



MILBON

What's New!

October 1, 2012

Announcements

EIJI Dry Cut Seminar

Observe Eiji's signature dry cut technique!

We are now accepting registration for the next available class on Monday, May 20, 2013

Get FREE Shelf Talker!

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



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.



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

Return policy

We do not accept returns after 60 days of the original invoice date. A 15% restocking fee will be incurred for returns after 30 days. All returning items must be in its original resalable condition.



INPHENOM Renew Your Hue

The fall emanates radiant reds, luscious browns and glimmering gold. And as the seasons change, so does our hair color. Keep your client's color looking its absolute best with Inphenom After Color Radiance Treatment! Inphenom is a quick and effective in-salon treatment that locks in color to prevent fading while enhancing shine and richness. Delivers CMC moisturizing agents to repair damage caused by repeated coloring. Ideally used with Inphenom Homecare Shampoo, Treatment and Mist for clients to maintain results at home.

Why Inphenom Treatment?

- Enhances Color - prevents color fade, retains vibrant shiny color until next color service
- Lightweight Treatment - delivers moisture without weighing down hair
- Effective and Quick - see a difference in 15 minutes (or less!)
- Immediate Results - brighter blondes, richer reds and bolder brunettes



Inphenom Homecare Trio delivers shinier, brighter color treated hair! Infused with CMC moisturizing agents to extend the longevity of your color without weighing down hair!



Shampoo

Inphenom color care shampoo supplies CMC inside the hair to maintain moisture and softness



Treatment

Inphenom Treatment locks in the CMC delivered by the Shampoo and smoothes the hair's surface with shine.



Mist

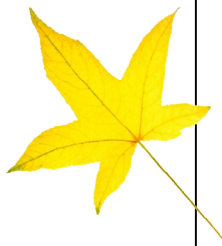
Inphenom Mist protects from heat styling while detangling stubborn hair

INPHENOM FALL PROMOTIONS

1. Inphenom Starter Kit \$210

- Includes Inphenom 5-step In-Salon Treatment
- Applicators - Sprayer, Foamer, Applicator, Cups & Tray
- 1 Box of Ceramidepack Take Home for your clients
- Inphenom Homecare - Inphenom Shampoo, Treatment and Mist retail size

Valued at over \$250!



2. Inphenom Homecare + Ceramide Promo \$260



When you purchase:
1 box Ceramide Pack
6 pc. Inphenom Shampoo retail size 8.5 oz.
6 pc. Inphenom Treatment retail size 8.8 oz.

Get 2 pc. Inphenom Mist FREE
Use Mist before blow drying to detangle & protect from heat damage!

3. Inphenom Retail + Travel Size Promo \$210



When you purchase:
6 pc. Inphenom Shampoo retail size 8.5 oz.
6 pc. Inphenom Treatment retail size 8.8 oz.

Get 3 sets Inphenom Shampoo & Treatment travel size 1.7 oz. FREE

Below is a brief report of our recent seminars!

9/10 Liscio Conditioning Seminar by Hikaru—service time: 2 hours



BEFORE



1. Consultation

- Frizzy, wavy hair
- Virgin hair
- Wants more manageability

AFTER



2. Shampoo and Hair Check



Shampoo with Nigelle ER



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

3. Zero & Straightener



1. Zero – apply ZERO through ends and hair line
2. Apply Normal from roots to ends. Process for 15 min
3. Re-apply it underneath. Process for 9 min
4. Apply it on 1/4 inch from scalp. Process for 1 min

Total Process: 25 min after application

4. Process Check & Rinse, Hair Bath



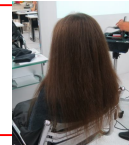
Knot stays closed. Ready to rinse



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

5. Blow Dry & Iron

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



6. Neutralizer, Rinse, Style



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

9/17 LiscioHighlight Smoothing Seminar by Tara Sookdeo - service time 2 hours



BEFORE



1. Consultation

- Wavy & frizzy
- Highlights twice a year; last was 6 months ago
- Wants smooth hair

AFTER



2. Shampoo



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

Nigelle ER

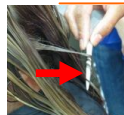
3. Zero & Straightener



1. Apply ZERO on highlighted hair from roots to ends
2. Apply Mild solution 2 inches from roots through the ends (roots were straighter than midshaft/ends)

- Total Process time: 23 min
- 9 minutes for application
 - 14 minutes for left side
 - 14 minutes for right side

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. Apply Nigelle ER Treatment

5. Blow Dry & Iron

Apply Heat Protection Spray and blow dry with no brush 100%. Flat iron hair at 180C (356F) 1-2 quick passes



6. Neutralizer, Rinse, Style



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



Milbon Seminar Schedule

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			

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 –3 pm **Cost:** \$150

Advanced Highlight Smoothing NY (HS) by Tara

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

Time: 9:30am –1 pm **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 demos

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

Time: 2 –5 pm **Cost:** FREE

CA Smooth Control (SC) by Kazumi - Sunday, 11/4

Our basic seminar (aka Blow Dry Process). Learn how to control and smooth out inconsistent waves and frizz while keeping volume, body and movement. Ideal for fine to normal hair types to achieve better manageability and soft, shiny, smoother finish! Attendees will receive a certificate after seminar.

Location: Beverly Hills, CA (contact us for details)

Time: 9:30am—1pm **Cost:** \$150

CA Advanced Highlight Smoothing (HS) by Kazumi - Sunday, 11/4

This is an advanced seminar and requires prior Liscio certification. Highlight Smoothing is a great alternative for effective and longer lasting smooth hair. Take away the frizz and reduce puffiness for better manageability.

Location: Beverly Hills, CA (contact us for details)

Time: 2pm—5pm **Cost:** \$150

November

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

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 NY (B) Hikaru	4	5	6	7 Pearl Harbor Remembrance Day	8
9	10 NY (HS) Tara	11	12	13	14	15
16	17	18	19	20	21	22 Winter Begins
23	24	25 Christmas	26	27	28	29
30	31 New Year's Eve					

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: \$223

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