



MILBON

What's New!

June 1st, 2013

### Let's Enjoy Summer with Proper Hair Care.

#### • Protect your hair from the intense sunlight.

The blazing sun can be extremely damaging to your hair. It is essential to use hair care products with UV damage repair and protection if you want to survive the summer with healthy hair. Here is how to keep yourself ready.

>> Step 1:

Use our new **ELUJUDA** every day for UV protection.

>> Step 2:

Use **Neu Due FreshLuxe\*** treatment, infused with olive oil and hyaluronic acid, for UV damage repair with **Neu Due FreshLuxe\*** scalp cooling shampoo.

#### Mini Quiz:

ELUJUDA has UV protection.  
YES or NO?

The answer is **YES**.  
Isn't Elujuda great?



#### • Prevent color fade.

Swimming in the ocean causes hair color to fade. Our **Inphenom homecare** line provides the most effective damage care to retain vibrant color. When your clients are off to their summer vacation on the beach, why not send them off with travel size Inphenom shampoo and treatment? Take advantage of our "Travel Size Campaign"! Offer is available through the end of this month (see below for more information). Then when they return, don't fail to offer them **Inphenom in-salon treatment** with their color service.

#### • Help control frizz.

High humidity promises "bad hair days" all summer long for anyone with frizzy, unruly hair. **LISCIO smoothing service** is the best way to turn it around.

\***Neu Due FreshLuxe** is back for a limited time only. Order starts June 3rd.



#### FreshLuxe Price List:

	Shampoo	Treatment
Retail	\$9 (6.8 fl. oz.)	\$15 (7.1 fl. oz.)
Pump	\$23 (16.9 fl. oz.)	\$30 (17.6 oz.)
Refill Bag	\$30 (33.8 fl. oz.)	\$32 (35.3 fl. oz.)
Travel	\$2.5 (1.7 fl. oz.)	\$3.5 (1.8 fl. oz.)

### Volume Mist.

Have you had a chance to try our new Volume Mist? It is our groundbreaking "protein-based" volumizer that gives hair a powerful lift without product feel.

Our starter kits are still offered for your first time purchase. See back for more information!



### Father's Day is June 16th.

#### Great gift ideas for dad.

If you are looking for last minute, yet thoughtful gift ideas, here are some suggestions!

#### • FreshLuxe shampoo & treatment

This limited summer-only line will give him a refreshing scalp and a pleasant summer season.

#### • NIGELLE LX shampoo & treatment

The scalp shampoo & conditioner are particularly popular among men for its airy feel.

#### • NIGELLE LX Hair Nourishment lotion

If you are open about his thinning hair, this lotion works from a follicle level to strengthen and thicken the new growth!

## Quarterly Promotions (April - June 2013) Ends this month.

Get ready for summer!  
LISCIO Straightening/Smoothing Campaign

only  
**\$49**



FREE

Choose 1 set Liscio Crystal Cream  
OR Liscio Gel Solution

Nigelle ER SP & TR  
(Retail Size)

LISCIO Crystal  
Leave-in TR

Off to vacation?  
Travel Size Campaign

**50%**  
off

Order 20 sets of any travel size  
shampoo and treatment to get 50% off.



Posted April 2013

# Come Learn the Latest LISCIO Highlight Smoothing Technique!

SIGN UP TODAY

Perfect for blonde hair • Help control frizz • Maintain body • Simple application

## Photos from Previous Seminars



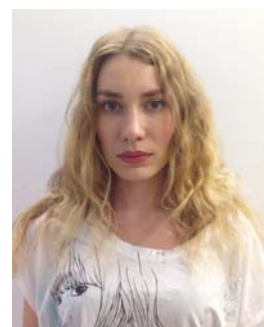
Total service time: 1.5 hours



Total service time: 1.5 hours



Total service time: 2 hours



Total service time: 2 hours

## Next seminar dates

### NY (Manhattan)

Jun 10<sup>th</sup>, 24<sup>th</sup>  
Jul 8<sup>th</sup>, 22<sup>nd</sup>  
Aug 26<sup>th</sup>

### CA (Beverly Hills)

Aug 4<sup>th</sup>

## Feedback from Seminar Attendee


*“Another great class! Loved seeing how the Liscio Mild cream worked miracles on the highlighted model today! Her hair looked smooth, shiny, and most importantly healthy!”*

- A Facebook post from a previous attendee.



