



MILBON

What's New!

May 1, 2012

Let's get ready for summer hair care campaign with Neu Due FreshLuxe!

Launch 6/1

Announcements

- **Special Preview - FreshLuxe Summer Hair Care coming in June!** For a limited time only. Preorder now!

- **May 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!

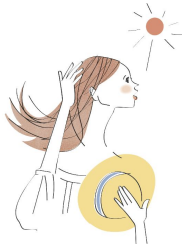


www.facebook.com/milbon.us

- **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.**

Do you have anything special planned for summer for your clients? Milbon's new summer limited hair care line, FreshLuxe can comfortably cool off clients' hot scalp and treat UV exposed hair. Your clients can bring the "cool" back home available in 4 different sizes!



I can't believe it's over 100F



FreshLuxe Features

Scalp Cooling Shampoo

Formulated with menthol and natural mint to cool off your scalp and give it a refreshing feeling.



UV Damage Repairing Treatment

Olive oil and Hyaluro Protect repair and protect hair from UV damage.



Long Lasting Scent

Amber + Wood + Musk scent last for a long time to abate smell of scalp and hair.



FreshLuxe shampoo cools off your scalp without tangles. The treatment repairs and protects hair from UV damage.



Let us refresh your scalp and hair with summer special hair care, FreshLuxe!



At home

Cooooo! This is addicting!



totalbeauty NOIRAUDEPRO

personal restore origin

IN: IN-SALON DEEP CONDITIONING

Out: Brazilian straightening

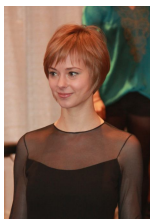
Aside from color, 2012 isn't shaping up to be a big year for chemical processes -- instead, it's all about repair. "There are so many great innovations in deep conditioning," says Potempa. "People are realizing how horribly damaged their hair has become over the last few years, so now they want to fix it." Potempa is excited about a new treatment called **Noiraudepro** by the company Milbon, which developed Japanese straightening. This keratin-focused service isn't just for people who chemically alter their hair. "People use flat irons and curling irons more than ever -- companies are finally focusing on reversing the damage," Potempa says.

SEE NEXT PAGE: In: One-day color

RATE THIS STORY | Avg member rating: 8



The Art of Hair by Eiji at NY Dry Cut



Eiji Salon and his partner salon in Japan transforms classic cuts into modern day masterpieces. Styled with our new styling cream Lusse for shine, smoothness and polish. So light and natural, it provides the perfect finish for all hair types!

Lusse Starter Kit for first time purchasers

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



Featured in Total Beauty, **Noiraudepro is customizable PPT treatment to repair damage.** Keratins, CMC, Collagens and Coating Agents restore hair's lost components. This treatment can be used before and after chemical services such as color, straightening and relaxer. It is also a great hair repairing stand alone treatment.

<http://www.totalbeauty.com/content/gallery/best-2012-hair-trends/p102822/page7>

The updated technical booklet is available upon request

Below is a brief report of our recent seminars!

4/16 Smooth Control by Tara Service time: 2 hours

BEFORE



•Consultation

Frizz, Single color 2 weeks ago
Smooth Control 2011/Mar
Expects straighter for easy blow dry

AFTER



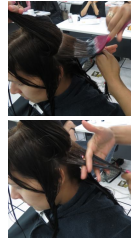
2. Shampoo

Shampoo the hair with Nigelle ER

3. Zero & Straightener



Zero Normal



- Zero – Apply Zero roots to the ends. (A lot of Zero on previous Liscio hair)
- 2. Back – Apply Normal starting from bottom leaving ends. Bottom hair is frizzier. Massage well.
- 3. Left and Right side – Apply it starting from bottom since hair is frizzier.

Total process time 14 min after application (Application for 8 min)

4. Process Check & Rinse, Hair bath



Comb tail test.
When hair stays wrapped around tail comb, ready to rinse.

After rinsing entire hair, fill the sink warm water and massage hair in the water. This removes chemical.

5. Blow Dry & Iron



Apply Heat protection spray before blow dry. Starting from hand dry.



Flat ironing only for hair line and nape line. (Wants straighter result)

6. Neutralizer, Rinse, Style



Apply neutralizer from roots to the ends. Comb to make sure even distribution. Process for 5 min. Rinse.

4/16 Straight Variations by Tara Service time: 45 mins

BEFORE



•Consultation

Coarse hair, bulky, No color
Straight Variation 2011/Jan
Expects manageability

AFTER



2. Shampoo

Shampoo the hair with Nigelle ER

3. Zero & Straightener



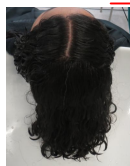
Zero Normal



- 1. Zero – Apply Zero roots to the ends.
- 2. Back – Apply Normal starting from bottom since hair is resistant. Massage well.
- 3. Left and Right side – Apply it starting from bottom.

Total process time 20 min after application (Application for 8 min)

4. Process Check & Rinse, Hair bath



If the hair becomes too soft, rinse section by section.

Rinse After rinsing entire hair, apply ER conditioner. Rinse.

5. Neutralizer, Rinse, Style



Apply neutralizer from roots to the ends on wet hair after rinsing out straightener at the sink. Process for 5 min. Rinse.



Apply RX FLUID for moisture on wet hair, then apply PREJUME Milk #1 (moisture and curls). 10 min under heat to style.





Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
	7	8	9	10	11	12
CA (C) AM Kazumi	NY (C) Hikaru					
CA(CL) PM Kazumi	NY (CL) Yoshie	15	16	17	18	19
						Ann: Forces Day
20	21	22	23	24	25	26
	NY (HS) Tara					
27	28	29	30	31		
	Memor. Day					

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

June

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

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 Hikaru Kuroki / 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: 1:30 - 5 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 - 3pm **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

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
			Independence Day			
8	9	10	11	12	13	14
July Schedule Coming Soon!						
15						
22	23	24	25	26	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



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