



MILBON

# What's New!

June 1, 2012

## Announcements

- **FreshLuxe Summer Hair Care now available!** For a limited time only while supplies last!
- New summer seminar schedule now available! Sign up for new and advanced classes!
- Upcoming Beverly Hills, CA seminar on Sunday, 8/5. Basic Conditioning seminar and first time ever Advanced Highlight Smoothing Seminar by Kazumi Morton!

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](http://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.**

## BEAT THE HEAT WITH NEW NEU DUE FRESHLUXE HOMECARE!

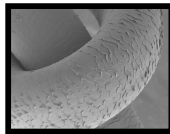
Stay cool during hot, humid days with FreshLuxe Shampoo & Treatment!

Menthol shampoo keeps scalp fresh and clean while UV repairing treatment helps protect from sun damage.

Available for a limited time only while supplies last!

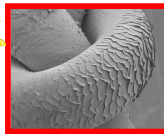
Active ingredients: menthol, olive oil, hyaluro protect

Before UV exposure



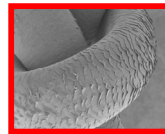
Cuticle is smooth

After UV-B Exposure



Severely Damaged

After UV-A Exposure



Damage is less than UV-B



FreshLuxe Treatment contains Hyaluro Protect and Olive Oil to repair damage from UV-B exposure!

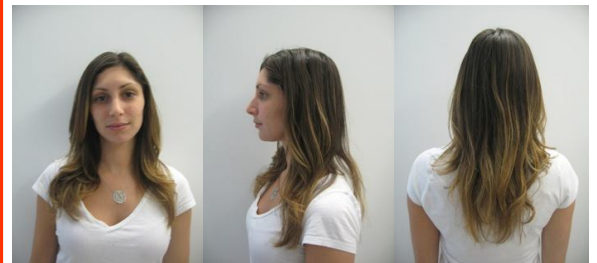
## The Benefits of Liscio Highlight Smoothing:

1. Straight enough, but not bone straight
2. Quicker than regular straightening service
3. Lasts longer than alternative smoothing products in the market; 6 months to 1 year
4. Hair looks naturally straight with movement
5. Reduces styling time in the morning—life changing!

Please join Milbon's Liscio Highlight Straightening Seminar on July 9!



## One Week Later... With 5-min Self Blow Dry!



## Current Promotions

Lusse Starter Kit

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

\*available for first time purchasers



Liscio + Homecare Promo

1 set of Liscio Crystal Cream + 1 set Nigelle ER shampoo and treatment

+ 1 Liscio Crystal Shine Serum = \$49 (save 23%)

(\*no substitutions for any of the products)



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

5/6 CA Conditioning Straightening Seminar by Kazumi Morton Service time: 2.5 hours

**BEFORE**



**1. Consultation**

- Curly, no straightener & no color before
- Highlights on back a year ago at salon
- Flat iron twice a week
- Fine hair but dense

**AFTER**



**2. Shampoo and Hair Check**



Knot test on wet hair after Inphenom shampoo. Knot opens slowly from mid, ends doesn't open

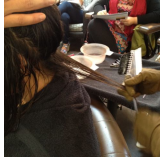
**3. Zero & Straightener**



Zero Normal

1. Zero – Apply it on last 3 inches on nape, from mid shaft to end on top and highlights
2. No color hair—apply Normal starting from nape
3. Highlights—apply Normal on highlights

Total Process Time: 23 min after application  
No-color hair, 23 min. Highlights: 10 min



**4. Process Check & Rinse**



Knot stays closed. Ready to rinse.



Rinse

**5. Blow Dry & Iron**

Comb before blow dry & iron at 356F 3 second press on root to mid, a second on the ends

**6. Neutralizer, Rinse, Style**



Apply neutralizer process for 5 min. Rinse.

5/6 Cashmere Smoothing Seminar by Kazumi Morton Service time: 2 hours

**BEFORE**



**•Consultation**

Coarse hair, wavy  
Straight Variation 2011/Jan  
Expects manageability

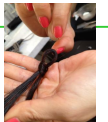
**AFTER**



**2. Shampoo & Hair Check**



Shampoo the hair with Fierli. Damage check with knot test on wet hair after shampoo. Knot opens roots and mid, does not open ends.



**3. Zero & Cashmere and Process**



Zero Cashmere

1. Zero – Apply ends 2 inches
2. Apply Cashmere from roots to the ends. Plastic cover and heat process for 10 min first
3. Check the hair, feels smooth but little bump. Apply from roots to ends again. Process heat for 5 min.
4. Check the hair, still little bump. Add water and Cashmere. Process heat

Total process time: 20 min with heat

**4. Check & Rinse**

Pinch a strand and keep feeling the hair during processing. Hair gradually feels softer & smoother. When hair becomes flat (no bumps when sliding fingers) and slippery, rinse well.



After rinsing well, apply Fierli treatment and comb it through to the ends

**5. Blow Dry & Iron**

Apply Heat Protection Spray. Blow dry styling the hair smooth. Flat iron with 410F 2-3 passes.





# Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

## 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 Fathers Day	18 NY (SS) Tara	19	20 Summer Begins	21	22	23
24	25 NY (O) Hikaru	26	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: 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

## July

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

### 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:** 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

## August 2012

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