

THREE AIMING

Skincare which connects aging care and beauty.
The THREE AIMING line has been revamped.





CONCEPT

For highly resilient skin replete with a sense of fulfilment.

Plump skin, smoothly moist.

Clear and bright skin that seems to glow from within.

Our skin tends to move further and further away from its essential state as we age - quite the opposite of this kind of beauty, which we are inherently capable of possessing.

At THREE, we believe that one of the causes of this is “the uniquely feminine fluctuations in the skin’s rhythm.”

Instability of both mind and body is influenced by the moon’s phases and the effects of aging.

Problems accumulate gradually, due to the frenetic pace of our daily lives.

We aim to be considerate of these concerns, experienced by most women.

THREE’s aging care for skin,* AIMING, has been redesigned and improved.

Focusing on the relationship between “beauty” and “rhythm” in mature women’s skin, we bring your mind, body, and skin an even more profound sense of fulfilment.

The translucent scent of organic Damask roses in full bloom entices you.

For the skin we all want today: skin which you like more and more each time you see and touch it.

* Meaning age-appropriate skincare

INGREDIENTS

AIMING's unique blend of essential oils

This fine blend of organic essential oils will satisfy you in body and mind. A mixture based on a thorough understanding of the merits of each plant generates a synergy of fragrances. A sophisticated scent of natural beauty, with the pure aroma of fresh Damask roses as its keynote.



Damask Rose Oil (Rosa Damascena flower oil)

The Damask rose, called the Queen of Roses, has drawn out women's beauty throughout history. This gorgeous and beautiful scent will fill you with a sense of happiness.



Fennel Oil (Foeniculum Vulgare oil)

Fennel has enjoyed widespread popularity among women through the ages. The slightly sweet, spicy aroma lifts your spirits on days when you feel down.



Geranium Oil (Pelargonium Graveolens flower oil)

Green, herbal accents mingle with sweet, floral aromas in the geranium's scent.

Even on days when your emotions are unstable and volatile, it gently calms your mood.



[New common ingredients in Aiming line items]

AIMING line items now include "Damask rose water," extracted from Damask roses organically grown in Japan and possessing moisture-retention and emollient properties for the skin, and "Damask rose extract," which moisturizes and tones the volatility of aging skin.

THREE Aiming Soft Cleansing Gel R

99% naturally-derived ingredients / 11% organic ingredients
85g 5,940円yen (including tax)



Make your bare skin soft and translucent as you remove your make-up.

It gently absorbs and swiftly removes make-up and dirt which have stuck to aging skin. The gel, which combines powdered natural scrub and clay, spreads smoothly over the skin as though it were melting, thoroughly purifying the depths of each pore. It removes even darkened and rough patches, leaving a pure texture.



Passionfruit Oil (Passiflora Edulis seed oil)

Its cushioned texture adheres closely to your skin, imparting a pleasant, smooth sensation.



Pomegranate Seed

Included in powdered form as a natural scrub ingredient. For clean bare skin without any rough patches.

Main moisturizing and emollient agents

[Essential oils] Rose oil/ Fennel oil/ Geranium oil/ Orange peel oil/ Bergamot fruit oil/ Lavender oil/ Rosemary oil
[Botanical oil/botanical fat] Olive oil/ Rice bran oil/ Pomegranate seed oil/ Tea seed oil/ Passionfruit oil/ Jojoba oil/
Shea butter

[Botanical & Mineral water] Damask rose water/ Orange fruit water/ Hot spring water

[Extracts] Damask rose extract/ Prunus mume fruit extract/ Tephrosia purpurea seed extract
Cleansing Ingredients
Pomegranate seed/ White clay

THREE Aiming Soap R

100% naturally-derived ingredients / 78% organic ingredients 80g 4,950yen (including tax)

It simultaneously cares for and cleanses volatile skin, leaving skin which feels firm and dignified.

