



MILBON

What's New!

August 1, 2009

Milbon USA, Inc 568 Broadway Suite 606, New York, N.Y. 10012 Tel: 800-431-8930

Hair Care Items Make It Possible for Your Clients To Achieve the Style They Desire

Our new seminars feature guest educators that have developed their own Liscio technique to achieve a desired result. Below is a brief report of our recent seminars!

Special Announcements:

- **New Seminars** featuring Guest Educators!
- **Travel Size Promotion!** 50% off 1 case (60 pieces) of travel size shampoos or treatments
- **Soon discontinued:**
 - Liscio FSD
 - Hi Protection
 - Nigelle Hairmake Wax
 - Blowmake Essence
 - Working Lotion
 - Crede AT shampoo
 - Crede Pliant PA
 - Crede Pliant SA
 - Crede Pliant NR
 - Crede Pliant FR
 - Nigelle DS EX Treatment
- **Return policy -** No returns after 60 days of invoice date, 15% restocking fee for returned products after 30 days of purchase with invoice and products still in its original condition.
No returns on irons.

6/22 Blow Drying Seminar by Tara

Tara's salon offers 3 types of Liscio on their menu: Thermal Reconditioning/ Blow-Dry Process / Straight Variations. Depending on the client's hair type and expectations, she proposes the most suitable process. During the hair consultation, Tara asks the model what are her concerns, how she wants to style her hair and home styling routine. For blow dry process, seminar lasted 1.5—2 hours without ironing using a very simple formula. The line of demarcation was blended in easily. The model achieved straight hair with body and can be maintained through simple daily blow-drying!



7/6 Efficient Straightening Seminar by Yoshie



Yoshie finished highlighted hair in 3 hours through damage and time control. Her successful tips include a thorough consultation to find out what the client's expectations are and explanation of the process to the client. Her technique is to make the process quick and efficient. Yoshie used a curling iron to finish the look with soft waves for retouch clientele. Both the model and the attendees were amazed with the styling versatility!

7/13 Straightening to Style Seminar by Kenjiro

During Kenjiro's consultation, he examined the model's total silhouette and gave a thorough consultation to find out what the client's expectations are. His goal is to create a beautiful design using straightening as a tool. His technique is designing a beautiful shape for hair with a dry-cut. The attendees were mesmerized by his unique cutting technique. The model left the seminar with joy and a new style she never imagined she could have!



7/20 Conditioning Seminar by Graham



Graham made four important points during his consultation - hair history, client expectations, styling commitment and time / pricing /homecare products. For new clients, he finds it essential to give 30 minute complimentary consultations to better understand their needs. His technique uses time control as well as pre-treatment care and post-treatment care to ensure that hair is in its best condition. The result was healthy, shiny straight hair. Graham trimmed the model's hair ends and recommended different hairstyles to try.

Product Promotions

Nigelle RX - Buy 5 Get 1 Free (of your choice)

Nigelle AX, ER, LX - Buy 12 sets of retail size shampoo & treatment, get 1 free refill bag shampoo (1kg) and 1 free refill bag treatment (1kg)

LX Hair Nourishment - 10% off 6 pcs.

Liscio Crystal Cream Seminar & Shampoo Class Schedule

August 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 NY (B) SH	4	5	6	7	8
9	10 NY (C)	11 SH	12	13	14	15
16	17	18	19	20	21	22
23	24 NY (E)	25 SH	26	27	28	29
30	31 NY (R)					

September 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 NY (S)	15 SH	16	17	18	19
20	21 NY (B) SH	22	23	24	25	26
27	28 SH	29	30			

Milbon Shampoo Technique Class (SH)

Objective: To Learn about shampoo & treatment product knowledge and be able to recommend/select the ideal shampoo for customers.

Benefits: Improves hair analysis, hair consultation & shampoo technique

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

Cost: Free (Each attendee receives a shampoo & treatment technique DVD)

Dates & Time: August 3 Monday, 5 - 6:15pm

August 11 Tuesday, 9:15 - 10:30am

August 25 Tuesday, 9:15 - 10:30am

September 15 Tuesday, 9:15 - 10:30am

September 21 Monday, 5 - 6:15pm

September 29 Tuesday, 9:15 - 10:30am

Visit us on Youtube!

Search Milbon USA, Milbon Shampoo & Hair Treatment Concept

Conditioning Straightening

by Shige Kosuda / Graham Stancliffe (C)

Course Objective:

Learn the basic Liscio straightening process without damaging hair. A certificate will be given upon completion of the course.

Recommended:

For beginners or stylists new to straightening

Locations:

Milbon USA Studio 568 Broadway, Suite 606 New York, NY
Gavert Atelier Studio 9666 Brighton Way, Beverly Hills CA 90210

Efficient Straightening by Yoshie (E)

Course Objective:

With basic knowledge of Liscio products and procedure, learn how to straighten even highlighted hair in 3 hours. Models consist of curly, frizzy hair, virgin or retouch; hair color may be no-color resistant, color treated or highlighted. A certificate will be given upon completion of the course.

Recommended:

For stylists who have straightening experience

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

Time: 9:30am - 3pm **Cost:** \$150

Straightening to Style by Kenjiro Maruyama (S)

Course Objective:

This seminar is for Liscio experienced stylists who are style savvy. Learn dry cut techniques to style straight hair during the Liscio process for a dramatic finish. A certificate will be given upon completion of the course.

Recommended:

For stylists who have straightening experience

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

Time: 9:30am - 4pm **Cost:** \$150

Blow-Dry Process by Tara Sook (B)

Course Objective:

With basic knowledge of Liscio products, this seminar is for stylists who are looking for a new straightening alternative. Learn how to straighten fine hair with body. Models consist of frizzy, wavy hair with finer hair types. A certificate will be given upon completion.

Recommended:

For stylists who have straightening experience

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

Time: 9:30am - 2pm **Cost:** \$150

LISCIO Refresher Class by Graham Stancliffe (R)

Course Objective:

This is a free, no certification seminar that reviews updated straightening techniques and product knowledge for those who have been previously Liscio certified.

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

Time: 9:30am - 4pm **Cost:** Free

* As a token of our appreciation, attendees either have the option of using the \$150 seminar fee as credit towards products of their choice or choose from one of the four preselected value pack options that we offer.

For more information on seminars, please contact us at (800) 431-8930 or visit our website at www.milbon-usa.com