

照顾头皮的状态
Caring for your scalp's condition

Flora Carbonated Essence
菌群碳酸美容液

Delicate and sensitive topics regarding scalp and hair loss issues that are difficult to broach. Cronna Sparkling Essence features gradual stimulating popping, fizzy sounds and sensation. Bringing about a realistic experience that naturally leads to conversation with customers. 难以敞开的头皮和掉发问题。透过Cronna Sparkling Scalp Essence带有噼噼啪啪的气泡刺激声。带来真实的体验感，可以自然地与客人开启聊天内容。

Given a chance I could say so much more...
有机会的话，明明可以聊起



customer
顾客

Is there greater hair loss and grey hair..?
I'd also like to consult about my scalp but it slipped my mind once we start talking about color and design...
掉发和白发增加了。。。? 想找人聊聊，但总是在染发和造型的时候就忘了。。。



Stylist
发廊顾问

I'd like to talk about scalp care but I can't seem to find an opportunity to.I'm scared of offending them...
想分享关于头皮护理的话题，但一直找不到对的时机。总担心冒犯客人。。。

Bubbly crackling sound slowly penetrate

气泡的噼噼啪啪声音慢慢渗透

Making use of the fizzy popping stimulation on the scalp during application to start a conversation.

给头皮带来真实体验感，涂抹后那瞬间可以很容易开启聊天内容。

1

I'll be applying a scalp essence now.
接下来会给你喷上头皮美容液

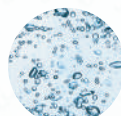


TALKING POINT
1

Hyaluronic Carbonated Foam Formula
配合了透明质酸透明质碳酸泡处方



Hyaluronic Acid
透明质酸



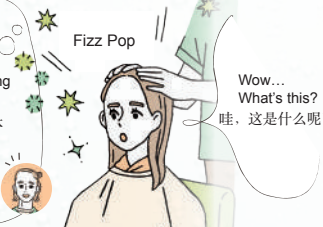
Carbonated Gas
碳酸气体

Hyaluronic acid has excellent moisturizing properties. Hyaluronic carbonated foam is formed by incorporating hyaluronic acid gel with carbonated gas. The foam fizzes and spreads on the scalp, popping as it does while penetrating gradually. The experience is heightened with sound and stimulation.

带有保湿功效的透明质酸。其中配合了碳酸气体，形成透明质碳酸泡。气泡在头皮上扩展，噼噼啪啪的弹出，慢慢地渗透。带有声音和刺激感，可以提高真实体验感。

2

Let's try discussing in detail!
可以具体聊查看!



TALKING POINT
2

With Baisu Leaf Extract
Balances the flora of the scalp
配合了白苏叶萃取平衡头皮的菌群

Similar to how the intestines have a bacterial ecosystem called the gut flora, the scalp also has scalp flora. The increase of corynebacterium destroys the balance of scalp flora, resulting in several problems such as redness of the scalp and hair loss. Balancing of the scalp flora will also help lead to maintaining scalp health.

如同大肠里的菌群，头皮也存在着头皮菌群。棒状杆菌的比例较多，会导致头皮菌群比例失衡，造成头皮发红，掉发等问题。头皮菌群的比例良好，可维持健康的秀发。

3

Do you feel it being absorbed?
有没有渗透头皮的感觉?



It focuses on the scalp flora and contains perilla leaf extract too.
这是混合了透明质酸和碳酸的透明质碳酸泡。

Reddish scalp
发红头皮

Pale Scalp
蓝白色头皮



4



It's Hyaluronic Carbonated Foam made by mixing hyaluronic acid and carbonated foam. It targets scalp flora, and also contains perilla leaf extract.

Scalp odor suppression formula
配合抑制头皮臭味的香料

Suppression of scalp odor 可以抑制头皮的异味

HOW TO USE
如何使用

- Shaking the can horizontally strongly will create hyaluronic carbonated foam in the can.
横向摇晃容器后，就可以制作透明质碳酸泡沫。
- Apply on scalp after towel drying for approximately 1s at 3 lines with 4 areas of application each according to the illustration.
毛巾擦干水分后，如右图像分3条线、4处，各1秒。
POINT Use can upright 使用时容器必须向上。
- Handpress until popping sound fades.
用手掌按压直到听到噼噼啪啪的气泡声。
- Using the pads of the finger, massage into scalp. Continuing of massage after is also recommended
用指尖按摩直到整个头皮渗透，可以持续按摩。

Guideline for application
3 lines with 4 areas of application each
建议涂抹的位置3条线 4处



Check here for the video tutorial!
可扫描观看使用方式



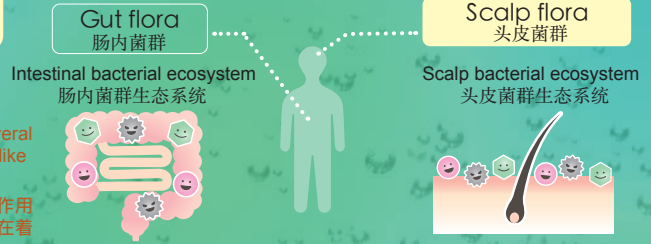
The key to hair loss · grey hair 掉发、白发的关键在于

Scalp flora balance was 头皮菌群的均衡

What is scalp flora balance?
头皮菌群是什么?

