



MILBON

What's New!

November 1, 2010

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

Announcements

- **Join us on Facebook!**
Receive product updates, share ideas and connect with Milbon!



- **Discontinued items as of Dec 31:**

Liscio Cream Type



Please use Liscio Crystal Cream for More conditioned results.

MyPlaire Acid Color



Please use Farglan Ammonia free, semi-permanent color

Nigelle Extramove and Contrastmove Wax



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.

What is the difference between Liscio and other straighteners/relaxers?
This is a common question that has surfaced recently so we've taken the liberty to break it down in terms of results, compatibility and suitability. This will come in handy when your clients ask too!



	Liscio Straightening	Brazilian Keratin Straightening	Hydroxide Relaxer
Contains Carcinogens/formaldehyde	NO	Unknown	NO
Base:	Thioglycolate and Cysteine	Unknown	Hydroxide
Incompatible with:	Hydroxide Relaxers, Metallic Dyes, Henna	None	Ammonium thioglycolate, permanent hair dye, metallic hair dyes, henna, bleaches and lighteners
Results:	Permanent	Temporary (washes out)	Permanent but can revert back
Best for:	Most hair types. Can be customized to suit clients' needs.	Most hair types. Curly and super curly hair cannot be straightened but can remove frizz	Ethnic hair
Hair can be washed:	After 3 days	Day of service	Day of but most wait at least 3 days
Redone:	6-8 months	2-3 months	4-6 weeks



Recommending daily homecare for your LISCIO clients is essential for maintaining smooth, shiny, moisturized results!

Nigelle ER shampoo & treatment lock in moisture and smoothes out the new growth. Liscio Crystal Shine serum improves shine & prevents frizz on humid days

Purchase 1 set of Liscio Crystal Cream, 1 set Nigelle ER shampoo and treatment and 1 Liscio Crystal Shine Serum for a special promotion price of \$49 (save 23%)

*no substitutions for any of the products

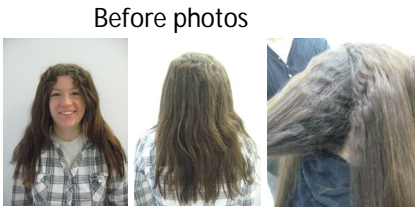


- **INPHENOM professional in-salon after color treatment - starter kit \$210** this package services up to 50 clients! Includes refill bags, tray, cups and bottles
- **Nigelle RX Leave-In Treatment for damaged hair ends** - 10% off 6 pcs.
- **Travel Size Promotion** - 50% off 1 case (60 pcs) of 1.7 oz. travel size shampoo and treatment (any kind)



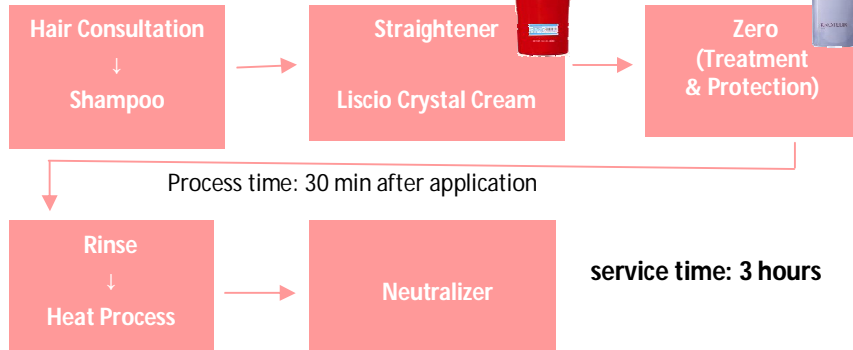
Great communication is the key to success. After summer, people look for new fashion for fall. Fall is the big time for hair style change. Liscio changes hair texture from limited styling options to easy to style hair. This helps you coordinate your new look. Also, imagine chic and sleek as well as practical hair styles you could have for the holiday season!

