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To Whom It May Concern

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New Product - “Nigelle Dressia Collection Spray Series”

The “Nigelle Dressia Collection Spray Series” will be established as the second item in this new styling brand created as a “Professional design tool that transmits trend textures”.

With these three items, by spraying so that the inside of the air is impregnated with air while breaking down the roots, we will expand the expression of “softly swinging” textures with soft bundles of hair overlapping each other. This will support the improvement of designers’ “ability to transmit trends half a step ahead”.

[Product concept]

Spray series that creates “softly swinging” textures with lightly overlapping bundles of hair

[Product characteristics]

Three items that support the expression of “softly swinging” textures

Application	Moves softly and lightly	Increases the luster of soft movement	Maintains soft movement
Item name	<u>SWINGMOVE VEIL</u>	<u>BRIGHTUP VEIL</u>	<u>HOLDFIT VEIL</u>
Product characteristics	Expresses delicate soft movement by blending an “acrylic oligomer” with which loose adherence continues without hardening 	Expresses moisture and natural luster in addition to soft movement by blending “rosehip oil”, which smoothes the surface of the hair with a uniform coating 	Exhibits staying power while retaining lightness in hair in which it is difficult to maintain softness by blending an “aqua-resist polymer” that creates a moisture resistant coating 

[Volume and price]

Product name	Volume and price (common to all three items)
Nigelle Swingmove Veil	180 g: 1,680 yen
Nigelle Brightup Veil	
Nigelle Holdfit Veil	

[Planned sales value for this term] 350 million yen

[Launch date] March 1, 2012