MILBON

News Release

February 27, 2015

From Deesse's series,
making UV care a habit through **touch** and **enjoying aromas**.

Deesse's Day Charm UV Mist On Sale February 26

Development Background

UV care for the face and body has become an established practice, and attention is now being directed toward hair. Many women are aware that UV rays cause hair damage, and there is a growing interest in UV ray damaged hair. In addition, with summer approaching, fragrance becomes more important as women also become sensitive to odors. Within such a trend, the attention of the fragrance market is beginning to shift from fragrance effects alone to fragrance items that provide the enjoyment of aroma while caring for odors. Subsequently, there is a demand for products that can make UV care for hair a daily habit like that for the face and body, by providing the user with the enjoyment of aroma and a sense of touch.

A new item, Deesse's Day Charm UV Mist, has been launched in response to such needs. In addition to having the industry's highest level of UV protection for hair at SPF50+ and PA++++, it provides a good "sense of touch," and a "selection of aromas."

~ Product Overview ~

Product Concept

A UV treatment mist that wraps the hair in a pleasant fragrance and protects hair color from sunlight.

1) Achieves SPF 50+ and PA++++ through a micro UV cut formula. Uniformly and firmly cuts UV rays without feeling sticky.
2) Through harmonizing effects, it achieves both odor care and providing fragrances. A pleasant fragrance gently wraps the hair.
3) A complete non-aqueous formula with the addition of triple oil effects protects against moisture for achievement of manageable hair.



Triple Oil Effect

- ✧ Açai oil obtained from fruit growing in the Amazon rainforest, attaches to the cuticle to repair it.
- ✧ Tiare care oil, a traditional natural beauty ingredient of the southern island of Tahiti, forms a uniform film on the cuticle, making hair feel smooth.
- ✧ Passion fruit oil, now in the limelight as a beauty ingredient, makes hair soft to the touch.



Size/Price

Product Name	Type	Quantity/Price
Day Charm UV Mist Garden Aroma	A sweet flower garden-like aroma	80g 1,200 yen (excl. tax)
Day Charm UV Mist Urban Aroma	A fresh and sophisticated, urban aroma	
Day Charm UV Mist Forest Aroma	A relaxing forest-like aroma	

Projected total sales for current fiscal year: 180 million yen

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