

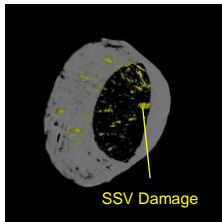
# MILBON



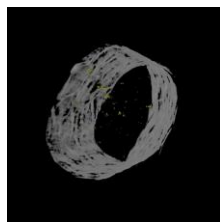
**Hair that's healthy and beautiful from every angle, inside and out.**



All Milbon Signature haircare items are infused with SSVR-Silk™ to improve hair's overall integrity, shine, and resilience.



Before



After SSVR-Silk™

Learn more:



**With our 5-week regimen, every day starts off with beautiful hair.**



Milbon's professional haircare regimen offers in-salon and at-home products — for an array of concerns — ensuring salon results last for 5 weeks.



Salon care



Home care

## EXTENDED

### Specialty professional care



Enhances in-salon chemical services such as color and Liscio.

PRO

## SMOOTH

### Hair with textural concerns



Instantly detangles, leaving hair shiny and silky-smooth.

PRO

HOME

3 formulas:  
Fine, Medium & Coarse

## MOISTURE

### Dull, dry, and porous hair



Weightlessly nourishes and enhances color vibrancy.

PRO

HOME

Weightless:  
Universal for all hair types

## REPAIR

### Damaged hair, over-processed hair



Intensively repairs and reconstructs severely damaged hair.

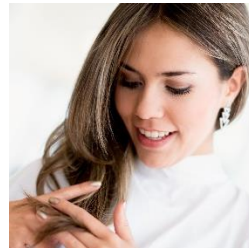
PRO

HOME

2 formulas:  
Fine/Medium & Coarse

## REPAIR HEAT

### Heat-damaged hair



Repairs and protects heat-damaged hair, restoring soft tresses.

HOME

Lightweight:  
Universal for all hair types

## ANTI-FRIZZ

### Frizz-prone hair (wavy and curly)



Eliminates frizz, defines waves & curls, and blocks humidity.

PRO

HOME

Weightless:  
Universal for all hair types

## VOLUME

### Fine, limp, and flat hair



Maximizes volume and fullness while creating optimum bounce and body.

HOME

Formulated especially for fine, limp hair

## REAWAKEN

### Anti-aging, for timeless care



Renews shine and hydration for youthful, manageable hair.

PRO

HOME

Weightless:  
Universal for all hair types

## SCALP

### Scalp issues (dry, itchy, oily, flaking)



Normalizes the scalp and restores a healthy balance.

PRO

HOME

Weightless:  
Universal for all hair types

Instantly detangles, leaving hair shiny and silky-smooth.

Pro

### 4-Step Deep-Conditioning Treatment



Home

### Shampoo • Conditioner • Leave-in



\*available in 3 formulas: Fine, Medium & Coarse

## Technology Overview

Lifted cuticles compromise hair's texture – causing it to feel wiry, rough to the touch, and tangle. Milbon's Smooth Collection provides intensive external treatment to even out the cuticle for ultimate smoothing performance.

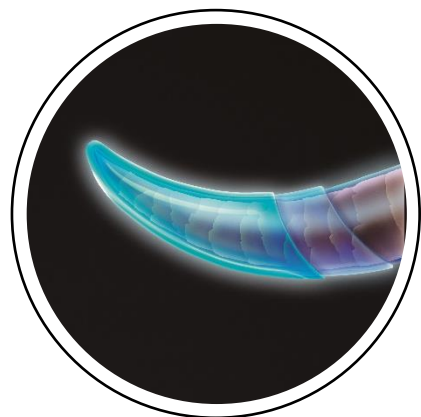
#### ① Lifted cuticles



#### ② Microscopic images of actual hair

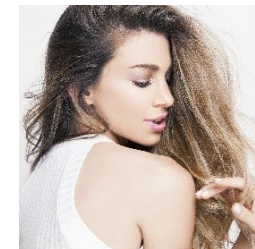


\*Treated with Ultimate Smoothing Technology 7 times



Ultimate Smoothing Technology

### Hair with textural concerns



Tangled, wiry, rough to the touch. (low/medium damage)

#### Fragrance



Top: Blackcurrant / Apple  
Middle: Muguet / Jasmine  
Base: Musk / Amber



Improves texture for all hair types leaving hair silky, smooth and shiny.

*All items infused with SSVR-Silk™.*

SMOOTHING  
SHAMPOO



[Shampoo]

Detangles for silkier feel with Amino Acid-derived surfactant.

