



MILBON

What's New!

JULY 1, 2011

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

Announcements

- **New Seminars!**
Straight Variations & Smooth Control, Highlight Smoothing and Custom Lightweight Smoothing—see seminar schedule for details!

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

www.facebook.com/milbon.us

- **Neu Due & Arou Promotional Video now on YouTube!**

- **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!

- **Discontinuing Items:**
- **LX Cleansing Oil Foam (end of July)**
- **Heat Protection Refill (end of October)**
- **Root Softener Refill (end of October)**
- **Nigelle TF & FF Travel sizes (until stock runs out)**

- **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.

See the promotional video on the Neu Due webpage and on YouTube!

Summer Hair

The sun, sea and pool are things we look forward to in the summer but they can also wreak havoc on hair. Each of our product lines target specific hair needs (see the chart below for the breakdown). Choose from a wide variety of homecare to protect and restore the health of your clients' hair while they're having fun in the sun!

Milbon Hair Care	NEU DUE			Inphenom	ER	Fierli	LX
	SILKY LUXE (fine)	WILLOW LUXE (normal)	VELOUR LUXE (coarse)				
Concerns	Textural Damage (from color/styling)			Color Fade & Dry	TR/Curly	Cashmere/Frizz & Wave	Scalp/Thinning
	Tangle	Dry	Coarse & Rough				
Results	Detangle	Moisture	Soften	Internal Repair	Moisture/Relax	Smooth	Scalp Cleanse & Nourish
Hair Type	Fine	Medium	Thick Unmanageable	All	Medium-Coarse	Fine-Medium	All
Leave-In	Water Gel		Milk Moisture	Inphenom Mist	Crystal Oil	Inphenom Mist /Heat Protection Spray	LX Nourishment
Salon Service	HY			Inphenom	HY	HY	LX

July Promotions (last call!)

INPHENOM SALON TREATMENT SUPPORT

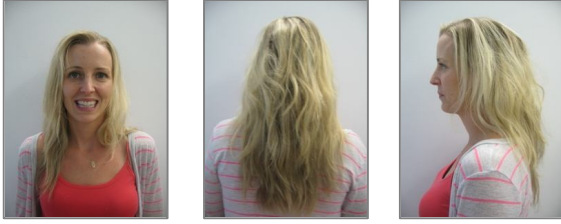


1 set of Liscio Crystal Cream + 1 set Nigelle ER shampoo and treatment + 1 Liscio Crystal Shine Serum = \$49 (you save 23%)
(*no substitutions for any of the products)

Below is a brief report of our NEW Cashmere Luminance seminars!

CASHMERE LUMINANCE

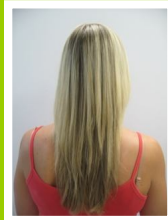
6/6 AM seminar by Hikaru



Before

1. Hair Consultation

- Hair type: Normal
- Texture: Wavy
- Color: Bleached highlight every 4 months
- Styling Routine: Blow-dry for 20 minutes
- Expectation: Easier to blow dry and style hair



Fierli Homecare



After

Blow-dry to finish. Shampoo can be done on the same day after service

BASIC PROCEDURE 1 hour 30min



2. Shampoo



3. Apply Zero Treatment on damaged area.



4. Apply Smoothing Solution from roots to ends & overlap area treated with Zero



5. Process

For the bottom, **without heat for 5 min leaving ends highlight.** Running through to the ends. **For top, without for 5 mins**



*Check hair with feel



6. Rinse Apply Fierli Treatment and comb through hair.



7. Blow dry & Iron Iron **with 400F for bottom, with 350F for top** through ironing 2-3 times



*After shampoo, hand dry

CASHMERE LUMINANCE

6/13 AM seminar by Hikaru



Before

1. Hair Consultation

- Hair type: Normal
- Texture: Wavy
- Color: Bleached highlight every 3 months
- Styling Routine: Blow-dry for 45 minutes
- Expectation: Less Frizz; Easier to blow dry hair



Fierli Homecare



After

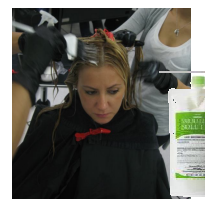
Blow-dry to finish. Shampoo can be done on the same day after service



