



MILBON

What's New!

March 1, 2012

Announcements

- **EIJI at IBS NY**
Eiji will be showcasing our new styling product **Lusse** at the IBS show during his Dry Cut class! **Rm#1E18**

Follow us on twitter
@MilbonUSAweb
for the latest on products, events and salon Treatment Days!

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

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

- **Neu Due Promotion (last chance!)**
10% off 6 pcs. of Neu Due Shampoo, Treatment or Nutrient retail size (of the same kind)
Super hydrating home-care for color treated hair or texture concerns (i.e. tangles, roughness or coarseness)

- **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.



New in April!

Lusse

Finishing Cream



Lusse is the perfect polish for adding shine and smoothness up to 12 hours! This weightless wonder controls frizz & flyaways, separates layers and keeps curls in place. Contains quality ingredients used in skin care such as sunflower oil, hyaluronic acid and shea butter for natural shine. Lusse is silicone free which means no weight, no buildup, no worries!

<p>I can't take this dry weather making my hair and skin look bad!</p> <p>1</p>	<p>I want to make my clients' dry hair smooth and shiny but... hair is too dry...</p> <p>2</p>	<p>Next Day</p> <p>Taking too long to finish...</p> <p>NOT SHINY ENOUGH!!!</p> <p>How much longer will it take?</p> <p>3</p>	<p>Use LUSSE for shiny finish!</p> <p>4</p>	<ol style="list-style-type: none"> 1. Spread Lusse on palm. 2. Apply from the back where hair is thickest 3. Use fingers to create separation. 4. Lastly, smooth your palms on surface. <p>5</p>
<p>Upgrade your finish with ease</p> <p>So shiny & smooth</p> <p>6</p>	<p>Shea Butter</p> <p>Sunflower Oil</p> <p>Ingredients used in Lusse are skin care grade. It's safe and feels natural. Plus, there is NO SILICONE - NO BUILD UP!! It does not grease up</p> <p>7</p>	<p>With LUSSE, I can make my finish work 100 times nicer! It's also great for clients to use at home!</p> <p>YES! LUSSE IS FANTASTIC!</p> <p>8</p>	<p>My client looks very beautiful & happy!</p> <p>9</p>	<p>.....</p> <p>Now I need to go upgrade my look...</p> <p>10</p>

Make your clients happy with Linkage MEU Moisture Treatment!

Linkage MEU is a quick 3-step salon treatment that instantly improves the quality and texture of hair without feeling greasy or heavy! Hydrating results last up to 5 weeks with homecare!

Response from our clients after receiving Linkage MEU:

1. So Smooth!
2. So Soft!
3. So Shiny & Pleasant Scent!

Recommended Shampoo & Treatment to use with Linkage MEU:

<p>If your clients take home this home-care....</p>	<p>Linkage MEU 4 (fine hair)</p>	<p>→</p>	<p>SILKYLUXE (for fine hair)</p>
	<p>Linkage MEU 4+ (normal hair)</p>		<p>WILLOWLUXE (for normal hair)</p>
	<p>Linkage MEU 4X (coarse hair)</p>		<p>VELOURLUXE (for coarse hair)</p>

This is the suggested shampoo & treatment



Photos from Rita Hazan Salon

Below is a brief report of our seminars!

MILBON STRAIGHT
LISCIO

2/6 Liscio Straight Conditioning Seminar by Yoshie

Service Time 2 hrs 45 min

1. Consultation



- Hair type: Coarse, curly hair
- Color: None
- Last straightening: June 2011
- Expectation: Straight, versatile hair

2. Shampoo & Damage

Shampoo w/ Nigelle ER



Knot at regrowth bounced open = very healthy!

3. Zero Treatment



Apply to previously processed hair, nape, and hairline

4. Application & Process

Application: 20 min
Process: 41 min



Start in back, leaving out nape and hairline. Work your way forward.

Put under heat for 7 minutes. When finished, reapply Crystal Cream

Apply nape,



Process Check:
When knot stays closed, done!

6. Flat Iron

Spray to repair cuticle



Chitoaqua diluted w/ water (1:3)

Blow Dry 90%



Flat iron @ 180°C



After flat iron

5. Rinse & Hairbath

7. Neutralize



5 minutes



Blow dry to finish!

CASHMERE
LUMINANCE

2/13 Cashmere Luminance Smoothing by Hikaru

Single Process- Service Time 2 hrs

1. Consultation & Hair History



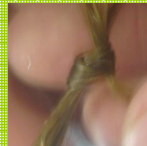
- Normal-coarse, wavy hair
- Last Single 4 weeks ago
- Keratin July 2011
- Desires less time to blow dry & less frizz

2. Shampoo & knot Test

Shampoo w/ Fierli



Knot test for damage:



- Roots bounced open underneath
- Ends and top section slowly opened

Ends & top section

3. Zero

50% Protection + Hair Treatment



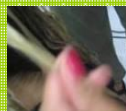
Apply on ends & top section, where hair is weaker

4. Solution & Process*



- Apply underneath first, avoiding ends
 - Process w/ heat 20 min
 - Apply ends and top section
 - Process no heat 15 min
- Total process time: 35 min

***Process Check**



Hair should feel smooth when done

5. Rinse & Condition

Rinse until no product is felt in the hair



Comb through Fierli treatment, leave on for 3 min

After



Blow dry to finish; color can be done directly after this service



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