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To Whom It May Concern

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Announcement concerning the New Product "ORDEVE beauté"

We shall newly launch the "ORDEVE beauté" range of grey color agents with a lineup including 2 brown series of 10 lines and 47 colors that expands the range of hair color proposals from texture to coloring in the ORDEVE range of general hair color agents, which has a good reputation for the beautiful color expression and free texture expression that professional hair designers only could realize. By responding to the feelings of adult women who want to be beautiful even as they age, we support the "lifetime beauty" of grey color customers and promote the creation of a new attractiveness for salon colors.

[Product concept]

The Ordeve Grey Series, which provides "individual lifetime beauty" with "texture brown" colors

[Market background]

1. The proportion of people in generations aged in the 40s and above among beauty salon customers has reached about 60%, and grey color customers will tend to increase further in the future.
2. While salon grey color customers prioritize the state of dyeing of grey hair, they demand colors that can make them feel younger on the inside.
3. At many salons, the agents used tend to become fixed, centered on colors that dye firmly, in order to satisfy customers over the dyeing of their grey hair.
4. As a result, customers who have become unable to feel the attraction of salon colors have started to try home colors.

[Product characteristics]

1. We have arranged 4 texture neutral lines that allow the proposal of natural brown colors matched to the delicate feelings of women for customers who prioritize the dyeing of their grey hair.
2. For customers who prioritize their sense of self-oriented individuality, we have arranged 6 color brown lines that allow salons to propose texture.
3. For oily grey hair that rejects color agents and is difficult to dye, we have achieved deep colors from the inside of the hair using "affinity carry dye".
* Affinity carry effect: A function that carries the dye into grey hair that easily rejects dye agents to dye the hair richly
4. We have achieved a 38% increase in luster over conventional colors with an "emollient shine effect" that gives grey hair a moist luster. (Company comparison)
* Emollient shine effect: An effect that gives a moistly lustrous feeling as though the hair contains moisture

[Product names/categories/volumes]

- 1 agent (80 g): 10 lines (hues) with a total of 47 colors

1. Texture neutral lines (4 lines, 25 colors)

Product name	Category	Volume
Neutral brown (9 items)	B12-NB, b9-NB, 8-NB, b7-NB, b6-NB, b5-NB, b4-NB, b3-NB, b2-NB	80 g
Chestnut brown (6 items)	B9-CB, b8-CB, b7-CB, b6-CB, b5-CB, b4-CB	
Beige brown (5 items)	B9-BB, b8-BB, b7-BB, b6-BB, b5-BB	
Sepia brown (5 items)	B9-SB, b8-SB, b7-SB, b6-SB, b5-SB	

2. Color brown lines (6 lines, 22 colors)

Product name	Category	Volume
Ash brown (3 items)	B9-AB, b8-AB, b7-AB	80 g
Olive brown (4 items)	B9-OB, b8-OB, b7-OB, b6-OB	
Gold brown (4 items)	B9-GB, b8-GB, b7-GB, b6-GB	
Mocha brown (4 items)	B9-MB, b8-MB, b7-MB, b6-MB	
Red brown (4 items)	B9-RB, b8-RB, b7-RB, b6-RB	
Purple brown (3 items)	B9-PB, b8-PB, b7-PB	

■ 2 agents (1 L): 6%, 3% (pouch type)

[Planned amount of sales for this term]

880 million yen

[Launch date]

July 1, 2011