



MILBON

What's New!

August 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 & Aprou 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:**
- **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.



How are you protecting your hair this summer? Exposure to the sun, salt water and chlorine can dry out hair and strip away moisture and shine. Just a few drops of leave-in treatment can prevent damage and prolong the health of your hair! Have you tried...

Liscio Crystal Shine Serum



Cool Fact: Liscio Crystal contains amino acid oil to prevent frizz for up to 12 hours! Great for hot, humid days!

Nigelle RX Leave-In (Cream, Fluid, Serum)



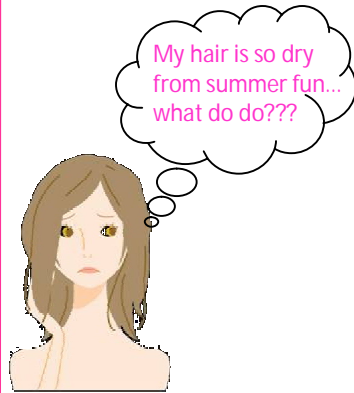
Cool Fact: Nigelle RX Cream protects hair against the harmful UV rays! Apply before heading outside!

Aprou Leave-In (WaterGel & Milk Moisture)



Cool Fact: Aprou delivers moisture and hydration to dry hair. Choose from WaterGel (for fine/normal hair) or Milk Moisture (for coarse hair)

NEU DUE NUTRIENT Home Treatment



Use Neu Due Nutrient for an express at-home treatment or while on vacation!

(Convenient Travel sizes also available)

1. Rinse well before shampoo
2. If first shampoo doesn't lather, shampoo twice until hair is clean
3. Rinse shampoo completely
4. Apply Neu Due Hair Nutrient starting from hair ends
5. Wrap hair with a warm towel for 3-5 minutes
6. Rinse well



Choose from 3 Types of Nutrient



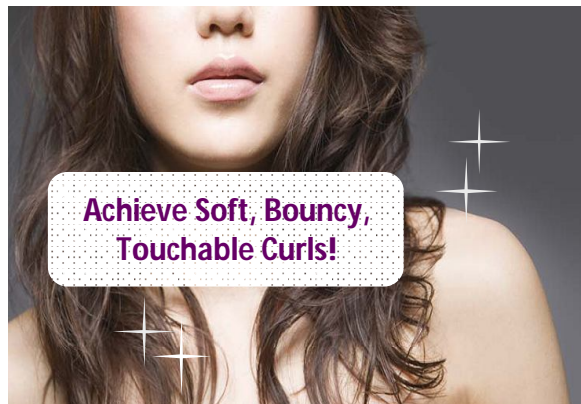
SilkyLuxe
For silky feel
Best for fine to normal hair



WillowLuxe
For smooth feel
Best for normal to coarse hair



VelourLuxe
For velvet feel
Best for coarse, unmanageable hair



New! Prejume WAVE PERM

(Available in September!)

Why Prejume Wave Perm?

While maintaining softness, Prejume Wave brings smoothness to hair ends (even penetration) and longer lasting waves (minimum damage). Ingredients include Wool Lipid and CMC to retain more moisture for softer, bouncy, hydrated waves!

Available in 4 strengths for every hair type!

Below is a brief report of our new Highlight Smoothing Seminar by Tara!

CASHMERE LUMINANCE



Before

1. Hair Consultation

- Hair type: Fine
- Texture: Wavy, Frizzy
- Color: Bleached highlight every 4 - 5 months
- Styling Routine: Blow-dry for 20 minutes
- Expectation: Easier to manage hair with blow dry



After

Fierli Homecare



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

BASIC PROCEDURE 1 hour 20min



2. Shampoo



3. Apply Zero Treatment on damaged area.



4. Apply Smoothing Solution from roots to ends using time control



5. Process total 25 min
25 min without heat on roots
7 min without heat on the ends

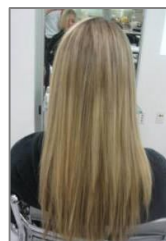


6. Rinse
Apply Fierli Treatment and comb through hair.

*Check hair with feel text and tail comb test



7. Blow dry & Iron
Iron at 350F through ironing 2-3 times
(1 time through on ends only)

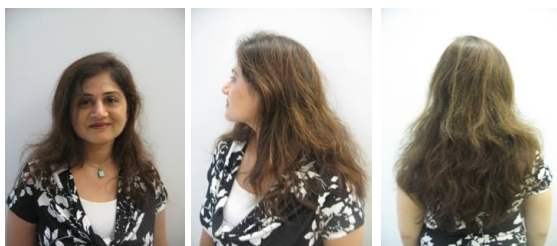


*After shampoo, use Nigelle HY 1,2 &3 for smoother result



Hand Dry Results

MILBON STRAIGHT LISCIO Highlight Smoothing



Before

Process check



Under process

Good!

*If the hair doesn't move to unwrap, rinse.

service time: 2hours

Apply Normal on the roots from top to the bottom on back section, from the bottom to the top on side section.



1

Apply Mild from mid-shaft to the ends.



2

Apply Normal from mid-shaft to the ends

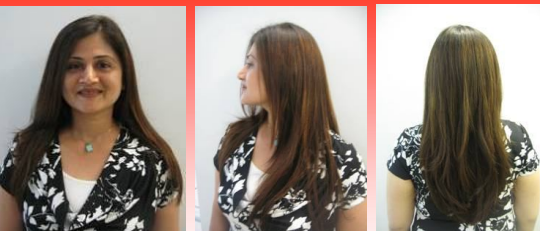


3

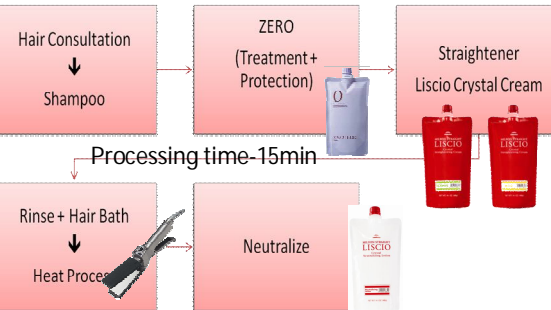
Bottom

1. Hair Consultation

- Highlights with color every 4-5 months
- No straightener or smoothing
- Styling: Blow-dry for 15 min
- Expectation: less frizzy, shinier and easier to style



After



Processing time-15min

*Temperature 180°C 2-3 press



After rinsing



After Flat Ironing



4

Left and right side section

Apply Mild from mid-shaft to the ends



Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

August 2011

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

Conditioning Straightening NY (C) by Yoshie/Hikaru Conditioning Straightening CA (C) by Kazumi Morton

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

CA location: Neil George Salon 9320 Civic Center Drive, Beverly Hills CA 90210

Time: 2pm - 5pm PM class

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) by Tara Sookdeo

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

September 2011

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

NEW! Cashmere Luminance NY (CL) by Yoshie/Hikaru Cashmere Luminance CA (CL) by Kazumi Morton

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

Times: 9:30am - 1pm AM class

2pm - 5 pm PM class

8/29 all day - 10am - 3pm

CA location: Neil George Salon 9320 Civic Center Drive, Beverly Hills CA 90210

Time: 2pm - 5pm PM class

Cost: \$150

New! Highlight Smoothing NY (HS) by Tara Sookdeo

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) by Tara Sookdeo

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



Let's be friends! Find the newest seminar reports and model photos on Facebook www.facebook.com/milbon.us
Tell us how you're doing with Liscio and Cashmere. We'd love to hear your feedback!

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