



MILBON

# What's New!

February 1, 2012

## Announcements

- Yoshie from Momotaro Salon NY will be teaching the upcoming California Liscio & Cashmere seminars on Sunday, 2/12.

- A special thank you for those who attended the Miami Seminar! It was truly a pleasure. Visit FB for photos and details. Stay tuned for future seminars!

- Join us on Facebook!**

Friend us to receive product updates, share ideas and connect with Milbon!



[www.facebook.com/milbon.us](http://www.facebook.com/milbon.us)

- Salon POPs available!** Ask us for MILBON displays to help promote featured retail items and services!

- Discontinuing Items:** 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.**

## Love is in the Hair

We've got the perfect solution for dry, neglected hair ends! Select from a variety of specialized leave-in treatments to nourish and treat your hair. Simply apply on hair before or after blow drying to instantly moisturize and repair hair. You will fall in love with your hair all over again!

Aprou



Packed with moisture and anti aging collagens for hydrating hair

Nigelle RX



Proteins help repair damaged hair ends from repeated color or chemical processing

Heat Protection Spray



Spray before blow drying or ironing to prevent heat damage

Inphenom Mist



Lightweight detangler and heat protector. Makes hair brushable and soft to the touch

Liscio Crystal Shine



Adds shine and prevents frizz for up to 12 hours with amino acid oils

## 1/23 Liscio & Cashmere Seminar in Miami, FL



Many thanks to LVS Salon for hosting our first ever seminar in Miami! Yoshie from Momotaro NY conducted class on both the Liscio Crystal Cream and Cashmere Smoothing processes with amazing results. We will keep you posted on more seminars to come!



Liscio Model

Cashmere Model



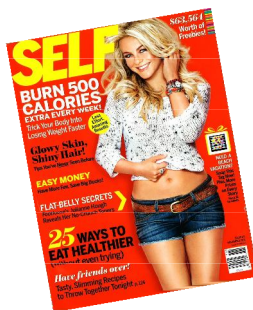
Before

After



Before

After



## LINKAGE MEU

Featured in November issue of Self magazine! 3-step moisture treatment that instantly hydrates hair!

**Get heavyweight hydration.** To upgrade your natural color, get an in-salon conditioning treatment like Nigelle (about \$70), says Hitomi Ikeda, a colorist at Louis Licari Salon in NYC. The treatment helps reverse damage from the sun and heat styling, a major boon, because healthy hair reflects light—hello, shine!—making your color more vibrant. Treat yourself every five weeks for ever-lustrous, bouncy hair.

## February Promotion

**10% off 6 pcs. of Neu Due Shampoo, Treatment or Nutrient retail size (of the same kind)!**

Neu Due homecare is great for winter dry hair! This super hydrating homecare comes in 3 formulas for every hair type - **Silkylux** (fine air), **Willowlux** (normal hair) and **Velourlux** (coarse hair)



Shampoo



Treatment



Nutrient

**Below is a brief report of our seminars!**

**MILBON STRAIGHT LISCIO** 1/9 Conditioning Seminar by Hikaru 3 hours



**Before**

**1. Hair Consultation & Hair History**

- Coarse, curly hair
- No color
- Last Straightening June 2011
- Expectation: Straight



**After**

Result: Shiny, Straight & Silky Hair!

**2. Shampoo and Damage Check**



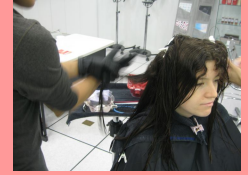
Shampoo w/ Nigelle ER



Knot check while hair is wet for strength

Knot bounced open

**3. Zero Protection & Treatment**



Application on previously straightened hair



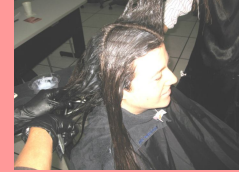
**4. Application and process**



Strong

Even porosity on new growth; can apply all retouch at the same time

Application: 15 min



**6. Flat Iron & Neutralize**

Blow dry 90%



Flat iron at 180°C

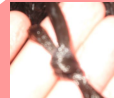


Neutralize 5 min



Blow dry to finish!

**5. Rinse & Hair Bath**



Process Check

When knot stays mostly closed, ready!

**CASHMERE LUMINANCE** 1/16 Cashmere Seminar by Yoshie 1 hour

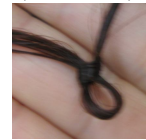


**Before**

**2. Shampoo** with Fierli Shampoo, damage check with knot test before applying treatment



Previously processed (with Liscio)



\*Knot stays mostly closed, apply ZERO

Roots to Midshaft



\*knot opens, can use heat

**3. Apply Zero**

Where knot stays mostly closed



**4. Apply Smoothing Solution** from roots to midshaft



**5. Process:** total 26 min  
For roots to mishaft, processed with heat 20 min.  
For previously Liscioed sections, processed 1 min at sink



\*Process check: should feel smooth when done

**6. Rinse**  
Apply Fierli Treatment, lightly comb and leave 3 mins



**After**

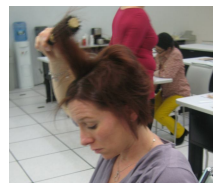
Blow-dry to finish; Shampoo can be done on the same day after this service