3 formulas available:  
fine, medium, coarse.

SMOOTHING  
TREATMENT



[Conditioner]

Smooths cuticle to enhance texture and shine.

3 formulas available:  
fine, medium, coarse

LUMINOUS  
BODIFYING OIL



[Leave-in]

Baobab Oil and Collagen fortify and thicken limp hair, while enhancing smoothness and shine.

LUMINOUS  
SOFTENING OIL



[Leave-in]

Baobab Oil and Olive Squalene soften and tame unruly hair, while enhancing smoothness and shine.

Weightlessly nourishes and enhances color vibrancy.

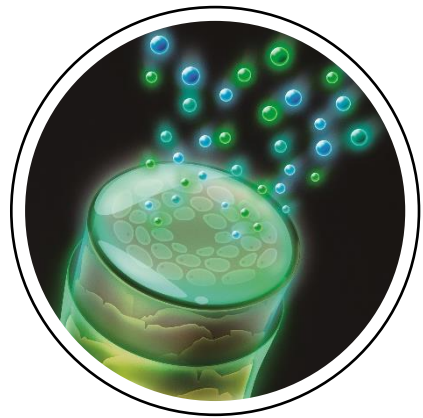
**Pro** 5-Step Deep-Conditioning Treatment



**Home** Shampoo • Conditioner • Leave-in



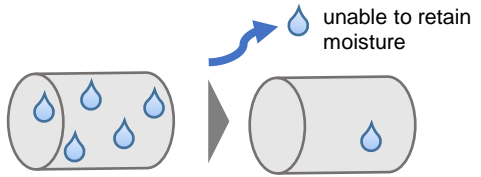
**Technology Overview**



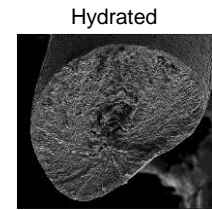
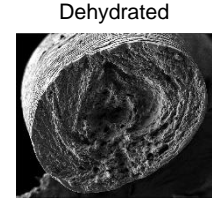
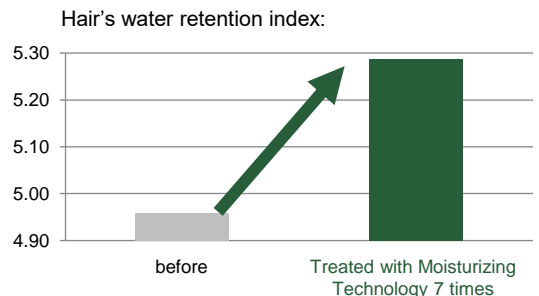
**Moisturizing Technology**

The ability to retain moisture inside the hair can often be compromised from damages caused by repeated color and chemical services, heat styling and other elements leaving hair dry. The Moisture Collection boosts hair's inner power to retain moisture inside the hair, ensuring improved hydration and color vibrancy.

① Dehydrated hair



② Moisture retention with Moisturizing Technology



**Dull, dry, and porous hair**

Needs hydration/  
color vibrancy.  
*(low/medium damage)*

---

Fragrance

Top: Peach / Pear  
Middle: Rose / Jasmine  
Base: Sandalwood / White musk

---

360°  
Beautiful Hair

5 WEEK BEAUTY CYCLE

SALON care ← → HOME care

Deeply infuses moisture and reduces damage caused by repeated color service to enhance, long-lasting vibrant color.

*All items infused with SSVR-Silk™.*

## REPLENISHING SHAMPOO



[Shampoo]

Restores moisture with a rich, gentle lather using jojoba esters.

## REPLENISHING TREATMENT



[Conditioner]

Weightlessly nourishes and replenishes moisture with rosehip oil.

## WEIGHTLESS REPLENISHING MIST



[Leave-in]

Weightlessly boosts both moisture and body with a blend of 11 amino acids.

## Intensively repairs and reconstructs severely damaged hair.

### 4-Step Deep-Conditioning Treatment

Pro



### Shampoo • Conditioner • Leave-in

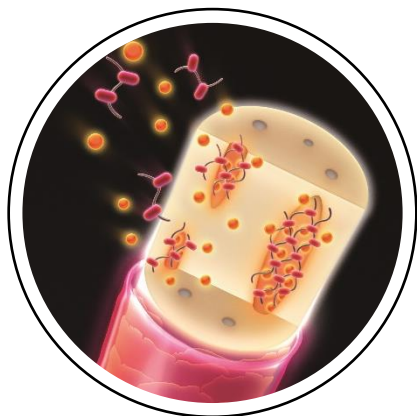
Home



\*available in 2 formulas: Fine (Fine/Medium) & Coarse

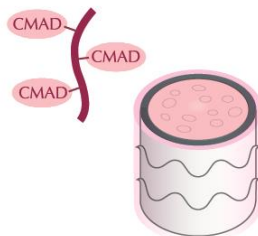
### Technology Overview

The Repair Collection combines two of Milbon's most outstanding, breakthrough technologies in order to provide transformative solutions for severely damaged, over-processed hair.



