



MILBON

What's New!

November 1, 2012

Announcements

Going, going, gone... 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

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.

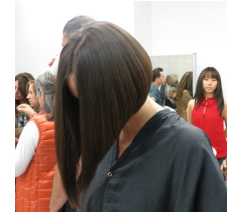
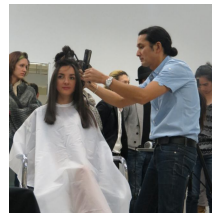
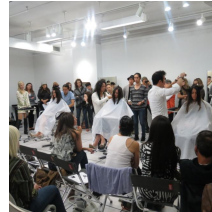


Return policy

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.

EIJI Dry Cut Seminar 10/1/12

What an amazing turnout for Eiji's seminar! A special thanks to Eiji for showing us his signature technique and sharing his inspirational outlook! Join us for the next available seminar on Monday, 5/20. (Waiting list is also available for Monday, 1/21)



Get holiday ready! Travel sizes are perfect for gift bags & jet-setting clients!

50% off 1 case (60pcs) on all travel size shampoo, treatment or nutrient! (must be of the same kind)



Advanced Highlight Smoothing Seminar

Results from our Miami, FL Advanced Liscio Highlight Smoothing Seminar! A great alternative for effective & longer lasting smoother hair. Take away frizz and reduce puffiness for better manageability. Join us for the upcoming seminars in New York, NY and Beverly Hills, CA!



Before

After

INPHENOM PROMOTIONS (now - Dec. 31)

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!

10/15 Liscio Retexturizing Straight Seminar by Hikaru—service time: 2.5 hours



BEFORE



1. Consultation

- Curly, wavy and frizzy
- Single process 4-6 weeks ago
- Keratin treatment 4 months ago
- Wants natural straight result

AFTER



2. Shampoo and Hair Check

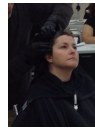


Shampoo x 2 hair with Nigelle ER



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

3. Zero & Straightener



1. Zero – apply ZERO through ends
2. Apply Strong on back section. Apply Strong : Normal (1:1) on side and top section. Process for 15 min
3. Re-apply it on back. Process for 5 min
4. Apply it on 1/4 inch from scalp. Process for 1 min

Total Process: 21 min after application

Strong Normal

4. Process Check & Rinse, Hair Bath



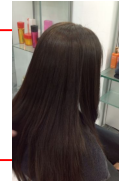
Knot stays closed. Ready to rinse



After rinsing entire head, fill the sink with warm water and massage hair in the water to remove excess chemicals. Changed water 3 times to ensure all chemicals have been removed.

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

10/15 Liscio Retexturizing Smooth Control Process by Hikaru Kuroki - service time 1hour



BEFORE



1. Consultation

- Wavy & frizzy
- Highlights 2 years ago
- Wants easier blow dry

AFTER



2. Shampoo



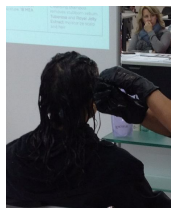
Shampoo x 2 hair with Nigelle ER.



After shampoo, damage check the hair with knot test on wet hair. Roots are mostly healthy, ends are weak

Nigelle ER

3. Zero & Straightener



1. ZERO—apply ZERO through ends
2. Apply Normal from roots to mid-shaft leaving ends out. Process for 15 min.

Total Process time: 15 min after application

Normal

4. Process Check & Rinse, Hair Bath



Knot stays mostly closed. Ready to rinse.



After rinsing the entire head, fill the sink with warm water and massage hair in the water to remove excess chemicals. Changed water twice to ensure all chemicals have been removed.

5. Blow Dry & Iron

Salon finish blow dry with brush

6. Neutralizer, Rinse, Style



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



Milbon Seminar Schedule

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
	4	5	6	7	8	9
10	11	12	13	14	15	16
	18	19	20	21	22 Thanksgiving	23
	26	27	28	29	30	

CA (SC) Kazumi
 CA (HS) Kazumi
 NY (B) Yoshie
 NY (HS) Tara
 NY (T) Milbon

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 / Hikaru

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

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
	3	4	5	6	7 Pearl Harbor Remembrance Day	8
	10	11	12	13	14	15
	17	18	19	20	21	22 Winter Storm
	24	25 Christmas	26	27	28	29
	31 New Year's Eve					

NY (B) Hikaru
 NY (HS) Tara

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	28	29	30	31		

NY (B) Yoshie
 NY (R) Hikaru
 EIJI Dry Cut
 NY (HS) Tara
 NY (T) Milbon

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