MILBON

News Release

January 29, 2015

We've added new colors to match Spring/Summer 2015 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*: Innocent Line On Sale January 29

Innocent Line is to make a debut to create an atmosphere of **clear purity** within **feminine strength**.
The *Ordeve* lineup has evolved to carry a total of 380 colors.

Development Background

The 2015 Spring/Summer season shows a trend for admiring women who have strength hidden within their cuteness, and a trendy word emerging is **pure**, which also carries the image of clarity or translucence. There is also no ruling trend, with preferences shifting from **incorporating trend items just as they are** to **incorporating trends customized to your style**. In creating value for hair color as well, the key point will be **how to express trends to best match your style**.
The launch of the Innocent Line, a trendy texture line, achieves expression of a **soft sheen** by adding achromatic **clarity** while covering the original hair color, or an **innocent**[1] **atmosphere** with the addition of trendy style by mixing a new color with an existing color.

[1] Innocent: Means pure and ingenuous

~ Product Overview ~

Product Concept

A soft sheen created by achromatic color expresses a clear purity

Product Features

- The white balance in photography is adjusted to purple when an expression of clarity is desired. This **pure balance effect** was applied in the color tones to achieve a balance between clarity and the softness of achromatic color.
- An achromatic, soft sheen is expressed, which covers the original hair color without imparting a sense of coloring.

A lineup of two hues for different hair types

○ Innocent Platinum: [For hair with strong yellow colorations]
Tones down the yellow and gives a soft sheen to yellowish hair that tends to look dry.
○ Innocent Ice Blue: [For hair with strong red tones]
Tones down the red and gives a soft sheen to reddish hair that tends to look stiff.

Product Name	Type	Size
Ordeve Innocent Platinum <10 colors in total>	<Basic Tones> 13-iPT, 11-iPT, 9-iPT, 8-iPT, 7-iPT, 6-iPT <Half Tones> 9-iPT/H, 8-iPT/H, 7-iPT/H, 6-iPT/H	80 g
Ordeve Innocent Ice Blue <10 colors in total>	<Basic Tones>13-iIB, 11-iIB, 9-iIB, 8-iIB, 7-iIB, 6-iIB <Half Tones> 9-iIB/H, 8-iIB/H, 7-iIB/H, 6-iIB/H	80 g



[2015 Spring/Summer hair color information]
- 2015 Spring & Summer Hair Color Design Collection http://seasonhaircolor.com/

Projected total sales for current fiscal year: 500 million yen

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