### CMADK™ x SSVR-Silk™ Dual-Repair Technology

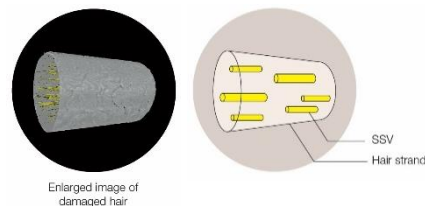
#### CMADK™



Milbon's innovative CMADK™ (CarboxyMethyl Alanyl Disulfide Keratin) binds inside the hair via the disulfide bonds to revive each strand.

It took 30+ years of research and our patented technology to achieve the breakthrough.

#### SSVR-Silk™



A powerful, silk-based complex that supersedes SSV damage to improve hair's overall integrity, inside and out.

Milbon was the first hair brand to use CAT-scan technology for this groundbreaking discovery.

### Damaged hair, over-processed hair

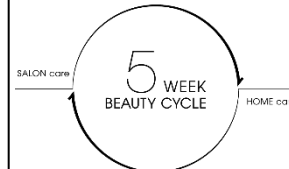


Excessive bleaching, cotton candy, breakage, brittle. *(high damage)*

#### Fragrance



Top: Grapefruit / Raspberry  
Middle: Peony / Rose  
Base: Woody / Musk





Repairs and reconstructs severely damaged, over-processed hair with Dual-Repair technology.

*All items infused with SSVR-Silk™ + CMADK™.*

RESTORATIVE  
SHAMPOO



[Shampoo]

RESTORATIVE  
TREATMENT



[Conditioner]

RESTORATIVE  
BLOWOUT PRIMER



[Leave-in]

RESTORATIVE  
BLOWOUT PRIMER



[Leave-in]

Gently cleanses while keratin-derived surfactants protect fragile strands from friction. Strengthened and rebuilt with Dual-Repair technology, hair regains elasticity and resilience.

Dual-Repair technology deeply nourishes to leave hair with renewed elasticity and resilience. Reinforced with cationized keratin, it safeguards from further damage.

Repairs and preps hair for styling —enhancing the performance of blowouts and offering protection. Infused with Ceramide 2 to boost elasticity.

Repairs and preps hair for styling —enhancing the performance of blowouts and offering protection. Infused with Collagen to enhance softness.

## Repairs and protects heat-damaged hair, restoring soft tresses.

Home **Shampoo • Conditioner • Leave-in**

Heat Protective Shampoo



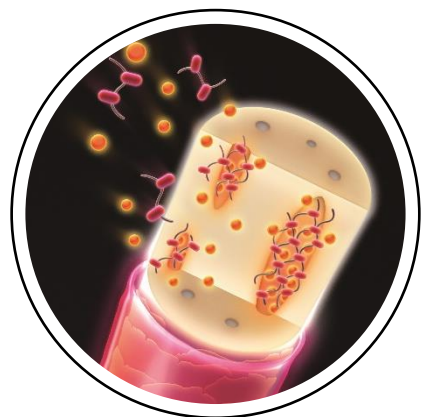
Heat Protective Treatment



Heat Protective Mist



### Technology Overview



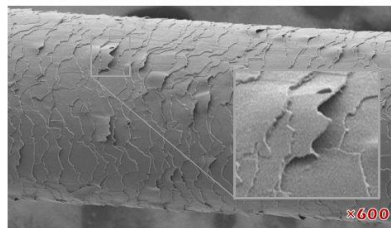
**CMADK™ x SSVR-Silk™**  
Dual-Repair Technology\*

Breakthrough **Heat Restorative Technology** along with powerful **Free Radical Blockers** have been designed to repair and protect heat-compromised hair to restore soft, touchable, and pliable tresses.

