



MILBON

# What's New!

January 1, 2013

## Announcements

### ELUJUDA in February

Milbon's new styling-base oil! Instantly revives unmanageable, dry hair. Apply before/after blow drying. Comes in two formulas—FO for fine hair & MO for coarse hair!

### Join us for Milbon's In-Salon Treatment Seminar!

Increase your profitability with our in-salon treatments! Includes live demos and in-depth product knowledge. See seminar schedule for upcoming class dates.

### 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**

### Like Us on Facebook:

For weekly news and seminar reports, please visit our facebook at: [www.facebook.com/milbon.us](http://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. No returns on irons.

## ELUJUDA Debuts in February!

Milbon's new styling-base oil is officially available in February. Comes in two formulas—FO for fine hair & MO for coarse hair. Instantly conditions and transforms tresses for better manageability and easy styling!



## January Promotions



For shinier, vibrant, softer color treated hair!

### Inphenom In-Salon Treatment Refill Promotion \$210

When you purchase refills of:

- Inphenom Step 1
- Inphenom Step 2
- Inphenom Step 3
- Inphenom Step 4
- Inphenom Step 5
- 1 box of Ceramide Pack

### Receive the following backbar FREE:

- 2 Inphenom shampoo (7.8oz) refill
- 2 Inphenom treatment (8.1oz) refill
- 1 Inphenom shampoo empty pump
- 1 Inphenom treatment empty pump



Resupplies moisture to hair for instantly smooth & silky results!

### Linkage MEU Promotion \$112

Choose from fine hair, normal hair or coarse hair type:

- Step 1 refill + empty pump
- Step 2 refill + empty pump
- Step 3 refill + empty pump
- 1 box of Step 4 take-home

### Receive 3 sets of the corresponding Neu Due shampoo and treatment travel size FREE!



**Below is a brief report of our recent seminars!**

**12/10 Liscio Advanced Highlight Smoothing Seminar by Tara —service time: 1.5 hours**



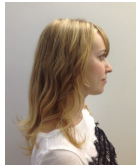
**BEFORE**



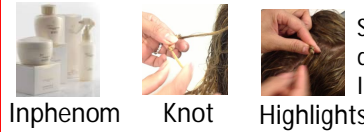
**1. Consultation**

- Curly, wavy & frizzy
- Highlights 3 weeks ago
- Wants smoother, more manageable hair

**AFTER**



**2. Shampoo and Hair Check**



Inphenom Knot Highlights

Shampoo hair with Inphenom for moisture. Knot test to check damage level. A little healthy for roots, very weak for ends. Apply Inphenom Treatment for moisture, then rinse.

**3. Zero & Straightener**



**ZERO**



**Mild : Zero=1:2**

1. Apply low keratin on ends and highlights
2. Apply ZERO on ends and highlights
3. Apply mixture of Mild:ZERO (1:2) from roots to mid shaft in back. Then apply through ends.
4. Apply mixture of Mild:ZERO (1:2) front sections left to right

Total Process: 26 min after application / Application time: 9 min

**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 Inphenom Treatment then rinse

**5. Blow Dry & Iron**

Apply Heat Protection Spray and hand dry 100% Flat iron at 180C (356F) 2 seconds press for roots area and 1-2 quick passes for front, ends.



Hand Dry 2 min blow dry

**6. Neutralizer, Rinse, Style**



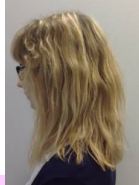
Apply Neutralizer from roots to the ends. Process for 5 minutes. Rinse

Hand dry, then blow drying to finish for 2 min

**11/12 Liscio Advanced Highlight Smoothing Seminar by Tara— service time: 2 hours**



**BEFORE**



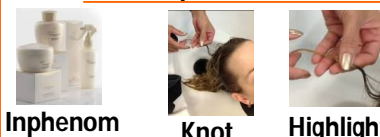
**1. Consultation**

- Wavy & frizzy
- Highlights every 3 months, last was a month ago
- Wants smooth hair

**AFTER**



**2. Shampoo**



Inphenom Knot Highlights

Shampoo hair with Inphenom for moisture. Knot test to check damage level. A little healthy for roots on back, very weak for ends on front. Apply Inphenom treatment then rinse

**3. Zero & Straightener**



**Zero**



**Mild:ZERO (2:1)**

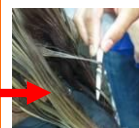


**Mild:ZERO (1:3)**

1. Apply ZERO all over (less for roots, more on ends)
2. Back section—apply mixture of Mild:ZERO (2:1) on roots area. Then apply it to ends
3. Front section—apply mixture of Mild:ZERO (1:3) from roots to mid shaft. Process for 12 minutes. Then apply it to the ends at shampoo sink. Process 1 minute. Then rinse

Total Process time: 13 min after application / Application time: 10 min

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



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

After rinsing, fill the sink with warm water and massage hair in the water. This removes any remaining chemicals. Apply Inphenom treatment then rinse

**5. Blow Dry & Iron**

Apply Heat Protection Spray and hand dry 100%. Flat iron hair for 2 sec at 180C (356F) for roots area, 1-2 quick passes at 160C(320F) for front, ends.



**6. Neutralizer, Rinse, Style**



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

Hand dry, then blow drying to finish for 2 minutes





# Milbon Seminar Schedule

## January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	NY (B) Yoshie	8	9	10	11	12
13	NY (R) Hikaru	15	16	17	18	19
20	<del>SOLD OUT</del> Eiji Dry Cut	22	23	24	25	26
	NY (HS) Tara	28	29	30	31	
	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](http://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, 2/10

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—12pm **Cost:** \$150

### CA Advanced Highlight Smoothing (HS) by Kazumi - Sunday, 2/10

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:** 1pm—4pm **Cost:** \$150

## February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	NY (B) Hikaru	4	5	6	7	8
10	CA (SC) Kazumi	11	12	13	14	15
	CA (HS) Kazumi	NY (O) Yoshie	18	19	20	21
24	NY (R) Yoshie	25	26	27	28	

## March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	NY (B) Yoshie	4	5	6	7	8
	NY (HS) Tara	11	12	13	14	15
17	NY (T) Milbon	19	20	21	22	23
	NY (R) Hikaru	25	26	27	28	29
31	NY (HS) Tara					

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 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