

# Creative Points





The fun of “CREATIVE STYLE” can also be enjoyed by customers at home.

在家也能享受“CREATIVE STYLE”  
美发效果的乐趣。

MILBON “CREATIVE STYLE” is designed based on MILBON’s know-how development which has exceeded more than 50 years, and these products has narrowed the gap of styling between professionals and customers with the easy-to-use formulations. Explore and expose the fun of “CREATIVE STYLE” through imaginative hair designs that will allow customers to discover their natural beauty.

50年以上，MILBON持续不断满足了各个发型业界的各种需求，从中积累专业独  
门技术，并以此技术及最新市场趋势来研  
发新技术、新产品。  
继护发品后，MILBON “CREATIVE STYLE”  
造型系列以简易使用配方，缩小专业发  
型师与顾客之间所塑造的发型差距。  
为了贴近心目中的理想发型，尝试  
探索“CREATIVE STYLE” 美发效果的其中乐趣，  
将允许顾客「发」现个性新形象，  
轻松创造出个人风格与魅力。

# Design, as you wish

## 创意造型随您变



MILBON "CREATIVE STYLE" hair styling series is designed for all women, with hair that shines 360°.

6 creative points were determined for expressing the professional's delicate techniques in-detailed. We are proud to present the styling products with optimal formulations that will suit your styling needs.

Designs dwell in the details.  
More freedom in styling, design as you wish.  
milbon "CREATIVE STYLE".

New possibilities in hair designs will certainly advance from here.

为世界女性打造美丽形象，追求360°全方面完美秀发，  
MILBON "CREATIVE STYLE" 全新造型发品系列隆重登场。

为了全面清楚地传递更细致的专业技巧，透过6项独门创意点的设定再创美发效果。从造型概念到品质保证，我们都以满足顾客要求为首要目标，推出最佳造型配方以简单上手。

设计的关键在于细节的营造。  
造型无界限、创意随您变，  
我们相信，崭新的发型设计，从这里开始。



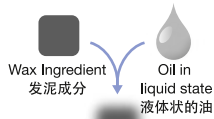


## Movable strands / 随性束状动感



### MOLDING WAX

It easily spreads out when applied on hair.  
[Spread Structure Formulation]  
质地易均匀展开，轻松于掌心与秀发之间揉搓涂抹。  
【扩散性成分】



The wax easily spreads out evenly,  
发泥可轻易均匀展开



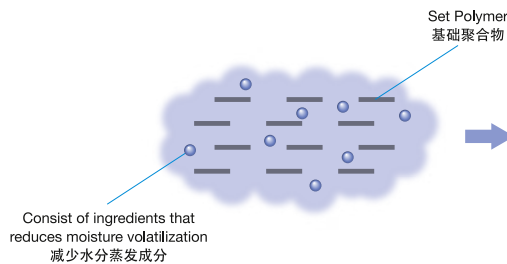
\*1 Candelilla wax (Setting Component) \*2 Micro Crystalline Wax (Setting Component) \*3 Cetyl ethylhexanoate (Oil Component)  
\*1 堪地里然蜡 (定型成分) \*2 微晶蜡 (定型成分) \*3 己酸十六酯 (油性保湿剂)

## Movable wet-looking strands / 前卫湿发造型



### WET SHINE GEL CREAM

It keeps the hair looking shiny and prolongs the flexible condition.  
[Keep Resettable Formulation]  
提升发丝的保湿度及光泽感，长时间后依旧可重复塑型。  
【重复塑型配方】



It preserves moisture, keeping it flexible to be reset at all times  
有效保湿，维持秀发的水润度及弹性度。

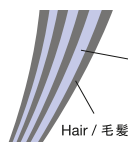
\*1 Alkyl acrylate/Diacetone acrylamide) \*2 Copolymer AMP (Setting Component) \*3 Candelilla Wax (Setting Component), Ceteus 10  
\*1 烷基丙烯酸聚合物/二丙酮丙烯酸酯) \*2 丙烯酸AMP (定型成分) \*3 堪地里然蜡 (构成成分), 鲸蜡醇聚醚-10 (乳化剂)

## Define curls / 气质卷发表现



### WAVE DEFINING CREAM

It keeps the hair soft while allowing it to stick to one another [Soft Adhesion Formulation]  
自然包覆及柔润发丝，同时使发丝聚合在一起。【软胶粘剂配方】



2 Functions found in the Soft Adhesion Formulation  
软胶粘剂配方的两项主要机能

1. Soft and moisturizing texture  
水感柔顺的触感  
Treatment ingredients provide softness to hair  
拥有护理作用的成分，有效柔润发丝
2. The end does not get frizzy even after blow dry  
发尾零干燥，吹干后依然完美再现  
Plant oil provides moderate setting power  
植物油提供轻度定型效果

