



February 25, 2011

To Whom It May Concern

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New Product of Smoky Line – Adding Colors to ORDEVE

Smoky Line (smoky ash and smoky mat ash) — 16 colors in 2 color phases — gives hair a smoky and soft texture and has been added to our total hair coloring series ORDEVE. This series is popular for its ability to express beautiful colors and free textures that only professional hair designers can provide. Now, ORDEVE has a lineup of 240 colors in total.

Product Concept

“Smoky Line expresses soft smoky texture while giving no impression of reddish or yellowish color”

Market Background

1. In order to express femininity, needs for cooler-colored hair coloring with less redness have increased.
2. The way of expressing the soft hair type of models of mixed parentage who frequently appear in women’s magazines has received a lot of attention.
3. “Smoky” is a trendy word that suggests a texture, and is used mainly to describe cosmetics for spring and summer.

Product Characteristics

1. In order to express the soft hair type of models of mixed parentage, we have developed an effective dye composition by combining multicolored components.
2. We have established two color phase lineups in order to express varying degrees of smoky texture according to the hair type.
 - a. Smoky ash: Blue smoky ash that counteracts yellowishness and expresses lightness and softness.
 - b. Smoky ash mat: Blue-green smoky ash that counteracts redness and aims to show softness.
3. Smoky Line helps bring out the attractiveness of in-salon coloring by proposing a smoky texture linked to the seasons and fashion keywords.

Product Name, Type and Volume

Product Name	Type	Volume
ORDEVE Smoky Ash (8 colors in total)	Basic tone 7sAS, 8sAS, 9sAS, 11sAS, 12sAS Half tone 7sAS, 8sAS/H, 9sAS /H	80 g
ORDEVE Smoky Ash mat (8 colors in total)	Basic tone 7sMA, 8sMA, 9sMA, 11sMA, 12sMA Half tone 7sMA/H, 8sMA/H, 9sMA/H	80 g

Planned Sales during Term of Launch

JPY 200 million

Date of Launch

March 1, 2011