



MILBON

# What's New!

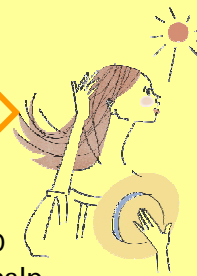


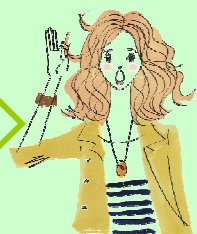





July 1, 2012

## Milbon Summer Hair Care Recommendation

Enjoy the summer without worrying about your hair! We've got you covered from homecare to in-salon treatments for all your clients' concerns in the hot, humid weather.

### Home Care

### Salon Care

<p><b>#1 UV damage</b></p>  <p># 3 Hot Scalp # 5 Smelly Scalp</p>	<p><b>Neu Due</b> ★</p> 	<p><b>Linkage Meu</b></p> 	<p><b>UV Care</b></p>
<p><b>#2 Frizz</b></p> 	<p><b>Fierli</b> ★</p> 	<p><b>Inphenom</b></p> 	<p><b>Frizz Care</b></p>
<p><b>#4 Sweaty Scalp</b></p> 	<p><b>Nigelle LX</b> ★</p> 	<p><b>Nigelle LX</b></p> 	<p><b>Scalp Care</b></p>

Please ask your sales rep about FreshLuxe, Fierli & Nigelle LX seasonal promotions from now until 9/28! Summer Salon POPs available - display at the front desk and/or station to promote retail & treatments!



### Current Promotions

**Inphenom Homecare Promo**



Shampoo pump bottle 500ml (free)  
+  
Mini pouch 7.8 Fl Oz (230ml) x 2  
**\$20**



Treatment pump bottle 500g (free)  
+  
Mini pouch 8.1 Oz (230g) x 2  
**\$28**

**Lusse Starter Kit**

6 Lusse retail (2.1oz) + 1 Lusse refill (7.1oz) = \$70 (save 12%)  
\*only available for first time purchasers



### Announcements

- Protect your hair from the hot summer sun with limited edition FreshLuxe Summer Homecare. Refreshes scalp and repairs UV-B damage.
- 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



- **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)



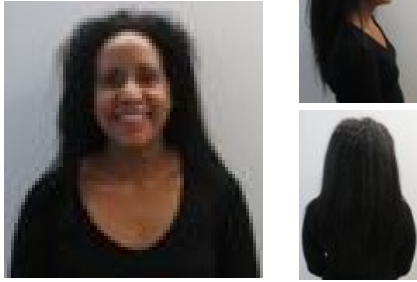
- **Salon POPs available!** Ask us for MILBON displays to help promote featured retail items and services!

- **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.**

6/4 Conditioning Straightening Seminar by Yoshie Sakuma - Service time: 2.5 hours



**BEFORE**



**1. Consultation**

- Last Liscio Straightening 8/2011
- No reversion, no color
- Expects straight results

**2. Shampoo and Hair Check**



Shampoo hair twice using Nigelle ER  
Regrowth very healthy and opens quickly. Mid to end slightly more damaged, opened slower

**3. Zero & Straightener**



Zero Strong Normal



1. Zero – apply ZERO on previously straightened hair with 1/4 inch overlap on regrowth
2. Roots—apply 1:1 mixture of Strong & Normal 1/4 inch from scalp on roots area. Started application in the nape and applied ZERO & solution simultaneously through back section, to the left front side then the right front.
3. Nape hairline solution applied after 8 mins, face hairline applied after 15 mins, previously straightened hair combed through at sink

Total process time: 25 mins after application

**4. Process Check & Rinse, Hair Bath**



Knot stays closed.  
Ready to rinse.



Rinsed back section first, then left front followed by right front side. After rinsing entire hair, fill the sink with warm water and massage hair in water. Changed water 3x to ensure all chemicals removed

**5. Blow Dry & Iron**



Spray Chitoaqua & water (1:3) on wet hair to add smoothness & shine



Blow dry with twin brush to 90%. Flat iron hair 180C (356F). Slow glide (2-3sec) on regrowth and quick pass through ends.

**6. Neutralizer, Rinse, Style**



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

**AFTER**



6/18 Smooth Control Seminar by Tara Sookdeo— Service time: 2 hours



**BEFORE**



**1. Consultation**

- Coarse hair, wavy
- Straight Variation 2011/Jan
- Expects manageability

**2. Shampoo**



Shampoo hair twice with Nigelle ER

**3. Zero & Straightener**



Zero Normal

1. Zero – Apply on previously straightened hair
2. Back—apply normal starting from top. Massage well
3. Left and right side—apply starting from bottom

Total process time: 13 min after application



**4. Process Check & Rinse, Hair Bath**



Rinsed hair in sections starting with back, then left and right side



Hair bath twice to remove alkali then apply ER conditioner. Rinse

**5. Blow Dry & Iron**



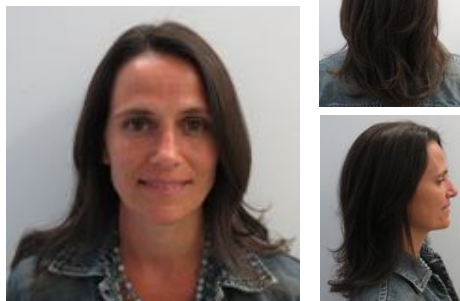
Apply Heat Protection spray before blow drying. Flat ironed (356F) around the hair line and nape area because client wanted straighter results than before

**6. Blow Dry**



Apply neutralizer from roots to ends. Comb to make sure even distribution. Process for 5 min. Rinse. Blow dry and style

**AFTER**





# Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

## 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				

**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

## August

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

**New! Highlight Smoothing NY (HS) by Hikaru Kuroki / Tara Sookdeo**  
**Highlight Smoothing CA (HS) by Kazumi Morton**

### 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

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

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

## September

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

### 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

#### 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 **Cost:** \$150

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

## Inphenom Treatment Pack



129640	Inphenom Penetrator #1 (16.9oz.)	1
129655	Inphenom Cortex CMC #2 (16.9 oz.)	1
129625	Inphenom Cuticle CMC #3 (8.8 oz)	1
129660	Inphenom CMC Stabilizer #4 (16.9 oz)	1
129630	Inphenom Cuticle Coat #5 (8.8oz)	1
129635	Inphenom Ceramidepack (0.4oz)	10
996000	Inphenom Sprayer (1)	1
996001	Inphenom Foamer (2)	1
996002	Inphenom Applicator (4)	1

Total Value: \$225

## 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 Seminar only)

## 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

Cashmere Value Pack OR Highlight Options Value Pack (available for Highlight Options Seminar only)

## 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