



MILBON

What's New!

April 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 4/22 & 4/23 10-11:30am 4/24 11am-12pm**

April Promotion

Liscio + Homecare = \$49 includes 1 set of Liscio Crystal Cream + 1 set of Nigelle ER shampoo & treatment retail size + 1 Liscio Crystal leave-in (\$14 savings!)

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!

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.

Now available!

Lusse

Finishing Cream

A little polish goes a long way! Lusse is the perfect finishing cream for elevating any look to the next level! Easy to use & for all hair types!

Lusse Benefits:

- No weight (*use suggested amount)
- No silicone = no buildup
- Add smoothness & shine - for up to 12 hours!
- Control flyaway and frizz
- Separate layers without stiffness
- Keep curls in place
- Made with quality ingredients used in skin care products

Testimonials from stylists who have used Lusse:

"Use before flat iron to prevent dryness and achieve **silky smooth look**."

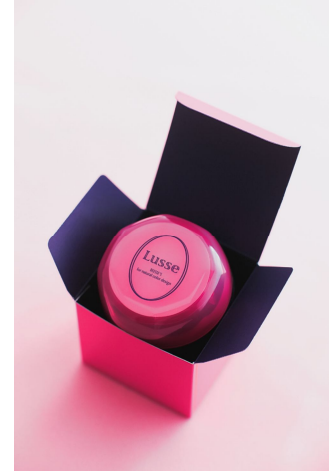
"For those who don't like to use any styling products, create movement for any hair type **without stiffness or buildup**."

"For heat styling clients to add **shine, softness and smoothness**."

"Pleasant, clean, **light scent** finishes a style."

"Natural (no silicone), **easy to get absorbed** (no buildup)."

"Not too heavy, not too light, it **does not grease up hair** the next day—you can sleep on it."



Lusse Starter Kit for first time purchasers

6 Lusse retail size (2.1oz) + 1 Lusse refill (7.1oz) = \$70 (save 12%)



It's not too early to get summer ready! Preserve your clients' color and prevent fading with Inphenom Shampoo & Treatment! Featured in the Colorist Magazine by our educator Kazumi Morton, Inphenom homecare is a fan favorite. Contains CMC to lock in moisture for longer lasting color! Also highly recommended to use after Inphenom In-Salon Treatment to prolong results and double the effects. Currently available at Garren New York, Frederic Fekkai among others. Visit our salon locator for a listing of salons that carry Inphenom treatment & homecare in the US.

"I am hooked on Milbon Inphenom shampoo & Conditioner. They lock in color and leave hair soft and silky."



Inphenom In-Salon Treatment Shampoo Treatment Mist



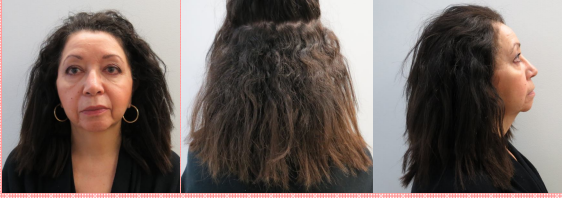
Below is a brief report of our seminars!

MILBON STRAIGHT
LISCIO

3/5 Conditioning Straightening by Hikaru

Service Time 2 hrs 30 min

1. Consultation



- Hair type: Coarse, curly
- Color: Single Process 5 weeks ago
- Last straightening 11 mths ago
- Expectation: Straight, smooth

2. Shampoo & Knot test



Roots-underneath Top

Knot check while hair is wet for strength

3. Zero Treatment



Apply to previously straightened hair

4. Application & Process

Process time: 15 min



Normal



Start from front underneath (strong curl)



Check underneath when done applying. Let process 5 mins



Move to top section and let process



Process Check: When knot stays closed, done!

6. Flat Iron & Neutralize



Blow dry 90%



Flat iron @ 180°C

5. Rinse & Hairbath



Blow dry to finish!

CASHMERE
LUMINANCE

3/12 Cashmere Luminance Smoothing by Yoshie

Single Process- Service Time 2 hrs

1. Consultation & Hair History



- Normal, wavy hair
- Last Single 1.5 months ago
- TR 5 years ago
- Desires easier blowout w/ humidity resistance

2. Shampoo & knot Test

Shampoo w/ Fierli



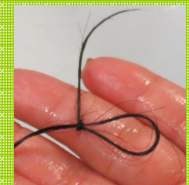
Knot test for damage:



Underneath

- Roots bounced open underneath
- Mid and top section slowly opened
- Ends opened a little

3. Zero



Apply on ends & hairline, where hair is weaker

4. Solution & Process*



- Apply underneath first, avoiding ends
- Process w/ heat 10 min
- Apply top, sides and ends (avoiding hairline)
- Process w/heat 10 min
- Apply hairline
- Process w/heat 10 min
- Reapply ends
- Process w/heat 5 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

6. Blow Dry & Iron



Iron at 410°F, 2-3 passes roots to ends

After



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



Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

April

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



Seminars during dates of IBS Show 4/22 - 4/24

Seminars at Milbon SOHO Studio:

Monday, 4/23 9:30am - 1pm Liscio Straight Conditioning Seminar (Basic)
Monday, 4/23 1:30pm - 5pm Liscio Highlight Smoothing Seminar (Advance)

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

Time: 2pm - 5pm PM class

Cost: \$150

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
	7 CA (C) AM Kazumi	8 NY (C) Hikaru	9	10	11	12
	13 CA(CL) PM Kazumi	15 NY (CL) Yoshie	16	17	18	19 Mother's Day
	21	22	23	24	25	26
	28 Memorial Day	29	30	31		

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 NY (C) Yoshie	5	6	7	8	9
10	11 NY (CL) Hikaru	12	13	14 Flag Day	15	16
17 Father's Day	18 NY (SS) Tara	19	20 Summer Begins	21	22	23
24	25 NY (O) Hikaru	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



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