



August 24, 2012

The styling brand launched as pro design tools delivering *trend* and *texture*  
The third installment in the *Nigelle Dressia Collection*

## ***Nigelle Dressia Collection Foam Series on Sale August 30***

For women with busy morning lifestyles

Reactivating perm waves without needing to wet the hair, for a relaxed comfortable hold

### **Development Background**

Perm treatment elements are starting to have a major presence within trend design. However, conventional foams have issues: those with strong wave reactivation feel excessively damp, while those with less dampness are also less good at reactivating perm waves.

The new Foam Series from Milbon represents the successful creation of a design with a relaxed, comfortable hold that offers firm wave reactivation and an excellent lush feel without excessive dampness, thus increasing repeatability of trend design created through perm treatments.

### **Product Features**

This product helps moisture penetrate to the core of dry hair, offering a firm wave hold without a damp sensation.

#### **Foam ideally suited even for hair in a dry state**

The oil constituent on the hair surface and isostearic acid, the hair's protective agent, which shares a similar structure, mutually attract each other to create an even coat of foam on the hair, even in a dry state.

#### **Moisture penetrates to the core, for a wave without dampness**

Propanediol, a powerful penetration-enhancing agent containing moisture, helps moisture penetrate to the hair's core. Natural drying removes moisture from the hair's surface, for a perm wave that doesn't feel damp.

### **Product Overview**

#### **Nigelle Dressia Collection Foam Series**

(from left)

##### **Clutchfizz**

The high moisture-retaining shea oil coating creates gentle waves.



##### **Hi Clutchfizz**

The high adhesiveness of honey wax creates firm waves.



Quantity / Price

200g, 1,680 yen (including tax)

Projected sales for current fiscal period

150 million yen



#### **■ Inquiries relating to press release**

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