



THREE

BALANCING

## CONCEPT

Holistic care of the new era to survive  
beautifully and naturally

THREE takes a scientific approach to value the holistic balance of mind, body, and skin from a natural-blessing point of view to start holistic care for the new era.

The Balancing series pays attention to the intensifying stress of the modern age, with a focus on the ability of the skin to regenerate itself\*.

THREE takes on this challenge with a combination of the natural gift of the power of plants and the science that enriches and expands their effects.

Following on from Balancing Nectar, which targets moistness and elasticity\*\*, Balancing Stem, which tackles pores and damaged skin, has been added to this powerful makeover.

Here is a survival partner for everyone who lives flexibly in the now, whatever your age or gender.

\* Skin cell turnover

\*\* The firmness of skin

## INGREDIENTS

### Elite ingredients in the Balancing Series

Essential oils, botanical extracts and oils are gifts from nature, with concentrated ingredients necessary for plants to protect themselves and survive in harsh environments.

What THREE focuses on is not only the “pleasing fragrances” of essential oils, but also on their “usefulness which approaches multifunctionality.”

Redolent with fragrance, the pleasing, high-quality essential oils are skillfully combined to suit the objectives of each item.

### Featured ingredients used throughout the Balancing series

#### [Blend of essential oils]



##### Frankincense oil (Olibanum oil)

Essential oil extracted from resin also called olibanum. The sweet, spicy fragrance seems to invite deep breaths.



##### Bergamot fruit oil

Essential oil extracted from the bergamot fruit. With its cheerful, clean fragrance, it will refresh your spirits



##### Marjoram oil (Origanum majorana oil)

Essential oil extracted from the leaves of sweet marjoram. A somewhat spicy fragrance with a relaxing feel.



##### Rosemary oil (Rosemary leaf oil)

Essential oil extracted from whole grass, mainly leaves of rosemary belonging to Labiatae. A cool, refreshing fragrance.

#### [Botanical extracts and oils]



##### Saffron & Burdock Complex /grown in Japan (Saffron flower extract/ burdock root extract)

THREE' s original extract, a combination of two kinds of domestic plants, saffron and burdock, which are rich in useful ingredients. The saffron extract was developed by upcycling flower petals, which were formerly discarded after harvesting the centers of the flowers to make spice. It delivers moisture and conditions your skin to maintain its health.



##### Tea seed oil /grown in Japan (Camellia sinensis seed oil)

It is extracted by cold pressing domestically-grown tea seeds that were discarded unused in the field. It has excellent affinity with the skin, protecting it from drying out.

## THREE BALANCING CLEANSING OIL



Saffron &  
burdock complex



Tea seed oil



Orange peel oil

## THREE Balancing Cleansing Oil N

<Makeup remover> 185mL 4,840 yen (including tax)

Natural origin content 93%(compliant with ISO16128, including water) Refill 180mL 4,400 yen (including tax)

Exquisite pairing of excellent cleansing power and treatment power like beauty serum

Exquisite pairing of excellent cleansing power and treatment power like beauty serum  
A fresh-feeling cleansing oil packed with botanical oils and plant extracts. Removes all traces not only of makeup but also of sunscreen, excess sebum, materials scattered through the atmosphere which have stuck to your skin, and other dirt, while simultaneously retaining moisture. The clear herbal scent heals the fatigue of the day with a pleasant sensation that makes you want to take a deep breath.

<How to use>

Pump three to four times onto dry hands, and apply to 5 places: your chin, cheeks, nose, and forehead. Cover the nose with both hands and spread the oil in a circular motion from the center of your face outward while enjoying the scent. Rinse thoroughly with cool or lukewarm water.

Main moisturizing and emollient agents

[Essential oils] Orange peel oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Petitgrain oil

[Plant extracts] Saffron & burdock complex/ Rehmannia extract/ Ginseng extract/ Pachyma hoelen extract

[Botanical oils] Tea seed oil/ Olive oil/ Soybean oil/ Borage oil/ Moringa oil

## THREE BALANCING POINT MAKEUP REMOVER



Saffron &  
burdock complex



Moringa oil



Petitgrain oil

## THREE Balancing Point Makeup Remover N

< Makeup Remover for Specific Areas > 90mL 3,850 yen (including tax)

Natural origin content 93%(compliant with ISO 16128, including water)

Even stubborn makeup slides off with this dual-layer combination of cleansing power and treatment power.

The two layers of oil and water, plant oil and botanical extract formulation, remove every trace of stubborn makeup from areas like the lips and eyes. Your skin is left fresh and smooth, just like after treatment with beauty oil and lotion. The combination of moisturizing petitgrain oil and moringa oil, which protects the skin, removes makeup from the delicate areas around your eyes and lips while caring for them like a beauty treatment.

