



January 29, 2014

We've added additional colors to *Ordeve beauté* for gray hair, renowned for its sheen and texture.

For customers of all generations who seek to age with grace and beauty.

New Colors Added for *Ordeve beauté*: Silky Line

On Sale January 30

With a subtle shine that creates a fresh femininity,

the Silky Line now adds a total of 8 colors in 2 hues, evolving the lineup to a total 71 colors.

Development Background

We envision the second-generation baby boomers will be seeking to express a fresh femininity in Spring & Summer 2014, with hair that gives an invigorating impression to others while also incorporating this season's trend of a dual look.

For hair color as well, following on from the fashion colors they have enjoyed experimenting with so far, the second-generation baby boomers now prefer a subtle shine that creates a fresh femininity reflecting the current trend.

Product Features

1. We've used a cushion effect of adding two elements (cushions) of green and light brown to soften the strong shine of the brown and create a subtle shine.
2. Product lineup includes 2 hues, depending on type of hair for creating a subtle shine that suits each hair:
 - 1) Silky Mimosa: (For hair with strong yellow coloration) Gives hair a gentle gloss without making it feel dry and rough.
 - 2) Silky Lime: (For hair with strong red coloration) Creates a soft shine that tames the hair's natural harshness
3. Using a beige base formula for brightening the full-bodied black hair of the second-generation baby boomers, we've developed a line for women to achieve the texture of fashion colors while sufficiently covering up gray hair.

Product Overview

Ordeve Beauté additional colors Silky Line

Product Name	Type	Quantity
Ordeve Beauté Silky Mimosa (4 colors total)	b9-sMS, b8- sMS, b7- sMS, b6- sMS	80 g
Ordeve Beauté Silky Lime (4 colors total)	b9-sLM, b8- sLM, b7- sLM, b6- sLM	80 g



Projected total sales for current fiscal period: 190 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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