A facial soap with frothy lather which cares even for aging skin troubled by profound dryness and acne. Plenty of beauty essence suited to women's skin have been incorporated in this framed soap, each soap of which is finished by hand. Purifying even your pores, it gives your skin a finely-toned feeling.



Great Willow Herb Extract (Extracts of Great Willow Herb flowers, leaves, and stems)

Calms and conditions mature skin, which tends to be delicate.



Bilberry Extract (Bilberry leaf extract)

Keeps volatile, mature skin, which is prone to developing visibly uneven patches, healthy and bright.

Main moisturizing and emollient agents

[Essential oils] Rose oil/ Fennel oil/ Geranium oil/ Bergamot fruit oil/ Lavender oil/ Rosemary oil
[Botanical oil/Botanical fat] Olive oil/ Coconut oil/ Pomegranate seed oil/ Sea buckthorn oil/ Tea seed oil/
Jojoba oil/Meadowfoam oil/ Shea butter

[Botanical & Mineral Water] Damask rose water/ Orange fruit water/ Hot spring water/ Apple fruit water

[Extracts] Damask rose extract/ Prunus mume fruit extract/ Bilberry extract/ Great willow herb extract/ Lavender flower extract
Cleansing Ingredients Red clay

THREE Aiming Lotion R

99% naturally-derived ingredients / 23% organic ingredients

140 mL 8,580 yen (including tax)

Feel the deep moisturizing effect as you condition your skin to remain fresh.

Gives the juiciness of plants deeply to aged skin experiencing many disturbances such as dryness, stiffness and grainy texture.

At the same time as amply moisturizing your skin, it gives a plump, soft texture and a pure translucency.

You will want to take deep breaths of the fresh fragrance, with its accents of rose.



Peony Flower Extract



Ingredients sourced domestically and developed with a focus on the condition of modern-day people's skin. Supporting the barrier membrane with moisture.

Fennel Extract (Foeniculum Vulgare fruit extract)



It soaks directly into your skin thanks to its high compatibility, imparting moisture retention and translucency at the same time as calming your skin's condition.

Main moisturizing and emollient agents

[Essential oils] Rose oil/ Fennel oil/ Geranium oil/ Bergamot fruit oil/ Rosemary oil

[Botanical & Mineral water] Damask rose water/ Orange fruit water/ Hot spring water/ Grape fruit water

[Extracts] Damask rose water/ Orange fruit water/ Hot spring water/ Grape fruit water Damask rose extract/ Prunus mume fruit extract/ Peony flower extract/ Tephrosia purpurea seed Extract/ Fennel extract

THREE Aiming Emulsion R

99% naturally-derived ingredients / 21% organic ingredients

100 mL 9,680 yen (including tax)

For a plump, toned expression with highly improved elasticity.

Emulsion which makes even aging skin with unsatisfactory texture and resilience so elastic that it seems to spring back against your palm. Well-balanced moisture and oil permeate your skin,* making it soft to the touch, plump and finely textured.

The fragrance, with its accents of rose, gently releases the tangles of body and mind.

* As far as the horny layer



Cranberry Seed Oil



Containing a good balance of the essential fatty acids which are very important for the skin, it imparts moisture and an elastic texture.

Peucedanum Ostruthium Leaf Extract



A traditional leaf extract, used in the Alps for various purposes. It nurtures skin which is out of condition back to health.

Main moisturizing and emollient agents

[Essential oils] Rose oil/ Fennel oil/ Geranium oil/ Bergamot fruit oil/ Rosemary oil

[Botanical oil] Olive oil/ Cranberry seed oil/ Pomegranates Seed oil/ Tea seed oil/ Jojoba oil

[Botanical & Mineral Water] Damask rose water/ Orange fruit water/ Hot spring water/ Apple fruit water

[Extracts] Damask rose extract/ Peucedanum ostruthium leaf extract/ Prunus mume fruit extract/ Tephrosia purpurea seed extract/ Helvetia extract

THREE Aiming Cream R

99% naturally-derived ingredients / 23% organic ingredients 25g 13,200yen(including tax)

A brightness of expression and glowing sense of fulfilment.

