



MILBON

# What's New!

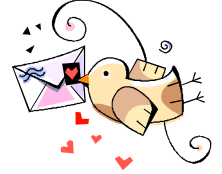
February 1, 2011

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

## Announcements

- 2011 Seminar Schedule now available**  
 Register online or with your sales representative!
- Join us on Facebook!**  
 Receive product updates, share ideas and connect with Milbon!  
[www.facebook.com/milbon.us](http://www.facebook.com/milbon.us)
- Why are our conditioners called "treatments"?**  
 Because our products not only smooth and condition the hair but they contain protein and essential nutrients to treat the problem at the same time. No matter the hair type, we have a solution for your hair needs.
- Marketing Tools**  
 We offer free mini brochures on all of our products to help you promote the service to your clients. This informative tool explains the product and its many benefits. Great for displaying at the front desk, wait area or at the station!
- 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 resalable condition.  
**No returns on irons.**

Make your clients fall in love with their hair again! Winter dryness can make hair dull and unmanageable but it doesn't have to be that way. From in-salon treatments to homecare to styling, our products provide a solid foundation for beautiful, healthy hair with active ingredients to rescue even the most troubled, unruliest hair.



## INPHENOM Homecare Mini Bags Now Available!

For brighter, shinier, softer color treated hair



Prolong the INPHENOM treatment results with homecare! Great for back bar or retail!

Promotion through April!



Shampoo pump bottle 500ml (free)  
Normally \$7 value

Mini pouch 7.8 Fl Oz (230ml) x 2

\$20



Treatment pump bottle 500g (free)  
Normally \$7 value

Mini pouch 8.1 Oz (230g) x 2

\$28

## Nigelle AX Shampoo & Treatment

At home care for repairing damaged, color treated hair



Choose by hair type!

	Fine	Normal	Coarse	Curly	Heat Damaged
S Shampoo	A Shampoo	A Shampoo	B Shampoo	B Shampoo	
S Treatment	A Treatment	A+ Treatment	B Treatment	B+ Treatment	

Light Feel → Richness

**Promotion:** 10% off when you buy 6 of the same kind and size—applicable to retail, pump and refill size through March

## Nigelle RX Leave-In Treatment

Apply before/after blow drying to repair dry, damaged ends & remove frizz



RX Lotion  
For body



RX Serum  
Detangles & smoothes fine hair without weight



RX Fluid  
Moisturizes & tames dry ends for normal hair



RX Cream  
Softens stiff, puffy ends on coarse hair



**Promotion:** 10% off Nigelle RX leave-in treatments (when you buy 6 of the same kind) through March




## Farglan Semi-Permanent Deposit-Only Hair Color

Contains NO ammonia, NO PPD and NO bleach - a healthier color alternative  
Provides natural grey coverage and superior conditioning and shine!


10% off any 12 colors!  
Now thru April

**1/11 Liscio Conditioning Seminar by Hikaru Kuroki**


**Before photos**




**After photos**



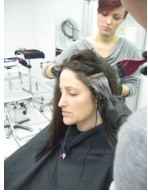
Dry hair on top (for More visible demarcation line)



Normal (on new growth only)



Apply Zero (on pre-straightened area)




**Process flow:**

- Hair Consultation
- ↓ Shampoo
- Straightener Liscio Crystal Cream Normal
- ZERO (Treatment & Protection)
- Process time: 19 mins after finish applying
- ↓ Rinse + Hair Bath
- ↓ Heat Process (iron)
- Neutralize
- service time: 2 hours 10 mins

**Consultation:**  
Today's model wants a sleek, straight style. She gets a Liscio retouch every 6-8 months. Hair history—last single color process in April 2010. Her last Liscio was also in April 2010.

Smooth, silky, healthy manageable hair!



**1/24 Liscio Efficient Straight Seminar by Yoshie Sakuma Joseph**

**Before photos**



**After photos**



**Process flow:**

- Hair Consultation
- ↓ Shampoo Inphenom 1,2,3
- ZERO (Treatment & Protection)
- Straightener Liscio Crystal Cream Strong: Normal
- Process time: 75 min (from starting application)
- \* 3 min for highlighted ends
- ↓ Rinse + Hair Bath
- ↓ Heat Process
- Neutralize
- service time: 3 hours

**How to protect highlighted hair?**

- Apply Hi Keratin on top of straighter for weak sections
- Apply process stopper on highlighted ends
- Apply Chitoaqua right before ironing

**Additional notes:**

- Cross check
- Knot test
- Apply on baby hair the last

Healthy, straight hair!





# Liscio Crystal Cream Seminar Schedule



## New York City, NY Seminars:

### **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

### **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 Seminar:

### **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

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 page for more details!

February 2011						
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	CA (C) 28					

March 2011						
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	NY (C) Y 21	22	23	24	25	26
27	NY (B) 28	29	30	31		

**More class dates and new products to launch in the spring!**

## 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

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**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

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**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

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**Total Value: \$214.00**



**MILBON USA Inc.**

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