



MILBON

News Release

January 25, 2016

Creates a discreet, refined yet casual appearance

New Colors Added for Ordeve: French Line On Sale January 28

The *Ordeve* lineup has evolved to carry a total of 420 colors.

Development Background

By the fashion trend of working women in their 20s in 2016, French Casual is a key phrase, meaning a natural, non-expressive and refined appearance. In this age of abundant information where everyone knows what's trendy and can enjoy a variety of looks with fast fashion, these women are beginning to add a little extra to their looks, something of high quality or material, to differentiate themselves from others.

In hair colors too, products that incorporate these spring and summer trends, which can be coordinated with the entire appearance, are in demand. So that women can appeal differently from others by introducing a high quality item to their casual looks, Milbon is launching Ordeve French Line, a range of shiny and light cold shades that enhance the French casual look.



Product Concept

French Line: shiny and light cold shades that enhances the French casual look

Product Overview

Product Name: Ordeve French Line

Product Features: the line features a sabon veil formula that creates the shiny and light cold shade; the grey-white cold shade, with an unclouded light yellow-green and light red-purple shine much like a soap bubble.

Lineup: Two hues according to hair type/total 20 colors (80 g)

- ◇ French Sepia Ash (For hair with reddish tones)
- ◇ French Mauve Ash (For hair with yellowish tones)

Price: Salon exclusive

Projected total sales for current fiscal year: 540 million yen

■Inquiries relating to the press release

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