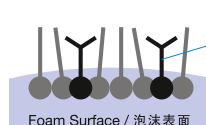


### WAVE ENHANCING MOUSSE

The water and setting ingredients immediately spread out and brings back wave even when applied on dry hair.  
[Permeate Aqua Formulation]

水分因子及定型成分有效扩散及渗入发丝内部，于全干秀发上涂抹即可呈现魅力发感。【水分渗透配方】

Permeate Aqua Formulation with foam structure  
水分渗透配方的泡沫构造



Ingredients that keep the structure loose  
松散构造的形成成分

Loose structure allows the water and setting ingredients to easily spread out on hair  
松散构造后能有效将水分及定型成分扩散及渗入发丝内部



Dimer Dilinoleyl Dimer Dilinoleate (Oil Component) Insotrienic acid (Foam component)  
二聚亚油醇二聚亚油酸酯 (脂油成分) 异硬脂酸 (起泡成分)

Easy-to-use formulation to achieve the creative points  
 简易使用的配方，轻松实现创意点。

Dry Texture / 慵懒干燥质感

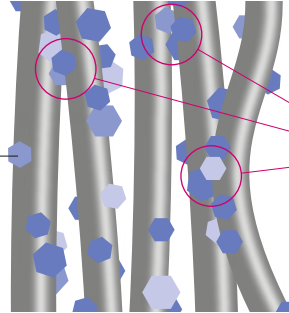
## TEXTURIZING SEA MIST

It forms airy holding between the hair  
 [Salt Texture Formulation]

有效支撑发丝，打造空气感造型  
 【混合盐配方】



Crystal styling component  
 containing sea salt\*  
 蕴含海盐成分的海洋造型喷雾\*



Holding point  
 支撑点

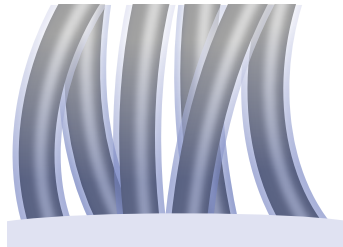
\*Sea Salt (Setting Component)  
 \*海盐 (定型成分)

Voluminous Texture / 自然蓬松感

## THICKENING MIST

Voluminous roots can be achieved with the coating that has the right elasticity during blowing with the  
 [Blow Volume Formulation]

添加弹力保护膜成分，令发丝于进行吹发过程中展现律动，打造自然蓬松发感。  
 【搭配蓬松吹发方式】



3 types of functions achievable with the Blow Volume Formulation  
 搭配蓬松吹发方式的三项主要机能

- 1. Voluminous roots**  
 使发根蓬松起来  
 Polymer gives hair elasticity and makes styling easy \*1  
 给予发丝丰盈弹力的聚合物\*1
- 2. Smooth blowing using hair and comb**  
 发质顺滑好梳理  
 Polymer provides smoothness to hair \*2  
 给予秀发柔顺不打结的顺滑因子\*2
- 3. Easy to style**  
 轻松简易好造型  
 Honey provides moderate adhesions \*3  
 给予适度粘性的蜂蜜成分\*3

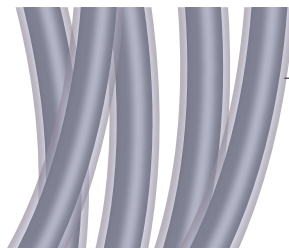
\*1 (Vinyl bromide/VA) Copolymer (Setting Component) \*2 Polyquaternium-11 (Coating Component) \*3 Honey (Moisturizing Component)  
 \*1 醋酸乙烯共聚物(定型成分) \*2 聚季铵盐-11 (保护层成分) \*3 蜂蜜 (保湿成分)

To hold / 定型

## HAIRSPRAY

Light texture can be kept with the coating that has balanced property of adhesion and  
 moisture resistance with the [Hold Condition Formulation]

塑型成分及耐湿特性的完美配方形成的轻柔保护膜，打造持久创意造型  
 【定型持久配方】



**Strong Holding Polymer**  
 MILBON together with company that manufactures raw materials has worked and developed a setting polymer\* with high adhesion and moisture resistance after holding over thousands of experiments.

配合强力定型效能的聚合物  
 MILBON与生产原材料公司共同开发研制以数十种单体所制成高附着性及耐湿性的定型聚合物。

\* (Acrylates / Alkyl acrylate <C1-18> / Alkyl <C1-18> Acrylamide) Copolymer AMP (Setting Component)  
 \* (丙烯酸 / 烷基丙烯酸酯 <C1-18> / 烷基 <C1-18> 丙烯酰胺) 共聚物 AMP (定型成分)



# MILBON CREATIVE STYLE

A powder type hair styling item that creates trends with "TEXTURE"

【Long-lasting hair style even with high humidity is achievable with the powder effect】