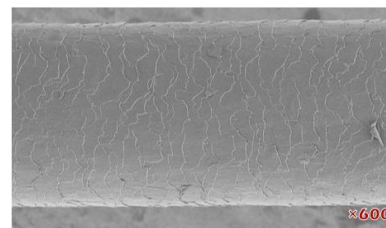
#### Heat Restorative Technology & Free Radical Blockers:

Milbon's dedicated scientific research uncovered the precise processes of how hair's texture and strength deteriorate due to protein's natural reactions to heat: *coagulation* and *oxidization*. Protein coagulation makes hair feel stiff and untouchable, while protein oxidization weakens it leading to split ends and breakage.

**Heat Restorative Technology** regenerates coagulated proteins.  
**Free Radical Blockers** provide superior protection against oxidization.

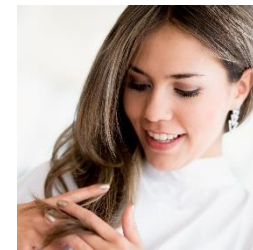


Heat-damaged hair (flat-ironed at 356F).



Heat-damaged hair (flat-ironed at 356F) was shampooed, conditioned, and treated with the Repair Heat Collection, then blow-dried and flat-ironed at 356F. The entire process was repeated a total of 7 times.

#### Heat-damaged hair



Daily use of heat tools, stiff, crunchy, split ends (medium/high damage)

#### Fragrance



Top: **Grapefruit / Raspberry**  
Middle: **Peony / Rose**  
Base: **Woody / Musk**



\*Dual-Repair Technology is featured in Repair and Repair Heat Collections.

Repairs and protects heat-damaged hair to restore soft, pliable tresses.

*All items infused with Dual-Repair Technology (SSVR-Silk™ + CMADK™).*

## HEAT PROTECTIVE SHAMPOO



[Shampoo]

## HEAT PROTECTIVE TREATMENT



[Conditioner]

## HEAT PROTECTIVE MIST



[Leave-in]

Infused with Heat Restorative Technology and Free Radical Blockers—the shampoo repairs heat-stressed strands and protects from further damage while jojoba oil-derived surfactants gently cleanse.

Infused with Heat Restorative Technology and Free Radical Blockers—the conditioner repairs heat-stressed strands and protects from further damage with lightweight shea oil delivering soft, touchable tresses.

Infused with Heat Restorative Technology and Free Radical Blockers—the mist repairs heat-stressed hair and provides superior thermal protection that is enhanced with heat-activated keratin.

Eliminates frizz, defines waves & curls, and blocks humidity.

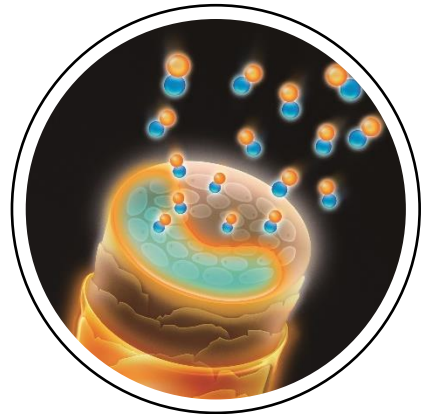
**Pro** 3-Step Deep-Conditioning Treatment



**Home** Shampoo • Conditioner • Leave-in



**Technology Overview**

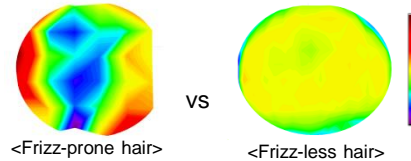


**Weightless Frizz-Proof Technology** featuring DPG\*

\*DPG (dipropylene glycol), a potent humectant with a strong affinity with the hair fiber

Milbon's high-tech research proved that frizz-prone hair has uneven moisture distribution inside each hair strand — causing frizz as surrounding humidity fluctuates. Anti-Frizz Collection is masterfully formulated to effectively defrizz the hair without weighing it down. It extends blowouts and styles amid high humidity in the air.

① Moisture distribution inside the hair



② Product performance



**Frizz-prone hair (wavy and curly)**



Needs humidity control/wave definition. (low damage)

Fragrance



Top: Lemon / Aloe  
Middle: Muguet / Apple  
Base: Musk / Woody



Effectively controls frizz and defines waves & curls amid changing humidity in the air.

*All items infused with SSVR-Silk™.*

DEFRIZZING  
SHAMPOO



[Shampoo]

DEFRIZZING  
TREATMENT



[Conditioner]

HUMIDITY  
BLOCKING OIL



[Leave-in]

DPG and collagen-derived surfactant optimize moisture distribution inside the hair to contain frizz and enhance manageability as it cleanses the hair gently.

