

What's New!

September 1, 2011

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

Announcements

- **Fall seminar schedule now posted!** Visit our website or see the inside of the newsletter for upcoming new seminars!
- **New season, new styles!** See our Prejume Styling Lookbook for inspiration on creating different looks using Prejume styling Milks and Waxes!



- **Join us on Facebook!** Friend us to receive product updates, share ideas and connect with Milbon!
- www.facebook.com/milbon.us

- **PREJUME Wave Perm available this month!** For longer lasting, shinier waves! Visit our website or contact your sales rep for more details!

- **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.



Serge Normant's salon

SAFE SMOOTHING

Want an alternative to formaldehyde-laden straightening treatments? Consider **Cashmere Luminance**, which (alas) will not make locks pin straight but will definitely smooth, soften, and boost shine for up to three months. Try it at Serge Normant at John Frieda salons in New York (212-675-0001).



Katie Holmes shows off sleek locks



We are proud to announce that Cashmere Luminance is featured in the September issue of Bazaar!

Cashmere is our semi-permanent smoothing solution for smoothing locks and reducing frizz for easier blow drying and day-to-day manageability. Ideal for fine-normal, single processed & highlighted hair clientele!

Visit our education page at www.milbon-usa.com for upcoming Cashmere Smoothing seminars!



Nourish after-summer hair with Neu Due Shampoo, Treatment and Neutrient!

Featured in the August issue of Self Magazine, Neu Due provides a luxuriously smooth feel and hydrates even the most thirst-quenching hair. You'll find your hair irresistible to the touch!



Shampoo Treatment Neutrient

6 Rich in collagen, Deesse's Neu Due WillowLuxe Hair Nutrient, \$28, quickly strengthens strands.



BRUSH WITH GREATNESS When you're having a good-hair day (no frizz or flatness), others may just wish you'd give them a peek at your hair. It's a study from Doctor & Currier reveals. An easy way to keep your style smooth and full of volume: Blow-dry with a round boar-bristle brush, which pulls hair-soothing oils from your scalp all the way down strands while lifting hair at the roots to bolster bouillons.

This is Milbon Hair Lab

Isn't shampoo and treatment good enough for hair care?

How dare you! Salon treatments benefit your hair a lot!

It restores nutrients and moisture back into the hair.

Feels great! And touchable!

Shiny & Beautiful too!

It comes to homecare to keep the effectiveness until your next visit.

Revive salon treatment at home

Locks in treatment by multiple steps (layers).

Easy to maintain good condition!

Color lasts longer!

Easy to style hair!

Healthy condition allows you to try new styles!

Select from a variety of options!

Hair Change!!

It's amazing!

See you next time!

Below is a brief report of our **new Custom Lightweight Smoothing by Tara!**

Learn two different options for your clients who want smoother hair but are concerned about sacrificing body for smoothness. Cashmere for highlighted hair clients who want a temporary solution and Liscio (permanent solution) for fine/normal virgin/single process hair!

MILBON STRAIGHT **LISCIO**

Smooth Hair with Liscio Normal - Service time: 1 hour 20min



Before

1. Hair Consultation

- No color
- Last Smooth Control—Dec. 2011
- Expectation: Straighter hair than last Smooth Control

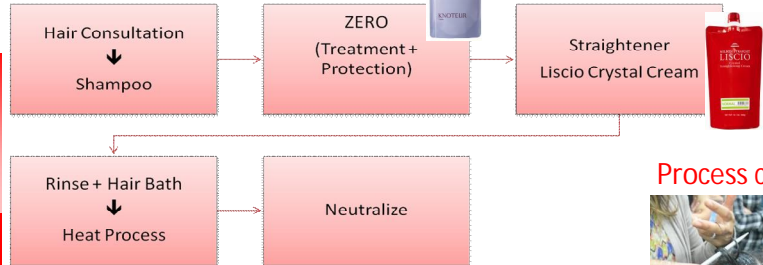


After



Apply Zero on the processed hair ends.

- Apply Normal nape, working way up. Nape and sides have stronger curl, so apply first
- Process Roots to midshaft: 15 mins
- Process ends: 5 mins



After Rinsing



Blow drying



Iron face line only

Process check



Under processed



*If the hair slowly moves to unwrap, rinse. Good!

CASHMERE LUMINANCE

Cashmere Luminance for softer, easier to style hair
Service time: 1 hour 30 min



Before

1. Hair Consultation

- Hair type: Normal
- Texture: Wavy
- Color: Bleach Highlight 3 months; last highlight 3 months ago
- How she styles: Blow dries for 45 minutes,
- Expectation: Smoother, softer, easier to blowdry



After

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



2. Shampoo with Fierli Shampoo



3. Apply Zero

More Zero on more damaged pieces (ends), less on healthier pieces (highlighted midshaft), none on uncolored regrowth



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



5. Process

For roots and nape area, **with heat for 10 min.**
For midshaft, **without heat for 10 min**
For ends, **without heat for 5 min**



*Process check: When hair slowly unravels from tail comb, done! Should also feel smooth when finished!



6. Rinse

Apply Fierli Treatment and comb it through the hair. Leave for 3 min.



*Shampooed again, hand dry

7. Blow dry & Iron

Iron with 410F, 2-3 passes roots to midshaft, 1 pass through ends





Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

September 2011

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

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 - 3pm

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

Time: 9:30am - 1pm 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

October 2011

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

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

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, single processed/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 - 3pm

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

Time: 2pm - 5pm PM class

Cost: \$150

November 2011

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

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 - 3pm **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 - 3pm **Cost:** \$150

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