



MILBON

# What's New!

March 1, 2011

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

## Announcements

- **Eiji Yamane of EIJI Salon NY** will demonstrate his renowned dry cut technique at the IBS Show!  
**Sunday, March 7 2-3:30pm**  
**Monday, March 8 2-3:30pm**

- **2011 Seminar Schedule**  
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.**



## New! Cashmere Luminance Smoothing Solution

National Launch: May 2011

- Temporary smoothing (no commitment) solution - results last 2-3 months
- More manageable and easier to blow out color treated, highlighted hair
- Smooth, lightweight finish
- Can wash and color on the same day!
- A formaldehyde free product

**Cashmere Luminance requires its own seminar certification for product purchase**

Please contact us for more details and upcoming seminar dates

### Promotions Through March

Nigelle AX Shampoo & Treatment—10% off 6 pcs. of the same kind (applicable to all sizes)

Nigelle RX Leave In Treatment —10% off 6 pcs.



Great for before/after blow dry!

### Promotions Through April

Farglan (semi-permanent deposit-only hair color) —10% off 12 pcs.



INPHENOM Homecare Mini bag shampoo & treatment



**\$20**

Buy 2 mini bags shampoo (7.8oz), get 1 empty pump bottle free (normally \$7 value)




**\$28**


Buy 2 mini bags treatment (8.1oz), get 1 empty pump bottle free (normally \$7 value)

**2/7 Liscio Conditioning Seminar by Hikaru Kuroki**


**Before photos**




**Apply Zero on straightened hair**



**Apply Normal from roots to the ends**



**After photos**



**Healthy, straight hair— Hikaru used a curling iron to style her ends!**

**Consultation:**  
Today's model wants straight hair. Hair history: her last Liscio was in 2008, and she has never had color.

**Process flow:**

- Hair Consultation ↓ Shampoo
- ZERO (Treatment + Protection)
- Apply Crystal Cream Normal
- Rinse + Hair Bath ↓ Heat Process (iron)
- Neutralize


**Process time: 27 mins after finish applying (Application time: 9 min)**

**service time: 2 hours 20 mins**


**2/14 Liscio Blow Dry Process Seminar by Tara Sookdeo**

Smooth Control Model


**Before photos**




**Apply Zero on straightened hair**



**Apply Normal from roots to the ends**



**After photos**



**Process flow:**

- Hair Consultation ↓ Shampoo
- ZERO (Treatment + Protection)
- Straightener Liscio Crystal Cream Normal
- Rinse + Hair Bath ↓ Heat Process (Blow dry)
- Neutralize

**Process time 17min after finish application (Application time: 8 min)**

**service time: 1 hour 30 mins**


**Process check**

**Not yet**      **Good!**


*\*Wrap hair around rat-tail comb. If the hair slowly moves to unwrap, it's ready to rinse.*

Straight Variations Model


**Before photos**



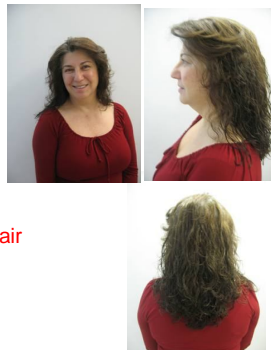
**Apply Zero on straightened hair**



**Apply Normal from roots to the ends**



**After photos**



**Process flow:**

- Hair Consultation ↓ Shampoo
- ZERO (Treatment + Protection)
- Apply Crystal Cream Normal
- Rinse + Hair Bath ↓ Heat Process (optional)
- Neutralize (on wet hair at the)

**Process time 8min 30 sec after finish applying (Application time: 7 min 30 sec)**

**service time: 40 mins**

**Massage solution into hair**



# Liscio Crystal Cream & Cashmere Luminance Seminar Schedule



March 2011						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	NY (C) H	7	8	9	10	11
12	13	14	15	16	17	18
19	NY (B)	20	21	22	23	24
25	NY (C) Y	26	27	28	29	30
31	NY (B)					

April 2011						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	NY (CL) Sold out	4	5	6	7	8
9	10	11	12	13	14	15
16	NY (CL) Sold out	17	18	19	20	21
22	NY (C) Y	23	24	25	26	27
28	NY (CL) AM/PM	29	30			

May 2011						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	NY (CL) AM/PM	2	3	4	5	6
7	8	9	10	11	12	13
14	NY (CL) AM	15	16	17	18	19
20	NY (C) Y	21	22	23	24	25
26	NY (CL) AM/PM	27	28	29	30	31

## 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 Sookdeo 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

LISCIO 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!

### NEW! Cashmere Luminance NY (CL)

#### Course Objective:

Learn how to smooth hair for easier blow drying and manageability. This is our temporary, no commitment solution that lasts 2-3 months. Cashmere Luminance is so gentle that it is ideal for your wavy, frizzy, highlighted hair clientele! (Formaldehyde free) A certificate will be given after completion.

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

**Times:** 9:30am - 1pm AM class  
2pm - 5 pm PM class

**Cost:** \$150

Cashmere Luminance seminar attendees can receive a starter kit (valued at \$157) OR use the seminar fee as a credit towards products of choice

For additional seminar information and registration, please contact us at (800) 431-8930 or visit our website at [www.milbon-usa.com](http://www.milbon-usa.com)

## Liscio Seminar Value Packs\*

Please choose one of the options below on the day of attending seminar for free (reimbursement for seminar fee) OR use \$150 as credit towards products of your choice

\* Please note that the value pack products 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**