DPG and jojoba oil weightlessly hydrate to optimize moisture distribution inside the hair and seal it in – controlling frizz and leaving hair more manageable.

Advanced, weightless formulation of 5 superior botanical oils (jojoba, argan, baobab, olive, and shea) lock in optimum moisture distribution to keep frizz at bay.

## Maximizes volume and fullness while creating optimum bounce and body.

Home

### Shampoo • Conditioner

Volumizing Shampoo

Volumizing Treatment



Recommended with:

Thickening Mist 4  
Creative Style Collection



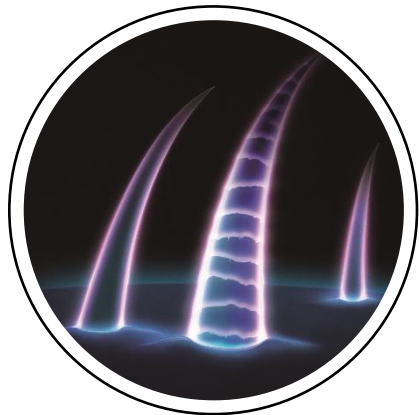
Fine, limp, and flat hair



Difficult to create/maintain fullness via styling.

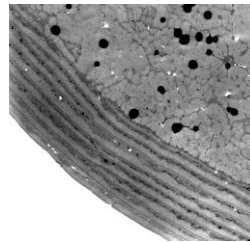
### Technology Overview

Powered with Milbon's innovative "Strength Reinforcing Technology", Volumizing Shampoo and Treatment instantly revive limp, lifeless hair for a weightless lift and volume – while light-weight, nourishing properties preserve touchable bounce and body.

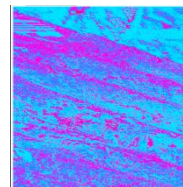


**Strength Reinforcing Technology**  
featuring persimmon tannin\*

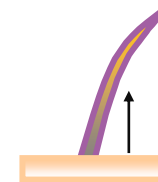
\*Persimmon tannin, naturally extracted from persimmon fruit



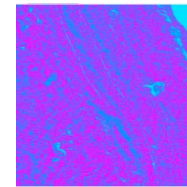
The cuticle accounts for 60% of hair's strength



Without "Strength Reinforcing Technology"



Strengthening the cuticle is the key to restoring hair's ability to lift and hold



With "Strength Reinforcing Technology"

strong  
limp

Fragrance



Top: Orange / White peach  
Middle: Freesia / Rose  
Base: Woody / Amber



Maximizes volume and fullness while creating optimum bounce and body for fine, limp hair.

*Both items infused with SSVR-Silk™ + persimmon tannin.*

## VOLUMIZING SHAMPOO



[Shampoo]

Gently yet effectively removes residue to transform fine, limp hair giving volume and fullness. Persimmon tannin strengthens the cuticle all while preserving touchable body and bounce.

## VOLUMIZING TREATMENT



[Conditioner]

Weightlessly conditions and volumizes fine, flat hair. Strength reinforcing persimmon tannin is blended with rice protein and kaolin clay to preserve touchable body and bounce.

## Recommended with: THICKENING MIST 4



[Styling]

Fortifies and plumps up individual hair strands for maximum volume. Infused with honey and shine-enhancing panthenol to protect from heat damage and boost control during blowouts.

## Renews shine and hydration for youthful, manageable hair.

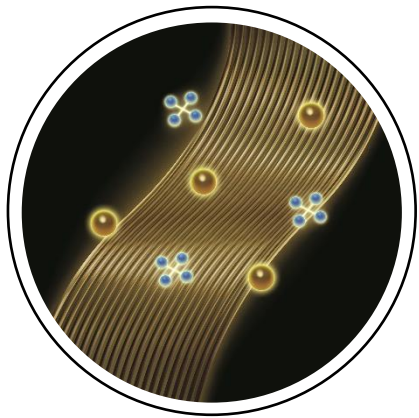
Pro **4-Step Deep-Conditioning Treatment**



Home **Shampoo • Conditioner • Leave-in**



### Technology Overview



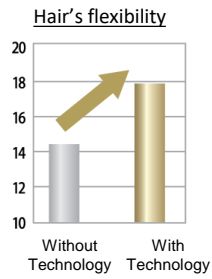
**Renewing Technology**

#### Renewing Technology

As hair ages, it goes through a gradual process of structural changes similar to skin. As a result, its texture may become uneven, wiry and less manageable causing the hair to appear lackluster. It also begins to lose its ability to absorb and retain moisture, leaving the hair dry. To rejuvenate hair's youthful appearance and manageability, **shine** and **hydration** are paramount.

