



MILBON

# What's New!

April 1, 2011

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

## Announcements

- Milbon would like to express sincere appreciation for those who contacted us and gave us kind regards after the disaster in Japan. There may be some customers who are concerned about the safety of our products since all of our products are manufactured in Japan. Milbon factories are located more than 300 miles away from the troubled area. At this point, no radioactive substances have been found in the air in the area. We think of our customer's safety first. We will keep you posted on any progress on Facebook.

- **New! Cashmere Luminance Semi-Permanent Smoothing Solution launches in May!**

- **Join us on Facebook!**  
Receive product updates, share ideas and connect with Milbon!   
[www.facebook.com/milbon.us](http://www.facebook.com/milbon.us)

- **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.**

## What is Cashmere Luminance?



- 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 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)




### Discontinuing Products

- Oxyremove - end of May
- Nigelle TF and FF treatment travel sizes - until stock runs out
- Nigelle LX Cleansing Oil Foam - end of July
- Heat Protection large refill - end of October
- Root Softener large refill - end of October

**2/28 Liscio Conditioning CA Seminar by Kazumi Morton**

Apply **Strong** on healthy roots for nape area  
 Apply Strong and Normal (1:1) on color treated hair for nape area and apply it on top section  
 Because the area is weaker than nape.

Before photos



Consultation:  
 Today's model wants straight hair.  
 Hair history: She does box color at home and processes it for 30 mins.

Apply Zero on mid-shaft to ends.


Apply **Strong** and Normal (1:1)

Process time; 15min after finishing applying

service time: 3 hours

2-3 sec press Ironing

After photos



**Flowchart:**  
 Hair Consultation → Shampoo → ZERO (Treatment + Protection) → Straightener Liscio Crystal Cream Strong → Rinse + Hair Bath → Heat Process With Iron → Neutralize

**3/21 Liscio Conditioning Seminar by Yoshie Sakuma**

Before photos

after shampoo, pre-treat hair with Inphenom steps 1,2 and 3

1 : 1

Process time; 37min after finishing applying

service time: 2 hours, 45 min

Apply Inphenom steps 4,5 after rinsing neutralizer

Blow dry to finish!

After photos

**Flowchart:**  
 Hair Consultation → Shampoo → ZERO (Treatment + Protection) → Straightener Liscio Crystal Cream Normal & Mild → Rinse + Hair Bath → Heat Process With Iron → Neutralize

**INPHENOM MENU OPTIONS:**

+ Color

To retain color and moisture after color service



Pre-Liscio Treatment for Damaged Hair

To strengthen and condition hair before Liscio by using step 1-3 followed by step 4,5 after rinsing neutralizer

To Combine with Liscio

To add extra moisture benefit by using step 1-3 after hair bath followed by step 4,5 after rinsing neutralizer

To Condition Home Colored Hair

To improve the condition of home colored hair to convert to salon color. Stand alone treatment



# Liscio Crystal Cream & Cashmere Luminance Seminar Schedule



## April 2011

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

## May 2011

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

## June 2011

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

## Liscio Straightening 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

### 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

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!

## Cashmere Luminance Smoothing Seminars:

### NEW! Cashmere Luminance NY and CA (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

Gavert Atelier Salon 9666 Brighton Way, Beverly Hills CA 90210

**Time:** 2pm—5pm 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**