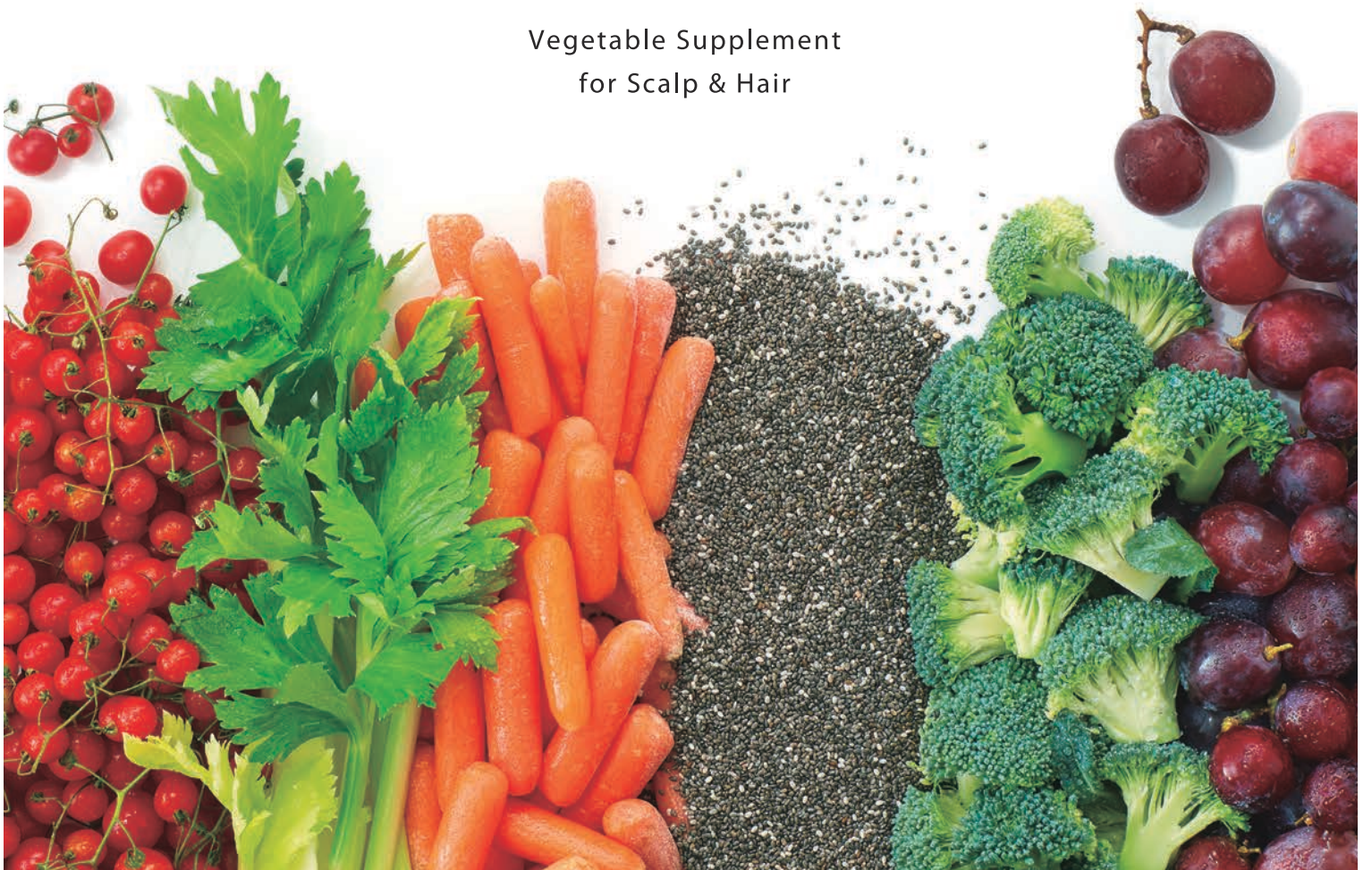




viege



Vegetable Supplement
for Scalp & Hair



Bringing the power of vegetables into the power of beauty.