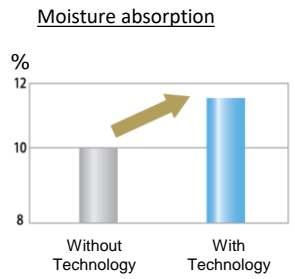
- **Shine Rejuvenating Emollient Oil** restores hair's flexibility, improving its texture and shine.
- **Amino-PCA Complex** helps the hair absorb and retain moisture for enhanced hydration.

#### Shine

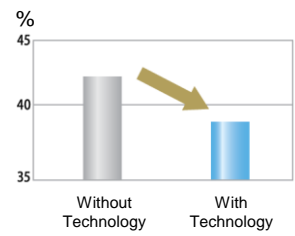


+

#### Hydration



#### Moisture evaporation



#### Surface Sealing Technology

Based on our findings, treatment effects are prone to wear off more quickly in aging hair. This collection is reinforced in order to lock in the restorative ingredients for longer lasting results.

### Anti-aging, for timeless care

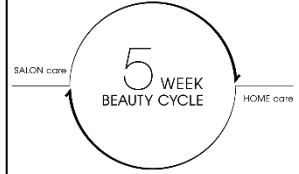


Time-stressed, lackluster, and unmanageable hair (low/medium damage)

#### Fragrance



Top: **White Peach / Mandarin Orange**  
 Middle: **Chamomile / White Lily**  
 Base: **White Musk / Cedarwood**





## Renews shine and hydration for youthful, manageable hair.

*All items infused with SSVR-Silk™.*

SHINE RENEWING  
OIL SHAMPOO



Specialty  
Care



Approx. usage  
amount

[Weekly Shampoo]

RENEWING  
SHAMPOO



[Shampoo]

RENEWING  
TREATMENT



[Conditioner]

RENEWING  
PRIMER



[Leave-in]

Self-foaming technology unlocks Shine Rejuvenating Emollient Oil to instantly boost shine and manageability from roots to ends.

**Use weekly or as desired.**

Long-lasting lather technology offers gentle cleansing while activating Renewing Technology to restore youthful shine, hydration, and manageability.

Evening Primrose Oil softens the hair, while Renewing Technology restores youthful shine, hydration, and manageability.

Renewing Technology restores youthful shine, hydration, and manageability, while Surface Sealing Technology and Tamarind Gum provide longer lasting results.

## Normalizes the scalp and restores a healthy balance.

Pro

### Head Spa "A Facial for the Scalp"

Cleansing Spa Gel  
(Citrus, Rose, Vanilla)



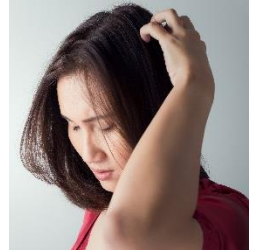
Home

### Shampoo • Conditioner • Leave-in

Purifying Gel Shampoo    Hydrating Treatment    Soothing Moisturizer



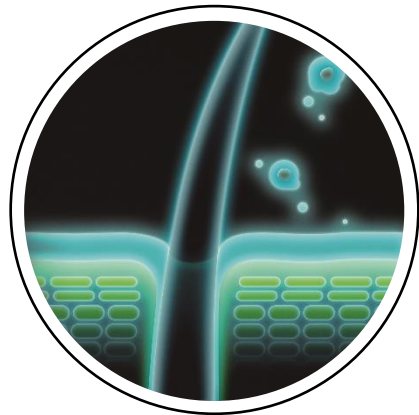
Scalp issues (dry, itchy, oily, flaking)



Scalp with itchiness, dandruff, dryness, oiliness, and/or odor.

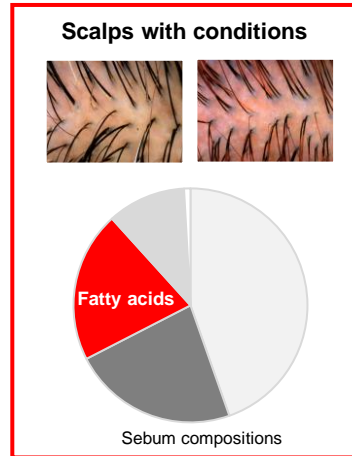
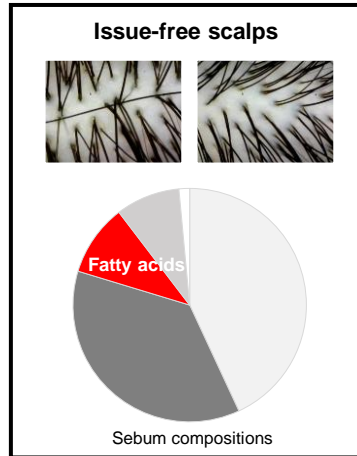
## Technology Overview

Milbon's latest worldwide research exposed a single root cause for all 5 common scalp conditions: **excess fatty acids on the scalp**. Normalize the scalp by purifying and replenishing essential moisture and oil.



