



January 25, 2016

Leave-in Treatment that enables hair to remember the blow-dried style  
from the night before until the next morning

## ***jemile fran* Haircare Series: melty butter On Sale January 28**

### Development Background

Working women in their 20s are busy in the morning, having to rush, what with makeup and getting changed. They want to style their hair beautifully but first they have to fix their bed hair, leaving little time to create their ideal image. Many women wish to maintain the hairstyle they created beautifully the night before, and want to build on it the next morning.

So that women can create beautiful hairstyles in a limited time, Milbon is launching *melty butter* from *jemile fran* Haircare Series, a leave-in treatment that keeps the hairstyle set the night before until the next morning. It contains moist moringa butter that changes its shape with heat, to keep the hairstyle from the night before until the next morning.



melty butter



melty butter balm

### Product Concept

**melty butter that remembers the hairstyle set the night before to create a beautiful hairstyle the next morning**

### Product Overview

#### Product Name

- **melty butter** (Creamy type formulated with olive squalane, for all hair types)
- **melty butter balm** (Rich type enriched with shea butter, for those wanting to make frizzy and wavy hair manageable and moist)

#### Product Features (common product features):

- **Moist Moringa Butter**...The butter reacts to heat. At room temperature it is solid, and melts and becomes an oil with heat. When it cools down it solidifies again, imparting a shape-remembering effect.
- **CMADK**...a protein originating from keratin, with a high affinity with hair. It repairs hair that has lost its protein due to damage.

#### Size (price excluding tax):

melty butter:	100 g	¥2,000
melty butter balm:	40 g	¥2,200

**Projected total sales for current fiscal year:** 350 million yen

#### ■Inquiries relating to the press release

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