10/4 Liscio Conditioning Seminar by Hikaru



Before photos

Consultation:
Previous Liscio was 7months ago.
Has dense, puffy, kinky, curly hair.
Wants straight, manageable hair



After photos

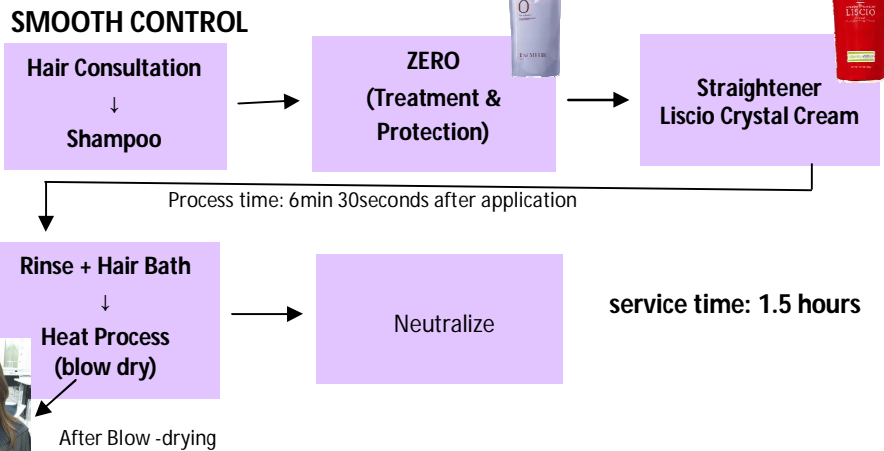
Healthy, shiny straight manageable hair!

10/18 Liscio Blow Dry Process Seminar by Tara



Before photos

Consultation:
Client has fine, wavy hair. Last smoothing treatment in June.
Doesn't want pin-straight styles.
Likes a natural style with body.



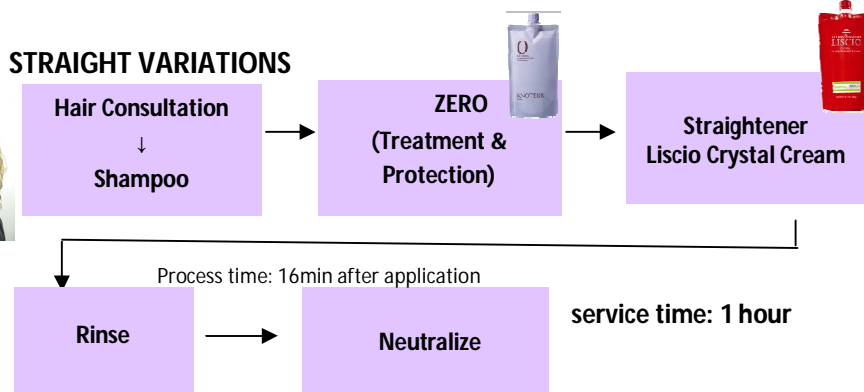
After photos

Manageable, smooth hair with body!



Before photos

Consultation:
Hair type is kinky, curly and puffy
She wants to tame her and have less volume but keep her curls.



After photos

Style with Prejume Milk #3
Beautiful, manageable curls without frizz!

KNOTEUR ZERO is a 2-in-1 Treatment and Protection Cream (provides 50% reduction speed).

Milbon R&D developed ZERO to achieve the same softness and shine on pre-processed hair as the new growth!

83% of surveyed ZERO users have experienced **MORE SHINE** on their clients' hair after Liscio

92% of surveyed ZERO users felt **EXCEPTIONAL SOFTNESS** to the touch after Liscio







Liscio Crystal Cream Seminar Schedule



November 2010

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

December 2010

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

*Milbon office will be closed on the above highlighted dates

Seminar attendees have the option of using the \$150 seminar fee as credit towards products of choice OR choose one value pack option for free - see back for more details!

New York City, NY Seminars:

New! Conditioning Straightening by Yoshie Sakuma Joseph NY (C) Y

Course Objective:

Our basic Liscio class. Learn how to straighten curly, unmanageable hair and the theory behind the Liscio process. 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

New! Conditioning Straightening by Hikaru Kuroki NY (C) H

Course Objective:

Our basic Liscio class. Learn how to straighten curly, unmanageable hair and the theory behind the Liscio process. Achieve natural straight & manageable results. Hikaru will review how to communicate effectively with clients to increase repeat clientele. 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

Blow-Dry Process by Tara Sook NY (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 frizz who want more styling options and clients with thick, coarse, puffy hair who want to reduce the volume and tame curls. A certificate will be given after completion.

Locations: Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

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

Efficient Straightening by Yoshie Sakuma Joseph NY (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

Beverly Hills, CA Seminars:

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: 5pm — 9pm **Cost:** \$150

NEW! Blow-Dry Process by Tara Sook CA (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 frizz who want more styling options. A certificate will be given after completion.

Locations: Gavert Atelier Salon 9666 Brighton Way, Beverly Hills CA 90210

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

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
410476 LISCIO Crystal Shine Serum	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
827007 Work Brush	2

Total Value: \$214.00



MILBON USA Inc.

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