Normalizing Scalp Care Technology

5 common scalp conditions  
Itchiness · Dandruff · Dryness · Oiliness · Odor



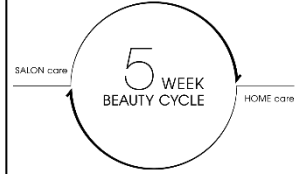
Learn more:



Fragrance



Top: Pink grapefruit / Pomegranate  
Middle: Freesia / Cyclamen  
Base: Amber / Musk



Normalizes the scalp by purifying and replenishing essential moisture and oil.

*All items infused with SSVR-Silk™.*

PURIFYING  
GEL SHAMPOO



[Shampoo]

Detoxing shampoo effectively removes unwanted fatty acids without stressing the scalp and the hair utilizing a unique non-drying gel formula.

HYDRATING  
TREATMENT



[Conditioner]

Lightweight conditioner replenishes essential moisture and oil to the scalp and hair with skincare grade squalane.

SOOTHING  
MOISTURIZER



[Leave-in]

Infused with hyaluronic acids and 10 botanical extracts to deeply\* moisturize and nourish the scalp, promoting a healthy scalp balance.

*\*penetrates to the stratum corneum*

# CREATIVE STYLE



15 products in 7 categories

## TEXTURE



### Texturizing Sea Mist 3

Add movement and texture to soft, limp hair

- Delivers texture, body, and grip needed to style soft, limp hair
- Ideal for beachy waves, tousled or lived-in textured styles
- Accentuates natural wave and texture
- Heat protection.

*Apply on towel-dried or dry hair from roots to ends, comb through, then blow-dry.*



## TEXTURE



### Dry Texturizing Spray 4

Instantly build effortless texture, volume, and body

- Invisible, dry formula instantly adds lived-in texture, fullness and extreme buildable volume
- Provides a flexible grip with a matte finish
- Absorbs excess oils to refresh and maintain style

*Shake well. Spray 12" away from head on dry hair where you want volume and texture.*



### Satin Texturizing Cream 3

Styling cream designed to deliver soft texture with satin finish

- Powder-infused to create soft texture and hold
- Stays reworkable. Rinses off clean.
- Ideal for medium to long hair with all textures to create separation with pliable movement

*Spread between palms, then apply on dry hair. Start with a pea size and add more as needed.*



### Matte Texturizing Paste 8

Powder-infused sculpting paste for matte definition

- Superior spreadability, weightless and reworkable
- Rinses off clean.
- Ideal for short hair and all textures:

*Spread a pea-sized amount between the palms, then apply to dry hair. Add more as needed.*



## WAVE



### Wave Defining Cream 1

Tame frizz while controlling natural waves and curls

- Provides hydration and definition with a soft touchable hold
- Air-dry or diffuse for beautiful waves, or blow-dry to achieve sleek and shiny finish
- Humidity control. Heat protection

*Apply on towel-dried hair from roots to ends.*



## WET SHINE



### Wet Shine Gel Cream 5 • 8

Versatile finishing gel-cream with high definition shine

- A game-changing hybrid of gel and cream that gives optimal control of a gel with incredible spreadability of a cream
- Perfect for polished looks, tames frizz and flyaways with a high definition shine
- Buildable hold allows for more extreme wet looks
- Slow-drying technology allows sufficient styling time for precision

#5: Gives control and movement. For high glossy shine.  
#8: Provides strong hold. For satin finish.

### Wave Enhancing Mousse 4

Reactivate waves to boost their natural beauty

- Instant boost to tame frizz and revive natural waves and curls
- Adds soft definition and hold, perfect for touching up and refreshing frizzy, dull locks on day two and beyond
- Humidity control. Color safe.

