



March 1, 2010

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

PREJUME

Professional selection for form work



In February, we launched new PREJUME styling products.
See what other stylists are saying about it:

"PREJUME's light weight finish and natural gloss are key selling points. Ideal for those clients who don't like to use any hair products and those who like natural and elegant styles." - Michi, Mingle Salon in NYC, NY.

"PREJUME Milk is a great finishing product. It is the only product in the world that actually makes my work look better! PREJUME Wax #5 is the perfect product for short hair. It does not overly wet, it is flexible, it doesn't weigh the hair down, it holds its shape, it doesn't flake and it makes the hair more full looking. There is not another product out there like it!" - Marilee, Scott Risk Salon in Norman, OK.

"PREJUME waxes are workable and easy to control. I can be creative with hair styles and the product will support the look and last all day long. Most waxes dry out hair but not PREJUME. Also, the packaging is great!" - Alan, City Cut Corp. in Columbus, Ohio

"PREJUME Wax #7 is our most popular product - particularly for short hair styles. It's not oily, not greasy and has no fragrance smell. The finished look is very natural. We like the product packaging and that it gets noticed by our clients." - Kenneth, Kenneth Salon in New Orleans, LA.

"PREJUME Milk #3 is our best seller. It provides hold, shine, body and extra bounce to hair." - Michelle, Hier and Haines in McLean, VA



MILBON STRAIGHT LISCIO

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

2/1 Conditioning Seminar by Graham Stancliffe

Graham reviews four main 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. Today's model is a retouch model who has resistant hair with no previous color and noticeable grays. His technique uses time control as well as pre-treatment care and post-treatment care to ensure that hair is in its best condition. To finish, Graham applied Liscio Crystal Serum and Prejume Milk 1. The result was healthy, shiny straight hair.



2/8 Efficient Straightening Seminar by Yoshie Sakuma Joseph



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. Yoshie likes to use Noiraudepro keratins and MRA to protect the highlighted parts. Her technique is to make the process quick and efficient. To finish, Yoshie used Nigelle RX Serum leave-in treatment. Both the model and the attendees were amazed by the results!

2/22 CA Conditioning Seminar by Kazumi Morton

Kazumi enforces that a thorough and complete client consultation is the key to a successful service and client satisfaction. Today's client is a retouch model who uses box color and has a history of highlights. During the process, Kazumi always checks the hair using the four tests: Knot, bend, stretch and comb. Her technique is to protect the hair for a healthy, straight result. To finish, Kazumi uses Nigelle RX Fluid leave-in treatment. The model loves that her Liscio straightened hair looks great even with her wash and go lifestyle!





Practical Ideas to Increase Salon Sales

seminar is exclusive to salon owners, managers and senior stylists



Mr. Masa Teraguchi (owner of Terra Hair Design in La Jolla, CA) will share his personal experience of how he transformed his own salon into a successful business practice and reveal the practical know-how that can be easily utilized to increase any salon's sales.

(Masa has a 90-98% customer retention rate and 20 – 35% revenue is from retail sales!)

Seminar Content:

- Improve sales by increasing repeat clientele & retail sales
- Sharpen consultation skills to sell your services
- Provide successful staff education & coaching techniques
- Masa demonstrates with real life scenarios and examples



Important Information:

Date: Monday, March 29

Time: 2pm – 5pm

Cost: None

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

Please RSVP by Friday, March 12

(maximum # of attendees:50)

Special Announcements:

- **New Milbon Salon Finder!** The Milbon homepage will feature a salon finder that is searchable by city, state and zip code. All salons listed will show the Milbon products they carry. Official launch in April!
- **Return policy** - No returns after 60 days of invoice date, 15% restocking fee for returned products after 30 days with invoice and products still in its original condition.
No returns on irons.
- **California Accounts** —Starting Jan. 1, 2010 sales tax for the state of CA will be implemented (tax rate varies from county to county)
- **Shipping Cost**
As of Jan. 1, 2010 shipping cost is a flat fee of \$10.00 within the US

Monthly Promotions

Prejume - 10% off when you purchase 6 pcs of any Prejume product (one kind)

Prejume Backbar - 10% off when you purchase 3pcs each of Prejume Milk 1, Milk 3, Wax 3, Wax 5 and Wax 7

Inphenom After-Color Treatment - \$210 (originally priced \$266) includes the refill bags, pumps, display tray and glass bowls

Travel Size Promotion - 50% off 1 case (60 pieces) of one kind shampoo or treatment travel size



Liscio Crystal Cream Seminar & Profit from Better Customer Care Class Schedule

March 2010

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

Conditioning Straightening by Graham Stancliffe NYC (C)

Course Objective:

Learn how to straighten curly, unmanageable hair. Achieve natural straight results with minimal styling time for your clients. A certificate will be given after completion.

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

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

Conditioning Straightening by Kazumi Morton CA (C)

Course Objective:

Learn how to straighten curly, unmanageable hair and understand Kazumi's perspective on coloring hair before & after Liscio. A certificate will be given after completion.

Location:

Gavert Atelier Salon 9666 Brighton Way, Beverly Hills CA 90210

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

April 2010

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

Efficient Straightening by Yoshie Sakuma Joseph (E)

Course Objective:

Learn how to manipulate products to straighten more challenging hair conditions (i.e. color treated or highlighted hair). This is an advanced class and requires prior Liscio-certification. A certificate will be given after completion.

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:

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. This is an advanced class and requires prior Liscio-certification. A certificate will be given after completion.

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

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

** Educator may use Gel or Crystal Cream depending on the model.

May 2010

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

Blow-Dry Process by Tara Sook (B)

Course Objective:

Learn how to relax hair without making hair too straight in 2 hours! Recommended for finer hair type clients with inconsistent waves and frizziness who want more styling options. A certificate will be given after completion.

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

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

* As a token of our appreciation, LISCIO attendees either have the option of using the \$150 seminar fee as credit towards products of their choice or choose one value pack option that we offer — inquire for more details!

NEW! Profit from Better Customer Care (P)

Objective:

Product knowledge is the key to successfully recommend and select the ideal product and treatment to address your clients' concerns. Learn about Milbon homecare, in-salon professional treatments and improve client consultation skills. This class is recommended for everyone - including managers, stylists, assistants and front desk reception!

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

Time: 10:00am - 12pm **Cost:** Free

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