Learn the technique just in time for this summer season!

**Plus** receive a POP stand to take home.



Read the next page for more information on the seminar. ▶▶▶  
You need to be LISCIO certified to attend the advanced course in NY.



# Milbon Seminar Schedule (Jun - Aug 2013)

## ● NY LISCIO Smoothing Seminar (Basic)

### Course Objective:

Introductory and/or refresher course for stylists who want to learn the theory behind Liscio and observe two different processes - Smooth Control (for clients who want smooth hair with body) and Straightening (for clients who want natural, straight results). First time attendees will receive a certificate after completion.

**Lecturers rotate:** Hikaru Kuroki / Yoshie Sakuma

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

**Time:** 10am-3pm

**Cost:** \$150 (FREE if already certified)

## ● CA LISCIO Smoothing Seminar (Basic / Advanced)

### Course Objective:

Offered for any stylists who want to learn basic to advanced techniques of Liscio. Observe two different smoothing processes - Smooth Control (for clients who want smooth hair with body) and Highlight Smoothing (advanced application of Smooth Control for highlighted hair). First time attendees will receive a certificate after completion.

**Lecturer:** Kazumi Morton

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

**Time:** 10am—4pm

**Cost:** \$150 (FREE if already certified)

**NEW!**

## ● NY LISCIO Highlight Smoothing Seminar (Advanced)

### Course Objective:

Advanced course for previously Liscio certified stylists who want to learn our new, simplified, and effective approach to smooth highlighted hair (while maintaining body) with Liscio. Attendees will receive a certificate after completion.

**Lecturers rotate:** Tara Sookdeo / Hikaru Kuroki

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

**Time:** 10am-1pm

**Cost:** FREE

June

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	NY (B) Yoshie	3	4	5	6	7
8	NY (A) Tara	9	10	11	12	13
14	NY (B) Hikaru	15	16	17	18	19
20	NY (A) Hikaru	21	22	23	24	25
26		27	28	29	30	

July

SUN	MON	TUE	WED	THU	FRI	SAT
	NY (B) Hikaru	1	2	3	4	5
6	NY (A) Tara	7	8	9	10	11
12	NY (B) Hikaru	13	14	15	16	17
18	NY (A) Tara	19	20	21	22	23
24	NY (B) Hikaru	25	26	27	28	29
30		31				

August

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
CA Kazumi	NY (B) Hikaru	4	5	6	7	8
9		10	11	12	13	14
15	NY (B) Hikaru	16	17	18	19	20
21	NY (A) Tara	22	23	24	25	26
27		28	29	30	31	

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

## Announcements from Milbon USA

Starter Kits still available for your first orders:

### Volume Mist

Buy 5 Get 1 Free!



Starter Kit Price (\$65) per 6 vs. Regular Price (\$78)

### Elujuda

Buy 5 Sets Get 1 Set Free!



Starter Kit Price (\$170) per 6 sets vs. Regular Price (\$204)

So long Cashmere Luminance!

Unfortunately, Cashmere Luminance will be discontinued as of December 2013. We recommend Liscio Smooth Control method instead for smoother, manageable hair with body!

(original post: March 2013)

### LISCIO Seminars:

All Liscio seminars are now free for Liscio-certified stylists. Join us for a Liscio Basic Smoothing or Liscio Highlight Smoothing seminar! See schedule for upcoming classes!

(original post: March 2013)

### 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.



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facebook.com/milbon.us