For mature women who wish to be more beautiful
day by day regardless of age.

Viege focused attention on rich nutrition that vegetables have
and the supplements made by condensing each functional component
in the pursuit of solid results realized by radically
conditioning the scalp and hair that change with age.

Viege helps mature women design hair in ways they like for as long as they want.

Viege's wish is to provide positive assurance to clients.



Bringing changes to hairstyling for mature women.

※1 Anti-aging care supplements for the scalp and hair.

Home Care

Anti-aging care starts with daily haircare regimens. Viege daily care products are designed for mature women and provide visible results.

Scalp Menu Scalp Suppli Menu

The menu is designed for the scalp to meet individual anti-aging needs. This in-salon treatment conditions the scalp for desirable silhouette.

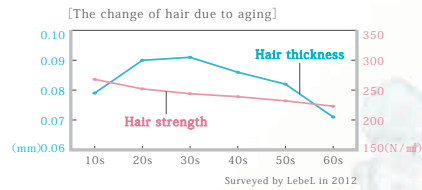
Hair Menu Hair Suppli Menu

This treatment provides intensive care for the hair from within and the cuticles of thinning hair because of aging. While restoring elasticity, this in-salon treatment conditions the hair to provide suppleness.

Viege prevents hair from thinning.

From the loss of volume, firmness, and shine to unwanted curls, roughness, and dryness, Viege focuses on the primary cause of the aging phenomena—thinning hair.

Viege treats the hair to expand the range of hairstyles clients can enjoy.



年齢を感じさせない自然なボリューム感と、健康的な艶めきを目で、手で、実感。ケアする時間の充足感もワンランク高めます。



Viege Shampoo

Gently cleanses the delicate scalp to restore the hair and eliminate the source of roughness.

Metal ions from tap water accumulate in the hair with age causing roughness, loss of shine, and preventing the penetration of hair treatment. The symptoms of aging are gently treated along with cleansing excessive sebum and unwanted odor *3. This shampoo helps restore the scalp and hair, conditioning the hair to become healthy.

*3: Sulfosuccinic acid-based cleansing ingredient*1; Moisturizing ingredients (loofa extract, perilla extract, licorice extract *2)



Loofa extract
(Moisturizing)



Perilla extract
(Moisturizing)



Viege Hair Treatment S/V

Strengthens the hair from within to alleviate unwanted curls.

Nano-sized cortex reinforcing ingredients *3 and plant-based CMC reinforcing ingredients *4 penetrate thinning hair because of aging to strengthen the hair from within.

There are two types of hair treatment for alleviating unwanted curls and conditioning the hair to gain suppleness.



Asparagus stem extract
Formulated in **Viege Hair Treatment S**.
(Softening and moisturizing)



Burdock root extract
Formulated in **Viege Hair Treatment V**.
(Restoring suppleness and elasticity/Moisturizing)



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(Increase softness)

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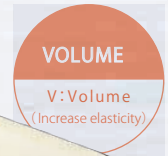
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(Increase softness)

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(Increase softness)



VOLUME

V: Volume
(Increase elasticity)



*1: Sulfosuccinic acid (C12-14) pareth-2Na, *2: Glycyrrhizic acid 2K, *3: Succinoyl Atelocollagen, hydrolyzed elastin, hydrolyzed keratin (wool), cystine, platinum, *4: Almond oil, macadamia nut oil, meadowfoam seed oil, hazelnut oil, rice germ oil, shea butter, avocado oil, tea seed oil, grape seed oil, jojoba oil, Rosa canina fruit oil, evening primrose oil, *5: Licorice root extract (glycyrrhizin acid 2K), sialids extract, carrot extract *6: Bamboo underground stem extract *7: Licorice leaf extract *8: Equol *9: Tilia cordata flower extract, chamomile flower extract, rosemary leaf extract, purple root extract, glycyrrhizin acid 2K



Viege Medicate Essence Product name: Scalp Essence NY a Quasi-drug

For thicker, stronger and healthier hair

Effective ingredients*5 penetrate deeply into the scalp to promote the flow of blood to activate the cells. While preventing hair loss, this hair growth tonic is designed for women to grow thicker, stronger, and healthier hair.

