



MILBON

# What's New!

July 1, 2010

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

## Special Announcements

- This month Milbon is celebrating its 50th anniversary.**  
Milbon is the top professional brand in Japan. Our company remains committed to Helping hair dressers create beauty around the world.
- Join us on Facebook!**  
Be a fan to receive product updates, share ideas and happenings at Milbon USA!
- 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.

**MyPlaire Acid Color**  
Please use Farglan semi-permanent hair color

**Nigelle Extramove and Contrastmove Waxes**  
Please try Prejume styling products
- 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.**

**Ultimate BEACH TREATMENT**  
~Take Nigelle RX Cream with you to the beach to protect your hair from the sun and saltwater~

Nigelle RX is a leave-in treatment that repairs damaged ends from heat, color or chemical processes. Apply before/after blow styling for healthy, shiny hair from your roots to your ends!

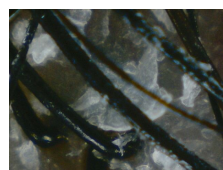
**Monthly Promotion: 10% off 6pcs. (of any one kind)**  
**Available in Lotion, Serum, Fluid and Cream - choose one for your hair type!**



## NIGELLE LX

Summertime heat and activities can lead to sweat and buildup. Refresh and cleanse your scalp with Nigelle LX!

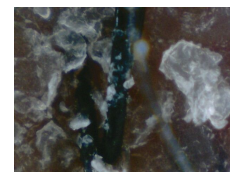
Nigelle LX is specially formulated by hair care professionals to prevent problems such as itchiness, redness and dandruff.



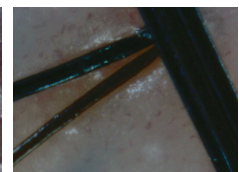
Before LX



After LX



Before LX



After LX

**Monthly Promotion: 10% off 6pcs. (one kind, any size)**

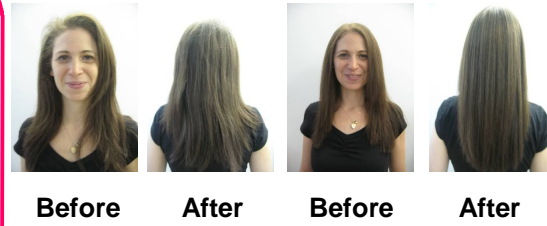
# MILBON STRAIGHT LISCIO



**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 !**

## 6/21 Conditioning Seminar by Graham Stancliffe

Graham's model is a retouch client who had Liscio last December (no color). During the consultation, she wanted straight, easy to maintain hair. Graham used ZERO on the previously straightened hair with 1/4 inch overlap for protection. He then applied Liscio Crystal Normal and processed for 19 minutes. (Total application time 29 minutes) To completely remove the alkali and further condition the hair, it is important to rinse thoroughly followed by a hair bath. The result: healthy, shiny, natural straight hair. Total time: 3 hours 30 minutes. Recommended homecare: Nigelle ER shampoo & treatment



**Before After Before After**

### What is ZERO?

Zero is a two-in-one treatment and protection Cream that delivers ideal results when used with LISCIO Crystal Cream.



### What are the benefits of ZERO?

- Complete your Liscio services in less time with superior, conditioned results
- Protection Cream (50% speed reduction)
- Cost-effective product \$20 (400g)

### Smooth Control



**Before After Before After**

### Straight Variations



**Before After Before After**

## 6/28 Blow Dry Process Seminar by Tara Sookdeo

Tara's seminar demonstrates two processes: Smooth Control and Straight Variations. Tara's smooth control model has fine, frizzy, wavy hair with partial highlights. She wants to make her hair more manageable and keep the body with a little straightness. Tara used ZERO protection and applied Liscio Crystal Normal, process time 18 mins. Instead of ironing, Tara used a blow dryer to smooth hair while giving more body. Result: the model's hair manageable, smooth hair with volume! Total process time: 2hours. Tara's straight variations model has coarse, very curly, puffy hair. She wants less volume and frizz while keeping her curls. Tara applied ZERO to protect the ends and Liscio Crystal Cream Normal. To keep the curls, she did not comb through (no ironing or blow drying needed). Process time: 12 mins. Result: the model has shiny, manageable curls. Total service time: 1 hour

# FARGLAN

The Professional Hair Color



**13 intermixable colors = unlimited variations!**



### What is Farglan?

- Farglan is a semi-permanent deposit-only hair color.
- It contains NO ammonia, NO PPD and NO bleach
- It provides color that lasts for 6-8 weeks.

### Why Farglan?

- It has a no-drip formula that makes application easy.
- Its off-scalp application does not irritate the scalp or damage the hair.
- It is safe to use on the same day as other chemical services.
- It provides natural gray coverage and superior hair conditioning and shine.

## Monthly Promotions

**Farglan Color**- 10% off 12 colors (intermixable)

**Nigelle RX Leave-In Treatment** - 10% off 6 pcs. (one kind)

**Nigelle LX for healthy scalp** - 10% off 6 pcs. (one kind, applies to all sizes)

**Homecare 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

## July 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12 NY (C)	13	14	15	16	17
18	19 NY (B)	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 10012

**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

## August 2010

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

### 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 10012

**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. 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 10012

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

## September 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 NY (B)	21	22	23	24	25
26	27 NY (S)	28	29	30		

### NEW! 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.

**Locations:** Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012  
Gavert Atelier Salon 9666 Brighton Way, Beverly Hills, CA 90210

**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 10012

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

\* As a token of our appreciation, LISCIO 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**



**MILBON USA Inc.**

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