



MILBON

What's New!

September 1, 2012

Announcements

Get FREE Shelf Talker!

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



Repair Summer Hair

Ask us about our in-salon treatments (Noiraudepro, Linkage MEU and Inphenom) for every hair care concern!

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.



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

Goodbye Nigelle HY!
Please try Linkage MEU - our newer, improved formula!

Repair Summer Stressed Hair

Repair your clients' hair and undo damage from the sun, salt water and chlorine with Milbon in-salon treatments! Quick, easy and highly effective, these are fantastic add-ons to your salon's menu!

INPHENOM

Color radiance treatment for prolonging color and brightness

Service Time: 15 minutes

What to expect: Adds richness and shine to color treated hair for 5 weeks



LINKAGE MEU

Deep moisture treatment for taming and smoothing unmanageable, dry hair

Service Time: 15 minutes

What to expect: Instantly hydrates hair and provides silkiness and smoothness to the touch. Lasts for 5 weeks



Noiraudepro

Restorative protein treatment for strengthening and repairing even the most compromised hair

Service Time: 15-30 minutes

What to expect: Restores strength and elasticity to hair. Lasts for 5 weeks



Limited Time Only Seminars!

Eiji Dry Cut Seminar at Milbon NYC
10/1, 1/21, 5/20



Observe Eiji's signature dry cut technique and styling presentation! Receive a hand picked selection of Eiji's favorite styling products after the class!

Contact us at 800-431-8930 for more information, pricing and registration

Advanced Highlight Smoothing Seminar in Miami - Sunday, 9/30



Milbon will hold its first ever advanced Liscio seminar in sunny Miami, FL. Class will focus on smoothing/straightening highlighted hair using Liscio Crystal Cream solutions. Prior Liscio certification required.

Contact us at 800-431-8930 to register as seats are limited

Like Milbon on Facebook to Win a Lusse Starter Kit!

Share your Milbon product shelf display photo! The best display will receive Milbon's new Lusse starter kit. The entry is easy:

1. Go to Milbon facebook (www.facebook.com/milbon.us) and click LIKE!
2. Post image on your facebook and tag us
3. A winner will be announced along with a featured spread on our facebook

We are looking forward to your photos!



Below is a brief report of our recent seminars!

8/6 CA Liscio Conditioning Seminar by Kazumi Morton—service time: 2 hours



BEFORE



1. Consultation

- Curly, Frizzy
- Liscio 4 years ago, no color
- Prefers manageable hair (no blow drying) / straight but with little body

AFTER



2. Shampoo and Hair Check



Shampoo with Nigelle ER. Damage check with knot test.
Overall very healthy, ends little weaker

3. Zero & Straightener



ZERO

1. Zero – apply ZERO on ends about 2 inches
2. Apply Strong starting from nape area from roots to ends (8 min)
3. Apply Strong on sides from roots to ends (5 min)
4. Apply stopper on end pieces 12 min after finish applying

Strong

Process time after application—21 min.

4. Process Check & Rinse, Hair Bath



Process check with knot test



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



5. Blow Dry & Iron

Blow dry with brush to 90%. Flat iron hair at 180C (356F) with a 2-3 second press

After rinsing straightener before flat ironing.

6. Neutralizer, Rinse, Style



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

8/6 CA Liscio Highlight Smoothing Seminar by Kazumi Morton - service time 2.5 hours



BEFORE



1. Consultation

- Wavy, frizzy, highlights 9 months ago. Single process every 4 weeks
- Liscio 8 months ago. Keratin treatment twice since.
- Wants straight hair with body, no blow drying. Works out and shampoos every day.

