



MILBON

What's New!

August 1, 2012

Announcements

Get FREE Shelf Talker!

Ask us for product POPs and mini-books to help promote featured retail items and services!



Summer Hair Care:

Ask us about summer hair care promotions and deals by calling us at 1.800.431.8930 or speak to your Milbon sales consultants.

Like Us on Facebook:

For weekly news and seminar reports, please visit our facebook at: www.facebook.com/milbon.us. Also, follow us on Twitter @MilbonUSAweb.



Upcoming Beverly Hills, CA seminar on Sunday, 8/5.

Basic Conditioning seminar and first time ever Advanced Highlight Smoothing Seminar by Kazumi Morton!

Inphenom Homecare Promotion:

Get 2 x mini-refill of shampoo or treatment to get a free pump bottle - great saver for repeaters! Offer ends on 9/28/2012.

Discontinuing items:

1. Nigelle HY - end of Aug or out of stock
2. Travel sizes AX, LX, Nigelle DS, Crede ER - end of Dec or out of stock
3. Nigelle DS TF & FF refill 35 oz. - end of Dec or out of stock

Like Milbon on Facebook to Win Lusse Starter Kit!

Please email us your Milbon product shelf display photo! The best display will receive Milbon's new Lusse starter kit (shown at the bottom of this page).

The entry is easy:

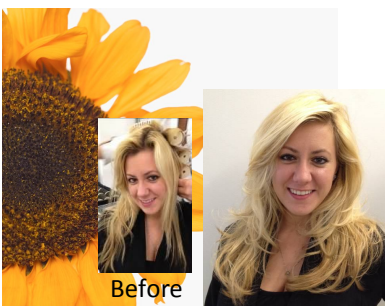
1. Go to Milbon facebook (www.facebook.com/milbon.us) and click LIKE!
2. Email us your product shelf photo at info@milbon-usa.com.
3. A winner will be announced on our facebook!

We are looking forward to receiving many photos!!



Lusse

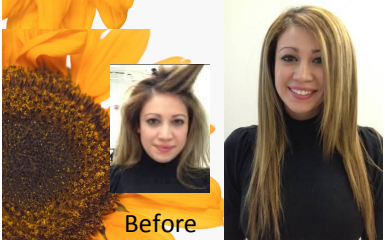
New! LUSSE is a light hair finishing cream that adds shine and polishes any hair style. No Silicone = no build up!



Before

Mattia - Making Waves

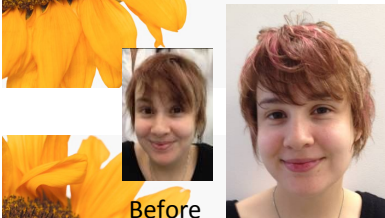
- Place hot rollers and leave them for 5-10 min.
 - Blow dry to smooth out curls.
 - Spread Lusse on palm and apply on hair ends to create separation.
 - Then, smooth out the frizz on mid-shaft and add shine on the front. Use fingers to define layers.
- Gorgeous but youthful shiny blonde!



Before

Alicia - Enhance Smoothness & Shine

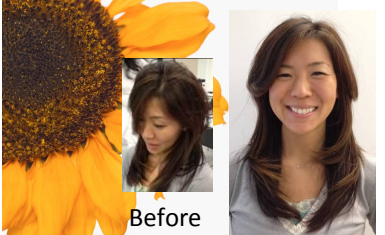
Her curly hair texture looks dry even though the condition is good. After blow drying and flat ironing, Apply Lusse starting from the back area to the top to add shine and softness.



Before

Sharon - Add Texture Without Weight

Her fine thin hair can't take any styling product. On damp hair, apply NIGELLE RX lotion to help get body using a small round brush. Use Lusse to give texture and shine. Her hair did not get greasy even after sleeping on it!



Before

Kanako - Volume and Movement

On damp hair, apply NIGELLE RX only on the crown area and blow dry to create height at the crown. Flat iron to smooth out and bend the ends. Crunch in Lusse from mid-shaft to end to create movement.



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

*only available for first time purchasers



Below is a brief report of our recent seminars!

7/9 Highlight Smoothing Seminar by Tara Sookdeo—service time: 1.5 hours



BEFORE



1. Consultation

- Wavy & Frizzy
- Highlights twice a year, last was 2 months ago
- Expects straighter hair that she does not need to flat iron

AFTER



2. Shampoo and Hair Check



Shampoo hair twice using Nigelle ER. Apply small amount of Nigelle ER Treatment and rinse.

3. Zero & Straightener



ZERO



1. **Zero** – apply ZERO heavily on highlighted hair from roots to ends and lightly through the ends in back section



Normal



2. **Back** – apply Normal solution in the back section below occipital bone that had no highlights



Mild

3. **Front & Highlights**—apply Mild solution on front and top highlighted sections

Total process time 17 min
- 8 minutes for application
- 9 additional minutes for each section

4. Process Check & Rinse, Hair Bath

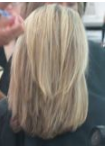


Hair unwrapped slowly. Rinsed in sections starting with the back and following application pattern

After rinsing all sections, fill the sink with warm water and massage hair in the water. This removes any remaining chemicals.

5. Blow Dry & Iron

Apply Heat Protection Spray and blow dry with no brush to 100%. Quick brush blow dry in front section for body and volume around the face
Flat iron hair at 180C (356F) for back and 160C (320F) for highlights 1-2 quick passes



6. Neutralizer, Rinse, Style



Apply Neutralizer from roots to the ends. Process for 5 minutes. Rinse

7/16 Liscio Conditioning Straightening Seminar by Hikaru Kuroki— Service time: 3 hours



BEFORE



1. Consultation

- Curly, Frizzy Hair
- Never chemically treated
- Normally styles with flat iron and takes over an hour
- Wants straight hair with no frizz that does not need to be flat ironed

AFTER



2. Shampoo



Shampoo hair twice with Nigelle ER

After shampoo, damage check the hair with knot test on wet hair. Hair is mostly healthy, ends are a little weaker and dry

3. Zero & Straightener



Zero

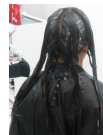


1. **Zero** – apply ZERO only on the ends

2. Apply mixture of Strong: Normal (70% : 30%) from roots through mids, leaving ends out until after whole head is applied then apply ends. Process for 20 min.



Strong Normal



3. Reapply same solution 1/4 inch from roots through the ends. Leave for 5 more minutes.

Total process time: 25 min after application

4. Process Check & Rinse, Hair Bath



Knot stays closed. Ready to rinse!

After rinsing the entire head, fill sink with warm water and massage hair in water to remove excess chemicals. Repeat process twice.

5. Blow Dry & Iron

Blow dry with brush to 90%. Flat iron hair 180C (356F) Press for 3 seconds



6. Neutralizer, Rinse, Style



Apply neutralizer from roots to ends. Process for 5 min. Rinse.



Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

August

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

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

September

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

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

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

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	8	9	10	11	12	13
	Columbus Day					
14	TBA					
21	22	23	24	25	26	27
28	29	30	31	Halloween		

For additional seminar information and registration, please contact us at (800) 431-8930 or visit our website at www.milbon-usa.com



You can see our seminar report on our facebook at: www.facebook.com/milbon.us



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