<Effects/Efficacies>

Hair growth, thinning hair, itchiness, baldness prevention, hair growth promotion, dandruff, hair loss after illness and childbirth, and pilatory.

<How to use>

After removing moisture with a towel, spray onto the scalp eight to ten times and massage well. Please apply Medicate Essence first when using Root Care Mist together.



Ginseng extract
[Effective ingredients]



Mulberry root bark extract
(Moisturizing)



Bamboo root extract *6
(Moisturizing)



Licorice leaf extract *7
(Moisturizing)

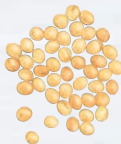
Viege Root Care Mist <Scalp Treatment>

Conditions the scalp environment to add volume to roots

Formulated with active isoflavone *8, a soy-derived component that is the source of female hormone-like effects. This scalp treatment helps condition the scalp environment of dryness, tension, and odors to add elasticity to the roots to lift the hair lightly.

<How to use>

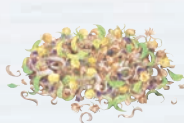
After removing moisture with a towel, spray onto the scalp four to six times and spread evenly. After that, blow dry the hair while lifting the roots.



Active isoflavone
(Moisturizing)



Apple fruit extract
(Moisturizing)



Five types of herb essence *9
(Moisturizing)



Viege Oil <Hair Treatment>

Offers soft manageability with lightness and shine.

Users immediately experience the conditioned texture and the care effects that penetrate deep into the hair shaft. Without leaving the hair sticky, the oil adds softness and manageability to the hair tips for a moisturized shine to the hair throughout the day.

<How to use>

After towel drying, dispense one to three pumps and spread on the palm of the hand well. Apply mainly to the hair tips, spread well, and then blow dry.



Sugar cane squalene
(Protection)



Perilla oil
(Protection)

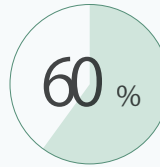


Twelve types of plant oil *4
(CMC reinforcement)

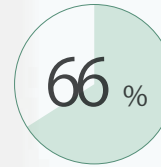
Scalp Menu

Designed for mature women who are not satisfied with care that just feels good, the in-salon treatment increases the volume at the hair roots for an ideal silhouette.

Mature women experience the change in the scalp and feel the necessity to take care of that. They attach weight to actual care results and changes in the scalp and hair after treatment, instead of a comfortably pleasant feeling and relaxation.



"I would like salon staff to give advice about the scalp."



"I need to see the actual care results instead of comfort."

NBBA Salon Users Survey 2014 (n = 1,158/Women in their 40s)

Surveyed by Lebel in 2015 (n = 97/Women in their 40s to 50s)



<The images and illustrations are only for illustration purposes of the components in the products>

Three kinds of intensive care supplements to select according to the scalp condition that changes due to aging. Formulated condensed components according to the scalp type, each supplement gently penetrates^{*4} and conditions for the healthy scalp.

