



May 1, 2010

Milbon USA, Inc 568 Broadway Suite 606, New York, N.Y. 10012 Tel: 800-431-8930

Introducing LISCIO KNOTEUR ZERO



Milbon R&D developed ZERO to achieve the same smoothness and shine on pre-processed hair as their new growth every time they do LISCIO.

ZERO is a two-in-one treatment and protection cream that delivers ideal results when used with Liscio Crystal Cream. ZERO simplifies the LISCIO process, resulting in shorter total service time!

ZERO's additional benefits:

- Complete your Liscio services in less time with superior, conditioned results
- Treatment is better than Noiraudepro when used with Liscio Crystal Cream
- Protection cream (50% speed reduction)
- Cost-effective product - \$20 (400g)

ZERO's main ingredients - Aqua CMC (for softness) and Amino Oil (for shine)

MILBON STRAIGHT LISCIO

Our seminars feature guest educators that have developed their own Liscio Crystal technique to achieve a desired result. Below is a brief report of our recent seminars with the debut of new LISCIO KNOTEUR ZERO !



4/19 Conditioning Seminar by Graham Stancliffe

Graham reviews four main points during his consultation - hair history, client expectations, styling commitment and time / pricing /homecare products. Today's model is a retouch model who had Liscio done last February. Her natural hair texture is wavy and she wants to have soft, shiny straight hair that is easy to manage. Total application time is 28 minutes including 7 minutes processing time. ZERO is applied over the line of demarcation overlapping 1/4 inch of the new growth. The total service time was only 3 hours!



Before

After

Smooth Control

Straight Variations



Before

After

Before

After

4/26 Blow Dry Process Seminar by Tara

Tara's seminar demonstrated two processes: Smooth Control and Straight Variations. The Smooth Control model has fine, frizzy, wavy hair and wants manageable straight hair with body and movement. Tara used Crystal Normal with ZERO. Tara's application took only 16 minutes including 6 minutes processing time. The model left with natural straight hair with bounce and movement. Total service time: 1 hour, 40 minutes.

Tara's second model had very curly, coarse hair and wants to reduce the volume. This is the first time she experienced LISCIO. Tara suggested straight variation to tame the hair and prevent puffiness (no ironing during the process). The model's result had manageable, shiny curls without the bulk and frizz.

Special Announcements

- **Milbon office will be closed from Thursday, July 1 through Monday, July 5.**
Please place your orders in advance for ample inventory during the Independence Day weekend.
- **New Milbon Salon Finder!**
The Milbon homepage now features a salon finder that is searchable by city, state and zip code. All salons listed will show the Milbon products they currently carry.
- **Noiraudepro Protein Treatment** - Only refill bags will be available for purchase with empty bottles and sprayer tops. The Noiraudepro 3.4 oz. bottle size will be discontinued and are available while supplies last.
- **Discontinued as of Dec. 31: Liscio Cream type solution**
Please use Liscio Crystal Cream for more conditioned results.
- **Return policy** - We do not accept returns after 60 days of invoice date, 15% restocking fee for returned products after 30 days with invoice and products still in its original condition. **No returns on irons.**

Stylists' Feedback on **Nigelle ER** / **Nigelle RX**

NIGELLE ER



Nigelle ER shampoo and treatment work together to bring out the best benefits - to repair damage and lock in moisture, resulting in enhanced softness and shine.

Many people have asked "How is Nigelle ER different from Crede?" After conducting a market survey with salons that have used both products, they find that Nigelle ER:

- Shampoo lathers better
- Does not have any residual waxy feeling
- Overall, is more suitable for a wider range of hair types
- Makes hair silky, shiny and more manageable

NIGELLE RX



Nigelle RX leave-in treatment repairs hair ends with four different formulas, each specifically catering to an individual hair type.

Stylists who have used RX LOTION & SERUM expressed the following:

- Prefer the clean, natural finish
- Conditions the hair and provides added softness & shine
- Love that RX SERUM does not weigh down fine hair
- RX LOTION gives body to the hair without stiffness. Can also be used to set curls without weight or oiliness.

Monthly Promotions

Prejume - 10% off when you purchase 6 pcs of any Prejume product (one kind)

Prejume Backbar - 10% off when you purchase 3pcs each of Prejume Milk 1, Milk 3, Wax 3, Wax 5 and Wax 7

INPHENOM After-Color Treatment - \$210 includes the refill bags and a box of Ceramide pack (free applicators, display tray and glass cups)

INPHENOM Home Care Promotions

- INPHENOM Shampoo & Treatment Retail Set—10% off when purchasing 6pc set of INPHENOM shampoo & treatment
- INPHENOM Mist Set - 10% off 6pcs
- INPHENOM Back Bar Support Set - Purchase 12 sets of retail size INPHENOM shampoo & treatment, receive FREE backbar INPHENOM shampoo 84.5oz, INPHENOM treatment 88.2oz, INPHENOM shampoo bottle and INPHENOM treatment bottle
- INPHENOM Travel Size - 50% off 20 pc. set of INPHENOM shampoo and treatment travel size

