



September 4, 2012

We've added new colors to match Fall/Winter 2012 trends to Ordeve, our hair color range acclaimed for expressing all the beautiful coloration and fine textures of professional hair design.

New Colors Added for Ordeve: the Melty line on Sale August 30

The soft, deep shine of the Melty line imparts a classical ambience

Melty Chocolat & Melty Maple: 2 new hues and 16 new colors

Development Background

Fashion trends have moved on from the more feminine tendencies of spring and summer, with a classical ambience combining elegance and sophistication now starting to capture the imagination.

Hair color trends are also following the fashion shift toward the more classical ambience, and a softness combined with depth for an almost liquid shine (thus the Melty name) is in greater demand.

Product Features

The Quattro Palette Formulation* for creating liquid shine

In order to create a shine that seems almost liquid, we had to ensure a harmonious mix of softness with deep shine: two elements often in conflict. Simply mixing the two often leads to undesirable dullness, making this a difficult process. The liquid shine was eventually achieved using the Quattro Palette formulation.

*The Quattro Palette formulation combines 4 colors—brown, orange, blue, and violet—in an optimal balance to ensure both softness and depth, creating a liquid shine.

2 color options to achieve the Melty texture for different hair types

Melty Chocolat: [For hair with a stronger red color] Restrains the reddish hues, adding softness and deep lustrous shine

Melty Maple: [For hair with a stronger yellow color] Supplements with added brown hues, adding softness and deep lustrous shine

2012 Fall/Winter Season Hair Color Information

Please refer to <http://seasonhaircolor.com/> for this fall's recommended hair color collection.

Product Overview

Ordeve new colors: the Melty line

Product Name	Type	Quantity
Ordeve Melty Chocolat <Total 8 colors>	<Basic tone> 13mCH, 11mCH, 9mCH, 8mCH, 7mCH <Half tone> 9mCH/H, 8mCH/H, 7mCH/H	80 g
Ordeve Melty Maple <Total 8 colors>	<Basic tone> 13mML, 11mML, 9mML, 8mML, 7mML <Half tone> 9mML/H, 8mML/H, 7mML/H	80 g



Projected sales for current fiscal period 200 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People... Public Relations Unit, 2-3-35 Zengenji-cho, Miyakojima-ku, Osaka

MILBON Co., Ltd. Phone: 06-6928-2331, Fax: 06-6925-2301