It is the bacterial community on the surface of the scalp. It coexists with humans, consisting of several types of bacteria including good bacteria and bad bacteria, as well as opportunistic bacteria. Just like how the intestines have gut flora, the scalp also has its own flora.

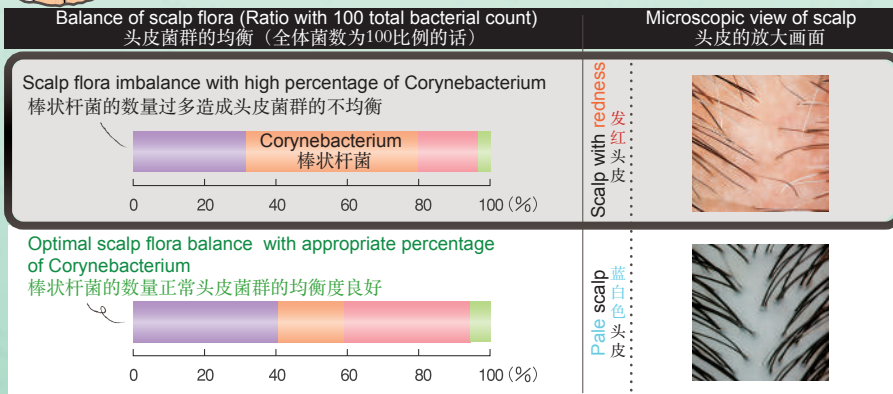
存在于头皮表面的细菌生态系统，与人类共存。含有带给头皮良好作用的益生菌，带给头皮不良作用的有害菌，和一般不会被影响的中间菌等，必须拥有均衡的存在。如同大肠里的菌群般，头皮也存在着细菌生态系统，被称为头皮菌群。



Balance of scalp flora 头皮菌群的均衡

Imbalance of scalp flora leading to hair loss · grey hair
若被破坏，将引起掉发和白发

The scalp is the bed which nurtures healthy hair. Imbalance of scalp flora would cause redness of the scalp · increase in grey hair and hair thinning.
头皮是孕育健康头发的基础。头皮菌群被破坏后，头皮将出现发红，掉发·白发增加，发量减少等问题。



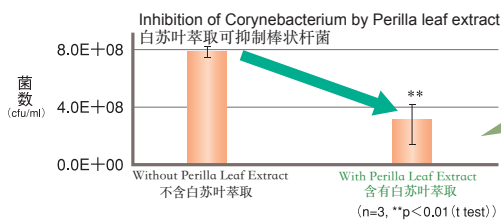
High percentage of *Corynebacterium*
increase in hair loss · grey hair · Hair thinning
棒状杆菌的数量过多
掉发·白发增加·发量变少

Optimal scalp flora balance
Prevents increase in hair loss · grey hair
头皮菌群的均衡度良好。
掉发·白发不容易增加

Balancing of scalp flora with Perilla Leaf Extract. 白苏叶萃取可以使头皮菌群均衡。

Successfully extracted high concentration of compound found in *perilla leaf*. Perilla leaf extract is able to **inhibit growth of *Corynebacterium***.

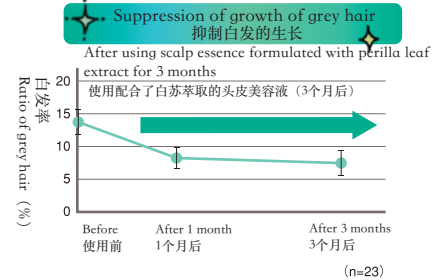
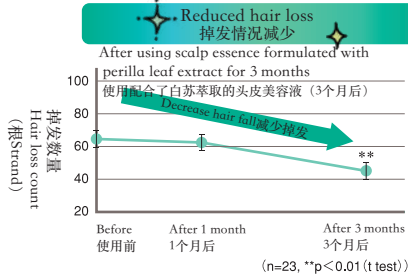
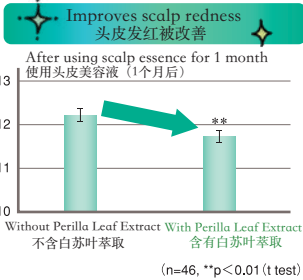
采用高浓度成分抽取技术，抽出白苏叶里的成分。白苏叶萃取可以抑制棒状杆菌。



Part of the Labiatae family. Use of unused, cultivated perilla leaves cultivated not involved in seed oil harvestation.
白苏 Perilla leaf 一种唇形科植物。为采取其种子油而栽培，我们使用了不被活用的叶子。

In efforts to prevent loss of resources, Milbon is working towards sustainable product manufacturing.
Milbon为了减少资源损失，推荐可持续性使用的制作方式。

Experimental results
验证结果



Perilla Leaf Extract corrects scalp flora balance and is effective against hair loss · grey hair
白苏叶萃取可以使头皮菌群均衡，改善掉发·白发。

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