以「TEXTURE」創造時代，粉末系列造型品。透過「質感」擴展髮型的表現廣度。

【因粉末效果，耐濕氣能長久持型】

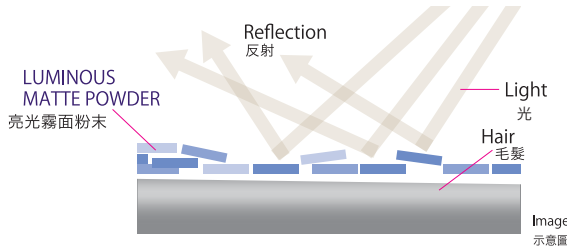


Spreads easily and creates a shiny matte texture 延展性佳，具光澤的霧面感與髮束感

## SATIN TEXTURIZING CREAM 3 絨光層次髮乳 3

Contains LUMINOUS MATTE POWDER 亮光霧面粉末 配方

A matte type cream that can be used also on long length hair  
長髮也適用的霧面系髮乳



【Amount of use】  
【使用量標準】 60g

〈For medium length hair〉 About the size of a pearl.  
〈中長髮〉約1顆珍珠分量。

【Directions】  
【使用方法】

Spread cream on the palms, apply to hair, rub it by scrunching your hair and separate strands with your fingers to style.  
由上而下塗抹並搓揉入髮中，拉鬆髮束後造型。

Features of  
LUMINOUS MATTE POWDER  
亮光霧面粉末的特色

- ① Spreads well and smoothly.  
不黏手，延展性高。
- ② A shiny matte texture that reflects light at the right level.  
適當反射光線，形成具光澤的霧面感。

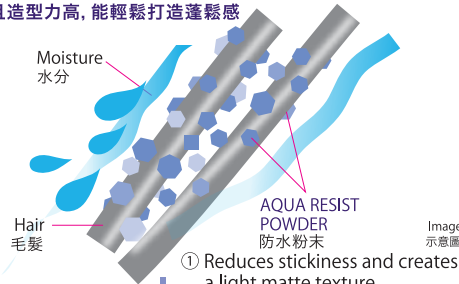


Creates soft and light hair style while keeping a matte texture and the hairstyle  
塑造蓬鬆輕盈感，維持霧面感及髮型

## DRY TEXTURIZING SPRAY 7 乾鬆感層次噴霧 7

Contains AQUA RESIST POWDER 防水粉末 配方

Easy to create a soft airy texture with its light texture, yet strong hold  
質感輕盈且造型力高，能輕鬆打造蓬鬆感



【Directions】  
【使用方法】 120g

Shake the bottle well before use. 請確實搖晃瓶身後再使用。

《For a lasting impression of style at hair ends》《維持髮尾細節》  
Keep the bottle 20-30 cm away from hair ends and apply while lifting hair.  
在距離髮尾20~30cm之處向上抓握髮尾後噴灑

《For lasting volume at roots》《維持髮根的蓬鬆感》  
Keep the bottle 10-15 cm away from hair roots and apply in small applications while picking up strands with your fingers.  
從距離髮根10~15cm之處，以指尖抓握並一點一點地噴灑

Features of  
AQUA RESIST POWDER  
防水粉末的特色

- ① Reduces stickiness and creates a light matte texture  
抑制黏膩感，打造輕盈霧面感
- ② Works well in high humidity and achieves long-lasting matte texture  
耐濕氣，霧面感持久

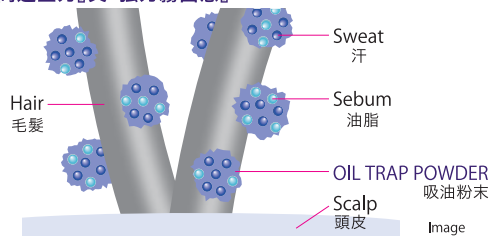


Finish with strong hold and matte texture 造型力高，打造強力霧面質感

## MATTE TEXTURIZING PASTE 8 霧面感高層次髮泥 8

Contains OIL TRAP POWDER 吸油粉末 配方

Instantly creates "strong hold" and "strong matte texture"  
瞬間成型的「高造型力」與「強力霧面感」



【Amount of use】  
【使用量標準】 60g

〈For medium length hair〉  
About the size of a pearl  
〈中長髮〉約1顆珍珠分量

【Directions】  
【使用方法】

《Create movement》《塑造躍動感》  
Create loose movements after applying to hair.  
均勻塗抹於頭髮後，隨性抓出凌亂感

《Create volume》《塑造蓬鬆感》  
Apply while lifting hair from the roots and adjust the volume as you style.  
抓握髮根向上塗抹，邊抓出蓬鬆感邊定型頭髮

Features of  
OIL TRAP POWDER  
吸油粉末的特色

- ① With its rough bumpy form that entwines with hair, it easily gives a strong hold  
透過凹凸不平勾掛力強的形狀，易於發揮造型力
- ② Adsorbs oils and easily creates a strong matte texture  
吸附油脂，易於打造強力霧面感

Find Your Beauty **M I L B O N**

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