*On dry hair, spray water to lightly rewet hair, then apply generous amount and work it throughout hair.*



*Spread between palms, then apply on dry hair. Start with a pea size and add more as needed. Buildable control.*



15 products in 7 categories

## VOLUME



### Thickening Mist 4

Create glamorous volume and fullness

- Thickens & plumps up each individual hair strand to lift from the roots for maximum volume
- Fortifies and adds elasticity for a long-lasting flexible hold
- Provides control during blowouts without becoming stiff or crunchy
- Heat protection



*Apply on towel-dried hair from roots to ends, comb through, then blow-dry. Buildable volume, add more as needed.*

## MOLDING



### Molding Wax 3 • Molding Wax 5 • Molding Wax 7

Workable wax with superior control and hold

- Exceptional spreadability for easy application, increased control, and lightweight finish
- Can rework to achieve multiple styles throughout the day
- Rinses off clean

- #3: Medium hold for texture and separation
- #5: Strong hold for shape and control
- #7: Extra strong hold for sculpting and molding



*Spread between palms, then apply on dry hair. Start with a pea size and add more as needed.*

## REFRESHING



### Refreshing Dry Shampoo *New*

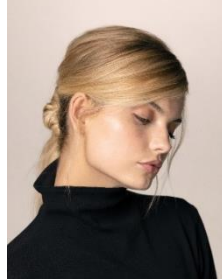
Freshen, restore lift, and extend style

- Advanced Trio-Powder Complex™ effectively cleans and freshens the scalp and hair
- Instantly restores hair's natural volume while prolonging styles
- Actually deodorizes rather than simply masking scalp odor
- A delightful scent of green apple and muguet (lily of the valley)
- Infused with soothing edelweiss extract, an exceptional humectant
- Color safe



*Shake Well. On dry hair, lightly spray 6-10 inches (15-25cm) away from the roots and wait at least 15 seconds to activate cleaning. Then brush out or massage with fingers. Style as desired.*

## FINISH



### Strong Hold Hairspray 7 • Extra Strong Hold Hairspray 10

Durable spray for long-lasting hold without flaking

- Keeps style going strong all day long
- Flake-free formula

- #7: Strong hold gives flexible, yet long-lasting hold
- #10: Extra strong hold gives powerful, long-lasting hold



*Shake well. Hold can 12" away from head and spray on dry, styled hair for long-lasting hold.*

## Performance Matrix

Lightweight



Hold

Salon Care

## SMOOTH

3 Formulas:  
Fine, Medium, Coarse



Smooth Professional  
[3 Steps]

## MOISTURE



Moisture Professional  
[5 Steps]

## REPAIR

2 Formulas:  
Fine/Medium, Coarse



Repair Professional  
[4 Steps]

## REPAIR HEAT

## ANTI-FRIZZ



Anti-Frizz Professional  
[3 Steps]

## VOLUME

## REAWAKEN



Reawaken Professional  
[4 Steps]

## SCALP

3 Aromatherapy Scents:  
Citrus, Rose, Vanilla



Cleansing Spa Gel  
[Head Spa]

Shampoo & Conditioner

3 Formulas:  
Fine, Medium, Coarse



Smoothing  
Shampoo & Treatment



Replenishing  
Shampoo & Treatment



Restorative  
Shampoo & Treatment



Heat Protective  
Shampoo & Treatment



Defrizzing  
Shampoo & Treatment



Volumizing  
Shampoo & Treatment

Shine Renewing  
Oil Shampoo [Weekly]



Renewing  
Shampoo & Treatment



Purifying Gel Shampoo  
& Hydrating Treatment

Leave-in

2 Formulas:  
Fine/Medium, Coarse



Luminous  
Bodifying/Softening Oil



Weightless  
Replenishing Mist



Restorative  
Blowout Primer



Heat Protective  
Mist



Humidity  
Blocking Oil



Renewing  
Primer



Soothing  
Moisturizer



## CREATIVE STYLE

### [TEXTURE]



Texturizing  
Sea Mist 3



Satin Texturizing  
Cream 3



Dry Texturizing  
Spray 4



Matte Texturizing  
Paste 8

### [WAVE]



Wave Defining  
Cream 1



Wave Enhancing  
Mousse 4

### [WET SHINE]



Wet Shine  
Gel Cream 5 · 8

### [VOLUME]



Thickening  
Mist 4

### [MOLDING]



Molding Wax  
3 · 5 · 7

### [REFRESHING]



Refreshing  
Dry Shampoo

### [FINISH]



Strong Hold  
Hairspray 7



Extra Strong Hold  
Hairspray 10

## EXTENDED



Protector  
No.1 · No.2



Carbonated  
Shampoo

Styling

Speciality