<How to use>

Shake the container well to mix evenly and soak a cotton pad with appropriate amount. Bring the cotton close to the tip of your nose and, as you take your time to enjoy the fragrance, apply the cotton to the areas around your eyes and mouth for a few seconds. Let the liquid soak in, then wipe it away gently with a gliding motion.

Main moisturizing and emollient agents

[Essential oils] Petitgrain oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Orange peel oil

[Plant extracts] Saffron & burdock complex/ Rehmannia extract/ Ginseng extract/ Pachyma hoelen extract

[Fruit juices/ fermented liquids] Apricot juice/ Pear juice fermented liquid

[Botanical oils] Moringa oil/ Tea seed oil/ Grape seed oil/ Soybean oil/ Borage oil

## BALANCING NECTAR

- For normal to dry skin -

Condenses the bounty of super fruits that contain abundant beneficial ingredients such as phytochemicals. Hydrating formula for moist, elastic\*, and soft skin.

\* The firmness of skin

## INGREDIENTS

Featured ingredients used in Balancing Nectar items



### Holy basil oil/grown in Japan (Ocimum sanctum oil)

Holy basil cultivated in Okinawa Prefecture, characterized by the abundant mineral content of its soil, is carefully selected for use. A faintly sweet, spicy fragrance which relaxes and balances body and mind.



### Apple fruit water/grown in Japan

Aromatic water obtained by cold pressing Aomori-grown apples. Rich in various vitamins and minerals, moisturizes and firms up your skin.



### Mulberry fruit extract (White mulberry fruit extract)

Extract from mulberry, which is rich in vitamins, minerals, and phytochemicals. Moisturizes and firms up the skin, keeping it healthy.

- Included in Balancing Nectar Lotion and Moisturizer

## THREE BALANCING NECTAR CREAM WASH



Holy basil oil



Saffron & burdock complex



Peony root extract



Rehmannia extract

## THREE Balancing Nectar Cream Wash

<Facial wash> 100g 4,290 yen (including tax)

Natural origin content 91%(compliant with ISO16128, including water)

Powerful concentrated foam which releases a fresh, pure fragrance.

Highly emollient facial wash with ample blessings from plants. The mounds of concentrated foam remove dirt from the texture of your skin and the bottom of your pores without abrasion. Your bare skin is enveloped in the refreshing aroma of a blend of essential oils that seem to give it a new beginning, leaving it moist and smooth.

<How to use>

Rinse the entire face with cool or lukewarm water. Take about 1 cm of facial wash onto a wet hand and lather, then apply the foam to 5 places: your chin, cheeks, nose, and forehead. Taking time to enjoy the fragrance, spread the foam from the center of your face outward in small circular motions. Wash gently without rubbing. Then, rinse thoroughly with cool or lukewarm water.

Main moisturizing and emollient agents

[Essential oils] Holy basil oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Orange peel oil/ Ginger oil/ Geranium oil/ Laurel oil

[Plant extracts] Saffron & burdock complex/ Rehmannia extract/ Peony root extract/ Ginseng extract/ Pachyma hoelen extract

[Botanical waters/ fruit juices] Apricot juice/ Apple fruit water

[Botanical oils] Tea seed oil

## THREE BALANCING NECTAR LOTION



Holy basil oil



Saffron &  
burdock complex



Apple fruit  
water



Apricot juice



Mulberry fruit extract

### THREE Balancing Nectar Lotion

<Moisturizing lotion/ lotion> 120mL 5,940 yen (including tax)

Natural origin content 94%(compliant with ISO16128, including water) Refill 115mL 5,500 yen (including tax)

A smooth, rich moisturizing wrap on a par with beauty serum.

A rich, nectar-like texture containing blended essential oils and fruit-derived botanical water. Naturally derived thickening ingredients enclose the essential oils like a “melting wrap,” delivering them in full to your skin (horny layer), leaving it moist and smooth. Contains extracts and botanical waters which are rich in useful ingredients such as phytochemicals, and gives moisture and firmness.

<How to use>

Put an appropriate amount (push two to three times) onto your hands and, while taking time to enjoy the fragrance, apply the lotion from the center of the face outwards, pressing your skin gently so that it is absorbed. Wrap your entire face with both hands.

Main moisturizing and emollient agents

[Essential oils] Holy basil oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Orange peel oil/ Geranium oil/ Lavender oil/ Laurel oil

[Plant extracts] Saffron & burdock complex/ Mulberry fruit extract/ Acai fruit extract/ Rehmannia extract/ Peony root extract/ Ginseng extract/ Pachyma hoelen extract

[Botanical waters/ fruit juices] Apricot juice/ Apple fruit water

[Botanical oils] Tea seed oil

[Add-on ingredients] Arginine/ Panthenol



## THREE BALANCING NECTAR MOISTURIZER



Holy basil oil



Saffron &  
burdock complex



Borage oil



Acai fruit extract

## THREE Balancing Nectar Moisturizer

<Moisturizing emulsion> 80mL 7,260 yen (including tax)

Natural origin content 96%(compliant with ISO16128, including water) Refill 75mL 6,820 yen (including tax)

A dense texture which even gives elasticity\*.