Filled with skin's essential beauty.

For aging skin, which confronts various disturbances. As the finishing touch of your self-care routine, this cream imparts moisture, elasticity, and even skin's essential glow. The rich, melting texture and full-bodied aroma accented with rose entice you to close your eyes in a trance of happiness.



Prune Seed Oil

A high-quality oil extracted from plum seeds and made up of over 90% oleic acid and linoleic acid.



Summer Squash Seed Extract

This ingredient obtained after oil has been extracted from the seeds makes a skin-protective ingredient is attracting attention as upcycled one.

Main moisturizing and emollient agents

[Essential oils] Rose oil/ Fennel oil/ Geranium oil/ Bergamot fruit oil/ Rosemary oil
[Botanical oil/Botanical fat] Olive oil/ Rice bran oil/ Pomegranate seed oil/ Tea seed oil/ Plum seed oil/ Jojoba oil
Shea Butter/ Beeswax
[Botanical & Mineral Water] Damask rose water/ Orange fruit water/ Hot spring water/ Sasa veitchii water
[Extracts] Damask rose extract/ Prunus mume fruit extract/ Sake lees extract/ Prunus serrulata flower extract/
Tephrosia purpurea seed extract
Summer squash seed extract

THREE Aiming Facial Oil Essence

100% naturally-derived ingredients 28mL 14,850yen(including tax)

Healthy strength for aging skin.

Special care which permeates deeply and directly.*directly.

* As far as the horny layer

Disseminating a sensual, spicy fragrance, this oil-like beauty serum spreads smoothly, giving your skin improved elasticity and greater translucency.



<STEP>

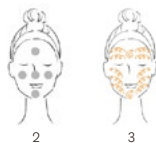


If you are worried about stickiness, please use AIMING Facial Oil Essence after washing your face and before applying AIMING Lotion R.

HOW TO USE

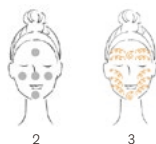
THREE Aiming Soft Cleansing Gel R

1. Take an appropriate amount (the size of a cherry) on your dry hands, and warm it gently.
2. Spread it to the fingertips of both hands, and dab it onto five spots: the chin, cheeks, nose, and forehead.
3. Spread it from the center of your face outwards in small circular motions, until it has blended well with the make-up.
4. Once your fingertips feel much lighter, wash it off until no more scrub remains.



THREE Aiming Soap R

1. Take soap in wet hands; roll it around as you gradually add lukewarm water to create a lather.
2. Dab the lather onto five spots: the chin, cheeks, nose, and forehead.
3. Wash your face from the center outwards in circular motions. Take care not to rub the skin but rather encase it in bubbles.
4. Rinse well.



THREE Aiming Lotion R

1. Put an appropriate amount (push 3-4 times) onto two cotton pads, and hold them between the index fingers and little fingers of each hand.
2. Working from the bottom of your face to the top, and from the center outwards, roll the cotton pads gently from the tip of your chin, applying it symmetrically as far as your neck.
3. Cup your entire face with both hands and, while breathing slowly in and out, press your skin so that it is absorbed well.



THREE Aiming Emulsion R

1. Put an appropriate amount (push 2-3 times) onto two cotton pads, and hold them between the index fingers and little fingers of each hand.
2. Spread lightly over your entire face, working from the bottom to the top, and from the center outwards. Roll the cotton pads gently from the tip of your chin, applying it symmetrically as far as your neck.
3. Cup your entire face with both hands and, while breathing slowly in and out, press your skin so that it is absorbed well.



THREE Aiming Cream R

1. Place an appropriate amount (the size of 1-2 pearls) onto your palms using the spatula.
2. Dab it onto five spots - the chin, cheeks, nose, and forehead - spreading it lightly as you do so.
3. Working from the center of your face outwards, smooth it slowly into your skin, applying it as far as your neck.
4. Cup your entire face with both hands and, while breathing slowly in and out, press your skin so that it is absorbed well.

