair grows increasingly unmanageable with age. The Aujua Oathenam line improves the scalp and prepares a scalp environment that nurtures healthy, beautiful hair.

The line's common product feature **Angelica extract**[2] penetrates deep into the scalp's stratum corneum, and by protecting the scalp from foreign elements such as reactive oxygen, it enhances scalp power—the scalp's ability to maintain a healthy condition.

(1) **Oathenam Oilcomfort**: Relaxes the scalp and prepares it for better penetration of active ingredients.
(2) **Oathenam Shampoo**: Gently cleans the scalp while protecting it and adding moisture.
(3) **Oathenam Foaming Pack**: Rich carbonic acid foam and scalp massaging effects improve blood circulation. Scalp protection ingredients penetrate deeply into the scalp's stratum corneum for a healthy scalp.
(4) **Oathenam Lucentaura**: A beauty emulsion that acts deep in the stratum corneum of the scalp to restore the original scalp environment and to maintain a healthy scalp that is clear and soft.

[2] Angelica extract: Angelica acutiloba root extract (scalp protection ingredient, moisturizing ingredient)

~ Product Overview ~

Product Name	Size	Price (excl. tax)
Oathenam Oilconfort	480ml	Salon exclusive
Oathenam Shampoo	250ml	3,500 yen
	500ml	5,200 yen
	1L	7,800 yen
	2.5L	Salon exclusive
	50ml	900 yen
Oathenam Foaming Mask	170g	3,200 yen
	320g	4,600 yen
Oathenam Lucentaura	55ml	5,500 yen



Projected total sales for current fiscal year: 400 million yen

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