This moisturizer contains fruit water and 21 different oils, including essential oils. The rich texture soaks in without stickiness, becoming one with your skin. After being absorbed by your skin, it forms a natural protective veil for soft, supple skin. It gives skin that is supple and elastic\*.

\* The firmness of skin

<How to use>

Put an appropriate amount (push two to three times) onto your hands and, while taking time to enjoy the fragrance, apply from the center of the face outwards, pressing your skin gently so that it is absorbed. Wrap your entire face with both hands.

Main moisturizing and emollient agents

[Essential oils] Holy basil oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Orange peel oil/  
Geranium oil/ Petitgrain oil/ Lavender oil/ Laurel oil

[Plant extracts] Saffron & burdock complex/ Acai fruit extract/ Rehmannia extract/ Peony root extract/  
Ginseng extract/ Pachyma hoelen extract/ Mulberry fruit extract

[Botanical waters/ fruit juices] Apricot juice/ Apple fruit water

[Botanical oils and fats] Borage oil/ Tea seed oil/ Rapeseed oil/ Cupuacu butter

[Add-on ingredients] Arginine/ Panthenol

zer

balancing  
stem lotion

## BALANCING STEM

Launching April 26, 2023 [WED]/Refill Launching May 24, 2023

- For combination and oily skin -

Combines the bounty of herbs with excellent functions that protect the skin from irritation.

Fresh and clear formula to make your skin firm and clear.

This product line is also recommended for men.

## INGREDIENTS

### Featured ingredients used in Balancing Stem items



#### Rosalina oil (Melaleuca Ericifolia leaf oil)

Extracted from the branches and leaves of Rosalina, which belongs to the Myrtaceae family. It is also known as the lavender tea tree. It is distinguished by its well-balanced fragrance which mixes a floral scent with a cool aroma for relaxation for both body and mind.



#### Chameleon plant extract /grown in Japan

An extract obtained by pressing the part of the chameleon plant growing above ground when it is in flower. Containing a type of polyphenols called flavonoids, it protects the skin from irritation.

- Included in Balancing Stem Lotion and Moisturizer



#### Cork tree bark extract /grown in Japan (Phellodendron amurense bark extract)

An extract obtained by pressing amur cork tree bark. It prevents damage to the skin, leaving it refreshed and toned.

- Included in Balancing Stem Moisturizer

## THREE BALANCING STEM JELLY WASH



Rosalina oil



Saffron & burdock  
complex



Pear juice  
fermented liquid



Botanical scrub

## THREE Balancing Stem Jelly Wash

<Facial wash> 100g 4,290 yen (including tax)

Natural origin content 91%(compliant with ISO16128, including water)

The jelly formula containing botanical scrub tackles roughness and stiffness, leaving your skin pores clean and refreshed.

A non-foaming facial wash with refreshing jelly that spreads smoothly and comfortably across the skin. THREE' s original agar-based formula gel adheres closely to the uneven surface of the skin and deep-cleans the pores and sebum. The soft botanical scrub gently removes excess keratin, which causes roughness and prominent pores, and revives the skin to its clear freshness.

<How to use>

Rinse the entire face with cool or lukewarm water. Put a suitable amount (the size of a cherry) onto wet hands, then apply the foam to your chin, cheeks, nose, and forehead. Taking time to enjoy the fragrance, spread the foam from the center of your face outward in small circular motions, then blend it gently into your skin for around ten seconds. Next, rinse thoroughly with cool or lukewarm water. Avoid areas around the eyes.

Main moisturizing and emollient agents

[Essential oils] Rosalina oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Lavender oil

[Plant extracts] Saffron & burdock complex/ Ginseng extract/ Rehmannia root extract/ Pachyma hoelen extract / Akebia quinata stem extract

[Botanical waters, fruit juices, fermented liquids] Pear juice fermented liquid/ Japanese witch hazel water/ Lime juice

[Botanical oils] Tea seed oil

[Other] Botanical scrub/ Agar-agar

## THREE BALANCING STEM LOTION



Rosalina oil



Saffron & burdock complex



Japanese witch hazel water



Chameleon plant extract



Lime juice

## THREE Balancing Stem Lotion

<Moisturizing lotion> 120mL 5,940 yen (including tax)

Natural origin content 92%(compliant with ISO16128, including water)Refill 115mL 5,500 yen (including tax)

The moisture permeates smoothly\* and hydrates every corner of the skin.