Travel Size Promotion - 50% off 1 case (60 pieces) of one kind shampoo or treatment travel size



Liscio Crystal Cream Seminar & Profit from Better Customer Care Class Schedule

May 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	NY (C)	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Conditioning Straightening by Graham Stancliffe NYC (C)

Course Objective:

Learn how to straighten curly, unmanageable hair. Achieve natural straight results with minimal styling time for your clients. A certificate will be given after completion.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY

Time: 9:30am - 4pm **Cost:** \$150

Conditioning Straightening by Kazumi Morton CA (C)

Course Objective:

Learn how to straighten curly, unmanageable hair and understand Kazumi's perspective on coloring hair before & after Liscio. A certificate will be given after completion.

Location:

Gavert Atelier Salon 9666 Brighton Way, Beverly Hills CA 90210

Time: 9:30am - 4pm **Cost:** \$150

June 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	P	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Efficient Straightening by Yoshie Sakuma Joseph (E)

Course Objective:

Learn how to manipulate products to straighten more challenging hair conditions (i.e. color treated or highlighted hair). This is an advanced class and requires prior Liscio-certification. A certificate will be given after completion.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY

Time: 9:30am - 3pm **Cost:** \$150

Straightening to Style by Kenjiro Maruyama (S)*

Course Objective:

Learn dry cut techniques to style straight hair during the Liscio process for a dramatic finish. A certificate will be given upon completion of the course. This is an advanced class and requires prior Liscio-certification. A certificate will be given after completion.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY

Time: 9:30am - 4pm **Cost:** \$150

July 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Blow-Dry Process by Tara Sook (B)

Course Objective:

Learn how to relax hair without making hair too straight in 2 hours! Recommended for finer hair type clients with inconsistent waves and frizziness who want more styling options. A certificate will be given after completion.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY

Time: 9:30am - 2pm **Cost:** \$150

Profit from Better Customer Care (P)

Objective:

Product knowledge is the key to successfully recommend and select the ideal product and treatment to address your clients' concerns. Learn about Milbon homecare, in-salon professional treatments and improve client consultation skills. This class is recommended for everyone - including managers, stylists, assistants and front desk reception!

Location: Milbon Studio 568 Broadway, Suite 606 New York, NY

Time: 10:00am - 12pm **Cost:** Free

* As a token of our appreciation, LISICIO attendees either have the option of using the \$150 seminar fee as credit towards products of their choice or choose one value pack option that we offer — inquire or see back page for more details!

Liscio Seminar Value Packs

Please choose one of the options below on the day of attending seminar for free.

3 special value pack options or any same value products as reimbursement for seminar fee*

* Please note that the products below are non-refundable and non-exchangeable

* Pickup available or products can be shipped to the salon (shipping fee \$10.00 + tax)

A. LISCIO Straight Starter Value Pack



410477 LISCIO CRYSTAL Straightener Strong	1
410478 LISCIO CRYSTAL Straightener Normal	2
410479 LISCIO CRYSTAL Straightener Mild	1
410483 LISCIO Neutralizing Lotion	4
113480 LISCIO KNOTEUR ZERO	2
410495 LISCIO Processing Stopper Bottle	1
410510 LISCIO Heat Protection Spray Bottle	1
410815 Nigelle ER Shampoo 8.1 oz.	1
410805 Nigelle ER Treatment 8.5 oz.	1
114860 PREJUME Milk #1 (or Prejume Milk #3)	1
410790 Nigelle RX Cream (or any RX of your choice)	1
827007 Work Brush	1

Total Value:

\$215.00

B. Nigelle Shampoo & Treatment Value Pack



413226 NIGELLE AX B Shampoo w. Pump	1
413244 NIGELLE LX Shampoo w. pump	1
410820 NIGELLE ER Shampoo w. Pump	1
410810 NIGELLE ER Treatment w. Pump	1
413210 NIGELLE AX B+ Treatment w. Pump	1
413248 NIGELLE LX Treatment w. pump	1
410780 NIGELLE RX Lotion	1
410785 NIGELLE RX Serum	1
410795 NIGELLE RX Fluid	1
410790 NIGELLE RX Cream	1

Total Value:

\$215.00

C. Nigelle HY Moisture Treatment Value Pack



413300 NIGELLE HY (1) Pump	1
413301 NIGELLE HY (1+) Pump	1
413302 NIGELLE HY (1X) Pump	1
413303 NIGELLE HY (2) – 10 pc.	1
413304 NIGELLE HY (3) Pump	1
413305 NIGELLE HY (3+) Pump	1
413306 NIGELLE HY (3X) Pump	1
413307 NIGELLE HY (4)	6
413308 NIGELLE HY (4+)	6
413309 NIGELLE HY (4x)	6

Total Value:

\$214.00



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