MILBON

News Release

March 27, 2015

A new item for the IMMURISE Line of 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 IMMURISE Jell Stemriser On Sale April 1

Development Background

The *Aujua* IMMURISE Line, which features CMADK, an original hair-protective ingredient from MILBON, was released in January 2014. The **hair-strengthening** benefit of this new line, whose objective is the essential beauty of hair, has been highly acclaimed ever since its release by general customers and hair designers alike, for its functions such as **helping grow beautiful hair**, **protecting against damage caused by perming or coloring**. Beauty-conscious women who feel their hair is now in better condition tend to try taking a further step, seeking to raise their beauty to an even higher level.

A special care item that is rich in CMADK has been added to the IMMURISE Line to respond to the expectations of women who are pursuing further strength and beauty for their hair.



Product Concept

A beauty jelly primer rich in CMADK that brings greater strength and beauty to the hair

Product Overview

Product Name: Aujua IMMURISE Jell Stemriser

Product Features: As it is rich in CMADK, it further enhances the effects of hair-strengthening care.

(1) Using it in combination with **IMMURISE Exceed Serum**, our current leave-in treatment, allows the effective delivery of CMADK deep into the hair.

(2) **Sugar Squalane** makes beautiful hair stronger and more elastic by penetrating even into non-damaged areas.

(3) **As it is a jelly, it returns by itself to its previous shape**, so it always feels like a new product.

Size: 28g

Price (excl. tax): 3,800 yen

Projected total sales for current fiscal year: 100 million yen

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