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News Release

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Just a little extra care for the perfect style—A makeup-like styling item

jemile fran Hair Makeup Series: Spray
On Sale October 1

Development Background

There is change in the fashion consciousness and hair-styling situation of working women in their 20s, who are becoming more conscious of how others see them. These women now want a little extra something to quickly style their hair like makeup to perfect their look. However, while they have an idea of what clothes or makeup to wear when they want to change their appearance, many do not know what to do when it comes to styling their hair, and they tend to subconsciously want professional advice.

For women who want to learn how to achieve a different look with their curls, *jemile fran*, the hair care brand for working women in their 20s, will launch a hair spray series that supports proposals by professionals for "hair makeup" that provides just a little extra care.



Spray SD



Spray SW

Product Concept

Adding just a little refined taste to the usual curls: A hair makeup spray for a more fashionable look

Product Overview

Product Name:

- **jemile fran Spray SD** (Instantly add movement to your curls, for a light and semi-dry texture)
- **jemile fran Spray SW** (Instantly add movement to your curls, for a light and semi-wet texture)

Product Features:

1. Hybrid film polymer: A polymer that creates a firm film is combined with oil to achieve strong hold without stiffness
2. Hold powder: A very fine powder with an uneven surface that holds hair in place
3. Cellulose moist gel (in SW only): A polymer gel with a large molecular weight presents a wet-look texture on the hair surface

Size: 150 g

Price: 1,600 yen (excluding tax)

Projected total sales for current fiscal year: 85 million yen

■ **Inquiries relating to the press**

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