For scalps with stickiness

Viege Balance Suppli
<Scalp Treatment>

Astringent moisturizer/Refreshing feel



Lemon juice <Moisturizing> Carrot root extract <Moisturizing> Cucurbita pepo (Pumpkin) fruit extract <Moisturizing>

For scalps with dryness

Viege Soothing Suppli
<Scalp Treatment>

Mild moisturizing/Gentle feel



Okra fruit extract <Moisturizing> Aloa vera leaf extract <Moisturizing> Broccoli extract <Moisturizing>

For scalps with a lack of vitality

Viege Vital Suppli
<Scalp Treatment>

Vitalizing and moisturizing/warm, comfortable feel



Ginger rhizome extract <Moisturizing> Wine extract <Moisturizing> Pomegranate fruit extract <Moisturizing>



Viege Base Suppli <Scalp Treatment>

Viege conditions the aging scalp to ensure a supple scalp. The lead components*1 penetrate into the horny layer to support the penetration of Scalp Suppli. It lifts the hair from the roots to create a soft, feminine, fluffy silhouette.



Phytopolyamine **1 (Moisturizing)
Active isoflavones (Moisturizing)



Tomato fruit extract
<Moisturizing>

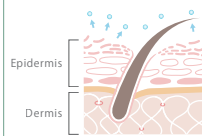


Lettuce leaf extract
<Moisturizing>

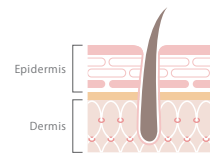
Viege Column

Thinning of the scalp

Because of a decline in collagen, decreased regeneration and deformation due to aging, the scalp loses its thickness and hardens. This causes the scalp to lose elastic force, experience a decline in cells and capillaries, poor blood circulation and other defective functions, causing the scalp to deteriorate. A thinned down scalp loses the strength to support hair and becomes unable to grow healthy hair.



<Scalp and hair with advanced aging>
The scalp becomes thin and loses elasticity, making it less able to support the hair.



<Healthy scalp and hair>
The scalp is plump, thick, and elastic for proper hair support.

<Image>

<The images and illustrations are only for illustration purposes of the components in the products>

[Scalp Menu Process]

The product can be used even after perms and hair coloring.



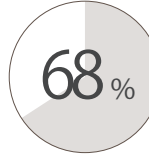
Menu process: Approx. 15 minutes

*10: PEG, PPG, polybutylene glycol-8, 5, 3 Glycerin *11: Soybean leaf extract

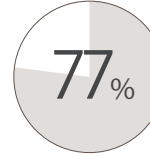
Hair Menu

Provides both natural bounce and suppleness to the ends for better manageability. This menu is simply designed to create beautiful, bouncy hair so clients can enjoy hairstyles more.

Mature women want an efficient way to achieve beautiful hair and to expand the enjoyment of trying different hairstyles. The menu needs to be simple and effective.



Clients are more attracted to haircare menus that are highly effective but require less time.



Clients want to enjoy hairstyles regardless of age.

Surveyed by Lebel in 2015 (n = 212/Women in their 40s to 50s)



Viege Hair Suppli 1
<Hair Treatment>

Adhesion bond of the cortex
<Adhesion Repair & Reinforcement*¹²>



Viege Hair Suppli 2
<Hair Treatment>

Adhesion bond of the cortex
<Adhesion Repair and Reinforcement*¹³>

<p>Quinoa oil*¹⁴ Formulated in Hair Suppli 1 and 2.</p>	<p>Chia seed oil*¹⁵ Formulated in Hair Suppli 1 and 2</p>	<p>Pistachio oil*¹⁶ Formulated in Hair Suppli 3S, 3V, and Plus.</p>
<p><Adhesion bond of the cortex cells and cuticle layers></p>		<p><Elasticity Protection></p>



Viege restores the internal resilience of the hair shaft that hollows out with aging while intensively treating cuticle resilience.

The elasticity adhesion system is developed for weak thinning hair ends, as well as the hair of mature women damaged by repeated perms and colors.

The product helps restore the elasticity of beautiful waves and curls so clients can enjoy different hairstyles for years to come.



