MILBON

News Release

June 25, 2015

Maintaining the beauty of Villa Lodola Color

Villa Lodola RENOVO Series On Sale July 1

Beauty the *Organic* way

The Villa Lodola Color series—an organic and comfortable way to achieve gentle color and luster—was launched on February 1. In order that users can continue to enjoy its beautiful effects to an even greater extent, Milbon is launching the RENOVO series of hair care products for color-treated hair. Organic plant ingredients penetrate into the hair to make it and the scalp healthy and to ensure longer lasting color tone and shine.



Product Features

●Inhibits fading for beautiful, long-lasting color

Contains three organic carrier oils that are also contained in Villa Lodola Color products. These oils have excellent penetrative power, and care for and protect the scalp and hair after coloring. Plant films and coconut-derived oil protect the hair and inhibit fading.

- Organic carrier oils: Olive oil / Rosehip oil / Grape seed oil

  Contains three types of organic carrier oils that are also used as aroma massage oils due to their excellent penetrative and moisturizing effects, as well as their gentleness to the skin. These oils protect and moisturize the hair.

●Healthier hair and scalp after coloring

Contains VELIAN Complex, a blend of four plant ingredients. This complex extract cares for the scalp after coloring, makes the hair more manageable, and enhances the beauty of the hair color.

- **VELIAN** Complex: Mullein (**V**erbasco) extract, helichrysum (**E**licriso) extract, flax (**Li**no) extract, and **An**themis tinctoria extract

  This unique blend of plant extracts is the product of eight years of research and development by the Italian company Kemon. It helps make the hair and scalp healthy after coloring.

Size (Price excluding tax)

Renovo Shampoo	300 ml (¥3,000) / 500 ml (¥4,200)
Renovo Mask	200 ml (¥3,400) / 500 ml (¥6,400)

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