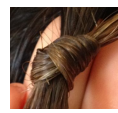
AFTER



2. Shampoo



Roots



Highlights



Shampoo with Inphenom
Damage check with knot test
Roots—very healthy / highlights—little weaker / ends—very weak

3. Zero & Straightener



Zero



Normal



Mild

1. Zero – pre-straightened hair, highlights, face line 1 inch away from scalp
2. Apply Normal on non-highlighted roots leaving 1-inch section at nape (7min)
3. Apply Normal & Mild (1:1) to side & top non-highlighted hair and non-highlighted bangs. (9min)
4. Apply Mild on highlighted virgin hair (2min)
5. Apply Mild through the ends (2min)

Total process time after application: 11 min

4. Process Check & Rinse, Hair Bath



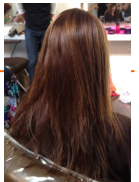
Process check with knot &



After rinsing entire hair, fill the sink with warm water twice and massage hair in the water to remove excess chemicals. Then, use Inphenom 2 & 3 concentrating from mid-shaft to ends to prevent dryness and fly away

5. Blow Dry & Iron

Blow dry with brush to almost 100%. Flat iron non-highlighted hair at 180C (356F) and highlighted hair at 170C with a 2-3 sec. glow glide.



6. Neutralizer, Rinse, Style



Apply neutralizer from roots to ends. Process for 5 min. Rinse, followed by Inphenom 4 & 5.





Milbon Seminar Schedule

September

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

October

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|------------------|---------|--------------|----------|--------|----------|
| | 1 Dry Cut Eiji | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 Columbus Day | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 NY (B) Hikaru | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 NY (O) Hikaru | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 NY (R) Yoshie | 30 | 31 Halloween | | | |

November

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------|------------------|---------|-----------|-----------------|--------|----------|
| | | | | 1 | 2 | 3 |
| 4 Fall Fashion Society | 5 NY (B) Yoshie | 6 | 7 | 8 | 9 | 10 |
| 11 Veterans Day | 12 NY (HS) Tara | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 NY (T) Milbon | 20 | 21 | 22 Thanksgiving | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Eiji Dry Cut Seminar (E)

Course Objective:

Discover the art of dry cutting by renowned stylist Eiji (protege of the late John Sahag). Class will consist of Eiji's inspiring philosophy, a live demonstration of his legendary dry cut technique and a styling presentation on 4 models. Learn more about Eiji at www.eiji-newyork.com.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

Time: 1pm—4pm **Cost:** \$75 (includes a hand picked selection of Eiji's favorite styling products!)

Basic Liscio Retexturizing (B) by Yoshie/Hikaru

Course Objective:

Our basic class recommended for stylists new to Liscio. Learn the theory behind Liscio and observe two different processes - Smooth Control (for clients who want smoother hair but are concerned about sacrificing volume) and Straightening (for clients who want natural, straight results). 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

Basic Refresher Liscio Retexturizing (R) by Yoshie

Course Objective:

This refresher seminar is dedicated to those who are already Liscio certified. Get a quick update on two different processes using Liscio Crystal Cream - Smooth Control (for clients who want smoother hair without sacrificing body) and Straightening (for clients who want natural straight results). A certificate will be given after completion.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

Time: 9:30am - 3pm **Cost:** Free

Smoothing Options (O) by Hikaru

Course Objective:

This is our basic smoothing seminar. Learn two different options for clients who want smoother hair but are concerned about sacrificing body. Liscio Smooth Control for permanent smoothing results and Cashmere Luminance 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

Advanced Highlight Smoothing NY & FL (HS) by Tara/Yoshie

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 highlighted hair clients. Attendees will receive a certificate after seminar.

Location: NY - Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

FL - LVS Salon 5838 SW 73rd St. South Miami, FL 33143

Time: 9:30am - 1pm **Cost:** \$150

Professional In-Salon Treatment (T) by Milbon Educators

Course Objective:

Our in-salon treatment class. Learn how to increase your profitability through in-salon treatments. Class will focus on how to market your service, in depth product knowledge and the basic techniques of our in-salon treatment services. Includes live model demonstrations.

Location: Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

Time: 2 - 5 pm **Cost:** FREE

Conditioning Straightening NY (C) by Yoshie/Hikaru

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 **Cost:** \$150

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 Liscio Retexturizing and Highlight Smoothing 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

Smoothing 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

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 * available to Cashmere Attendees only