Viege Hair Suppli 3S
<Hair Treatment>

Improved softness



Viege Hair Suppli 3V
<Hair Treatment>

Improved elasticity



Viege Hair Suppli Plus
<Hair Treatment>



Enhancement of elasticity adhesion

<Elasticity Protection, repair, and fixing [Erucalactone[®]1]>

- Asparagus stem extract (For softening and moisturizing/Formulated In 3S)
- Burdock root extract(For restoring body and suppleness while moisturizing/Formulated in 3V)

Protection of elasticity adhesion

Weekly in-home hair supplement treatment (about four treatments) protects the suppleness and resilience of the hair conditioned with the Hair Suppli Menu.

<Instructions for use>

After shampooing, lightly squeeze out any excess moisture from the hair. Apply an appropriate amount from the hair ends and spread evenly throughout the hair, and then rinse well. The product can be used as a daily hair treatment.

[Hair Suppli Menu Process] Enhance the quality of perm and hair color to support the hair designs.



Menu process : Approx. 7 minutes

Mature women want to care in a positive mood.

Modern mature women don't think negatively about themselves getting older. They even enjoy the change to be more beautiful no matter how old they are. What they want is the anti-aging care to continue practicing with enjoyment in daily life. Such positive and bright image brings a sense of expectation that they want to try, and responds to the women's feelings of the day.



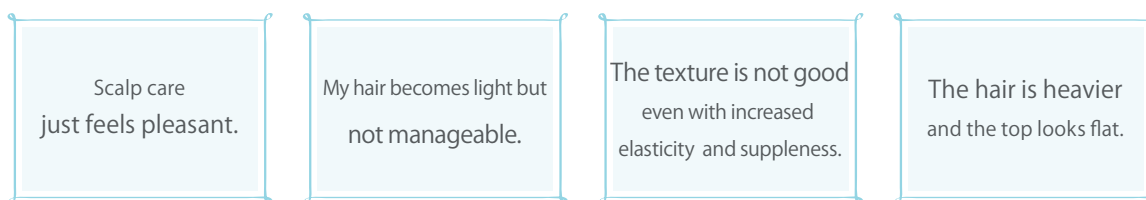
“Uncool”

“Obviously for older people.”

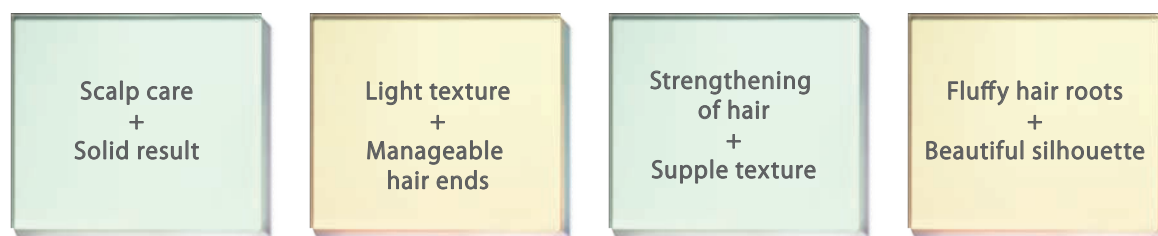
Some women have a negative image of haircare products for aging.

Surveyed by Lebel in 2015. (N = 97/Women in their 40s to 50s)

Previous care was ...



Necessary care for mature women is...



Anti-aging care effects that enhance the ease of designing boost the degree of satisfaction.

viege Line Up

Home Care

Product Name	Size	
Shampoo Hair Treatment S/V 	240mL	
	600mL	
	1000mL (Refill)	
	2500mL (Refill)	In-salon use only
	30mL	
Medicate Essence <Quasi drug> 	100mL	
Root Care Mist 	180mL	
Oil 	90mL	

Scalp Menu

Balance Suppli Soothing Suppli Vital Suppli 	95mL	In-salon use only
Base Suppli 	225mL	

Hair Menu

Product Name	Size	
Hair Suppli 1 Hair Suppli 2 Hair Suppli 3 S/V 	250mL	In-salon use only
	800mL (Refill)	
Hair Suppli Plus 	40mL	

LebeL

ALL YOUR OWN



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