After flat iron



**7. Blow dry & Iron**  
Iron roots to mid-shaft at 410F, Liscio hair at 370F



\*Shampooed again, rough dry



## Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

### February 2012

| February 2012 |                                             |                    |             |                 |        |          |
|---------------|---------------------------------------------|--------------------|-------------|-----------------|--------|----------|
| Sunday        | Monday                                      | Tuesday            | Wednesday   | Thursday        | Friday | Saturday |
|               |                                             |                    | 1           | 2 Groundhog Day | 3      | 4        |
| 5             | 6                                           | 7                  | 8           | 9               | 10     | 11       |
| 12            | 13<br>NY (C) Yoshie                         | 14 Valentine's Day | 15          | 16              | 17     | 18       |
| 19            | 20<br>CA (C) AM Yoshie<br>CA (CL) PM Yoshie | 21                 | 22          | 23              | 24     | 25       |
| 26            | 27<br>NY (HS) Tara                          | 28                 | 29 Leap Day |                 |        |          |
|               |                                             |                    |             |                 |        |          |
|               |                                             |                    |             |                 |        |          |

### Conditioning Straightening NY (C) by Yoshie/Hikaru Conditioning Straightening CA (C) by Yoshie Sakuma

#### 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: Beverly Hills, CA (call us at 800-431-8930 for details & registration)

**Time:** 9:30am - 1pm PM class

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

### Liscio Highlight Options NY (O) by Hikaru Kuroki

#### Course Objective:

This is our advanced class and requires previous Liscio certification. This class teaches two processes on how to smooth and tame challenging hair conditions (i.e. color treated or highlighted hair) - Liscio for permanent results and Cashmere for temporary smoothness. 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! Highlight Smoothing NY (HS) by Tara Sookdeo

#### Course Objective:

This is our advanced class and requires previous Liscio certification. Learn how to permanently smooth hair (while maintaining body) using Liscio for your color treated/highlighted hair clients. 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! Liscio Highlight Straightening (LH) by Yoshie Sakuma

#### Course Objective:

This is our advanced class and requires previous Liscio certification for more challenging hair conditions. Learn how to manipulate Liscio solutions to permanently straighten color treated, highlighted hair!

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

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

### Cashmere Luminance NY (CL) by Yoshie/Hikaru Cashmere Luminance CA (CL) by Yoshie Sakuma

#### 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: Beverly Hills, CA (call us at 800-431-8930 for details & registration)

**Time:** 2pm - 5pm PM class

**Cost:** \$150

### March 2012

| Sunday              | Monday               | Tuesday          | Wednesday | Thursday | Friday | Saturday             |
|---------------------|----------------------|------------------|-----------|----------|--------|----------------------|
|                     |                      |                  |           | 1        | 2      | 3                    |
| 4                   | 5<br>NY (C) Hikaru   | 6                | 7         | 8        | 9      | 10                   |
| 11 Daylight Savings | 12<br>NY (CL) Yoshie | 13               | 14        | 15       | 16     | 17 St. Patrick's Day |
| 18                  | 19<br>NY (SS) Tara   | 20 Spring Begins | 21        | 22       | 23     | 24                   |
| 25                  | 26<br>NY (LH) Yoshie | 27               | 28        | 29       | 30     | 31                   |

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)



# Product Value Packs for Seminar Attendees Only

Choose a **FREE value pack** as reimbursement for the seminar fee **OR** use the \$150 as credit towards products of choice.

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

Liscio Seminar Value Pack (available for Conditioning, Highlight Straightening, Highlight Smoothing, Smooth Control/Straight Variation Seminars) - choose one

## Liscio 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                           |   |

Value at: \$215

## Homecare Value Pack



|        |                                     |   |
|--------|-------------------------------------|---|
| 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

## Linkage MEU Value Pack



|        |                             |   |
|--------|-----------------------------|---|
| 211200 | Linkage MEU (1) Refill Bag  | 1 |
| 831300 | Linkage MEU (1) Empty Pump  | 1 |
| 211210 | Linkage MEU (1+) Refill Bag | 1 |
| 831301 | Linkage MEU (1+) Empty Pump | 1 |
| 211220 | Linkage MEU (1X) Refill Bag | 1 |
| 831302 | Linkage MEU (1X) Empty Pump | 1 |
| 211230 | Linkage MEU (2) Refill Bag  | 1 |
| 831303 | Linkage MEU (2) Empty Pump  | 1 |
| 211240 | Linkage MEU (3) Refill Bag  | 1 |
| 831304 | Linkage MEU (3) Empty Pump  | 1 |
| 211250 | Linkage MEU (3+) Refill Bag | 1 |
| 831305 | Linkage MEU (3+) Empty Pump | 1 |
| 211260 | Linkage MEU (3X) Refill Bag | 1 |
| 831306 | Linkage MEU (3X) Empty Pump | 1 |
| 130770 | Linkage MEU (4)             | 5 |
| 130780 | Linkage MEU (4+)            | 5 |
| 130790 | Linkage MEU (4x)            | 5 |

Total Value: \$229.50

Cashmere Value Pack (available for Cashmere, Highlight Options Seminars) - choose one

## 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

## Highlight Options 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