MILBON

News Release

August 28, 2015

A smooth texture and a softening of the reddishness of dyed hair,
making it just like naturally colored hair

New Colors Added for *Ordeve*: Healthy Line On Sale September 1

The *Ordeve* lineup has evolved to carry a total of 400 colors.

Development Background

In Fall/Winter 2015, we can see a heightening admiration in Japan toward the healthy aura of women who do not overdress in their pursuit of trends, but who value their own personal look and embrace a relaxed lifestyle. For women in their 20s, healthy has now taken on additional meaning and is perceived as being stylish.

In creating hair color value as well, customers seek colors that they can enjoy along with such Fall/Winter fashion trends. Favoring a natural look; perceiving simplicity to be stylish; and having relaxed looking-hair with a seemingly natural coloring… The *Ordeve* Healthy Line will be launched to allow women who seek this kind of healthiness, to display the unadorned beauty of their hair through smooth, cool beige hues that soften the reddishness of their dyed hair.



Product Concept

A smooth texture and a softening of the reddishness of dyed hair: Cool beige for Fall/Winter

Product Overview

Product Name: Ordeve Healthy Line

Product Features: A pale layered formula that softens the reddishness of dyed hair and that expresses a smooth cool beige. By layering pale beige, created by mixing yellow and violet, onto cool beige, stiffness is removed while achieving smoothness.

Lineup: Two hues according to hair type/total 20 colors (80 g)

- ✧ Healthy Cinnamon — For hair with reddish tones
- ✧ Healthy Hazel — For hair with yellowish tones

Price: Salon exclusive

Projected total sales for current fiscal year: 220 million yen

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