With a succulent, directly penetrating feel\*, the lotion soaks into your skin without being repelled by the sebum. It contains a generous amount of herbal extracts such as chameleon plant extract, which prevents skin irritation, and tones the skin by smoothening roughness and stiffness. With a fragrance that calms even your spirits, it imparts an invigorating tautness.

\* As far as the horny layer

<How to use>

Put an appropriate amount (push two to three times) onto your hands and, while taking time to enjoy the fragrance, apply the lotion from the center of the face outwards, pressing your skin gently so that it is absorbed. Wrap your entire face with both hands.

Main moisturizing and emollient agents

[Essential oils] Rosalina oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Lavender oil

[Plant extracts] Saffron & burdock complex/ Chameleon plant extract/ Ginseng extract/ Rehmannia root extract/ Pachyma hoelen extract/ Akebia quinata stem extract

[Botanical waters, fruit juices, fermented liquids] Japanese witch hazel water/ Lime juice/ Pear juice fermented liquid

[Botanical oils] Tea seed oil

[Add-on ingredients] Allantoin/ Arginine

## THREE BALANCING STEM MOISTURIZER



Rosalina oil



Saffron & burdock complex



Moringa oil



Cork tree bark extract

## THREE Balancing Stem Moisturizer

<Moisturizing emulsion> 80mL 7,260 yen (including tax)

Natural origin content 96%(compliant with ISO16128, including water)Refill 75mL 6,820 yen (including tax)

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### Hydrating gel milk texture that melts into the skin

The juicy gel moisturizer has a milky feel. A formula that nurtures a smooth skin texture instantly melts into the skin without leaving any greasy feel and nurtures healthy skin. Carefully selected botanical extracts and oils, such as cork tree bark extract, which prevents skin irritation, exquisitely retain moisture and tone the skin.

#### <How to use>

Put an appropriate amount (push two to three times) onto your hands and, while taking time to enjoy the fragrance, apply from the center of the face outwards, pressing your skin gently so that it is absorbed. Wrap your entire face with both hands.

#### Main moisturizing and emollient agents

[Essential oils] Rosalina oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Lavender oil

[Plant extracts] Saffron & burdock complex/ Cork tree bark extract/ Ginseng extract/ Rehmannia root extract/

Pachyma hoelen extract/ Chameleon plant extract/ Akebia quinata stem extract

[Botanical waters, fruit juices, fermented liquids] Pear juice fermented liquid/ Japanese witch hazel water/ Lime Juice

[Botanical oils and fats] Moringa oil/ Tea seed oil/ Rapeseed oil/ Cupuacu butter/ Beeswax

[Add-on ingredients] Allantoin/ Arginine

# THREE BALANCING STEM SKINCARE FIRST KIT



Launching April 26, 2023 [WED]

## THREE Balancing Stem Skincare First Kit

4,730 yen (including tax)

A first kit ideal for trials

A high-value, plentiful kit that enables you to try out the line. Recommended as a companion on leisure or business trips, or as a stylish gift for anyone, whatever their age or gender.

[Kit contents]

THREE Balancing Stem Jelly Wash <Facial wash> 22g

THREE Balancing Stem Lotion <Moisturizing lotion> 28mL

THREE Balancing Stem Moisturizer <Moisturizing emulsion> 22mL

## STEP



## POLICY

The three development policies supporting THREE holistic care.

### 1. A formula generated by the golden ratio of plants and science

Based on the starting point that “people are also one of nature’s creatures,” natural ingredients are selected with a focus on essential oils, which work holistically, realizing a natural origin content of 90% or higher. We cross-fertilize this with 1% or more of science, aiming for a credible personal experience.



Free from: genetically modified ingredients/ animal-tested materials/ animal-derived materials/ mineral oils/ silicones/ parabens/ synthetic fragrances/artificial coloring/ UV absorbers /microplastics

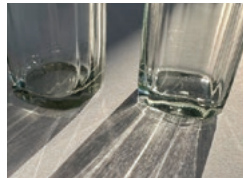
### 2. The origin of “Shindofuji”

As a brand originating in Japan, we are committed to the idea of “Shindofuji,” which holds that “there is an indivisible relationship between people and the land on which they live.” We carefully select and use domestically-grown items for the key ingredients of essential oils and botanical extracts wherever possible.



### 3. Consideration for the environment, interacting with aesthetics

The concept of “upcycling,” rediscovering new value in the formerly unused parts and the residues of plants, their by-products, and other materials which were considered redundant, has existed ever since THREE was established. The glass containers also use 80% or more recycled materials. Turning murkiness into profundity, an organic, wavering radiance is born.





WEBSITE [www.threecosmetics.com](http://www.threecosmetics.com)

PRODUCT INFORMATION



\*The price indicated is the manufacturer's recommended retail price.