2. Shampoo



3. Apply ZERO Ends to roots for fragile hair (highlighted pieces)

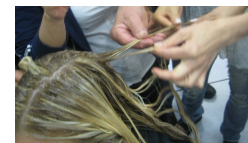


4. Apply Smoothing Solution from roots to midshaft, starting at nape



5. Process

For roots to midshaft, **without heat for 11 min.** For ends, **without heat for 7 min**



*Process check: Should feel smooth when done



6. Rinse Apply Fierli Treatment and comb it throughout the hair.



7. Blow dry & Iron Iron with 410F, 2-3 passes roots to midshaft, 1 pass through ends



*Shampooed again, hand dry



Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

July 2011

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

Conditioning Straightening by Yoshie Sakuma Joseph NY (C)

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

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

Smooth Control & Straight Variations NY (SS)

Course Objective:

Learn two different processes using Liscio for more permanent options. Smooth Control for clients who want smoother, manageable hair and Straight Variations for clients who want to keep their curls but want to reduce the frizz and puffiness. 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

August 2011

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

NEW! Cashmere Luminance NY

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

New! Highlight Smoothing NY (HS)

Course Objective:

This is our advanced class. Previous Liscio certification is required. Learn two different techniques for your highlighted and damaged hair clients. Cashmere Luminance for those who want a temporary, gentle smoothing system and Liscio for clients looking for permanent options. Attendees will receive a certificate after seminar.

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

Time: 9:30am - 3 pm **Cost:** \$150

New! Custom Lightweight Smoothing (LS)

Course Objective:

Learn two different options for your clients who want smoother hair but are concerned about sacrificing body for smoothness. Cashmere Luminance for highlighted hair clients who want a temporary solution and Liscio for fine/normal virgin or single process hair. A certificate will be given after completion.

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

Time: 9:30am - 3 pm **Cost:** \$150

September 2011

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

For additional seminar information and registration, please contact us at (800) 431-8930 or visit our website at

www.milbon-usa.com

Please choose the value pack corresponding to your seminar as reimbursement for the seminar fee OR use the \$150 as credit towards products of choice.

- Please note that value pack products are non-refundable and non-exchangeable
- Pickup available for NY seminars or products can be shipped to the salon (shipping fee \$10 + tax)

Liscio Seminar Value Pack (Conditioning & Efficient Straightening) - choose one



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

Value: \$215



140370	NEU DUE Willowlux Shampoo w. Pump	1
140400	NEU DUE Willowlux Treatment w. Pump	1
413244	NIGELLE LX Shampoo w. pump	1
413248	NIGELLE LX Treatment w. Pump	1
410820	NIGELLE ER Shampoo w. Pump	1
410810	NIGELLE ER Treatment w. Pump	1
111101	APROU Water Gel	2
111100	APROU Milk Moisture	2

Total Value: \$215



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

Cashmere Luminance Seminar Value Pack

410505	Liscio Smoothing Solution (Cashmere Luminance)	3
113480	Liscio Knoteur ZERO	1
128900	Fierli Shampoo Retail Size	1
128940	Fierli Shampoo Pump	1
128910	Fierli Treatment Retail Size	1
128950	Fierli Treatment Pump	1



Value: \$157.00

Custom Lightweight Smoothing Seminar Value Pack

410505	Liscio Smoothing Solution (Cashmere Luminance)	2
128900	Fierli Shampoo Retail Size	1
128910	Fierli Treatment Retail Size	1
410478	Liscio Crystal Cream Normal	2
410483	Liscio Crystal Neutralizing Lotion	2
410815	Nigelle ER Shampoo Retail Size	1
410805	Nigelle ER Treatment Retail Size	1
113480	Liscio Knoteur Zero	2
410510	Heat Protection Spray Bottle	1
827007	Work Brush	2



Value: \$202

Highlight Smoothing Seminar Value Pack

410505	Liscio Smoothing Solution (Cashmere Luminance)	2
128900	Fierli Shampoo Retail Size	1
128910	Fierli Treatment Retail Size	1
410479	Liscio Crystal Cream Mild	2
410483	Liscio Crystal Neutralizing Lotion	2
410815	Nigelle ER Shampoo Retail Size	1
410805	Nigelle ER Treatment Retail Size	1
113480	Liscio Knoteur Zero	2
410510	Heat Protection Spray Bottle	1
827007	Work Brush	2



Value: \$202