



THREE

BALANCING BARRIER BRIGHTENING SERUM

Focusing on skin turnover. Non-prescription drugs meet essential oils science in this medicinal whitening* beauty serum.

* "Whitening" means suppressing the build-up of melanin and preventing dark spots and freckles

Whitening*1 is a stop along the way.
The rhythm of beauty moves ahead independently.

Whitening is the starting point.

To what extent can an item address all the ways of being beautiful; as many as there are types of skin? Can it respond to concerns? Can it secure comfort of use?

What we arrived at was a whitening beauty serum which locked in both an offensive approach and comfort.

It does not suppress the production of melanin, which is fundamentally necessary for the skin, but instead promotes its elimination.*1

It conditions the skin, and does not miss any dullness or roughness.

It even encompasses aging care*2.

What's more, it is not just on the offensive. With THREE's essential oils science, it draws alongside your skin and your mind.

The exclusively-developed natural coffee essential oil*3 transforms skincare into a break time. A bountiful drop is delivered to your skin immediately after washing your face, enhancing the absorption of the skincare product which follows.

Setting off towards beauty of its own accord.

A turnover whitening beauty serum is born.

Eight effects through the double approach
combining offensive ingredients and a comforting fragrance



Booster design: 「Natural softening permeation*4 formula」



*1 "Whitening" means suppressing the build-up of melanin and preventing dark spots and freckles

*2 Meaning age-appropriate skincare

*3 Coffee seed extract in the fragrance *4 As far as the horny layer

Effect 1. Whitening (suppresses the build-up of melanin and prevents dark spots and freckles)

2. Prevents rough skin 3. Replenishes and maintains skin moisture and oil

4. Softens the skin 5. Imparts elasticity to the skin

6. Protects the skin 7. Regulates the skin texture 8. Maintenance of skin health

Launching Friday, February 6, 2026

THREE BALANCING BARRIER BRIGHTENING SERUM

Non-prescription drug <whitening beauty serum> 30mL 12,100yen (including tax)
Natural origin content 97% (compliant with ISO16128, including water)

Skin with a healthy cycle does not accumulate noise.
Non-prescription drugs meet essential oils science in this turnover*
whitening*¹ beauty serum.

<How to use>

Please use after washing your face, before applying lotion. Put an appropriate amount (push one to two 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. Cup your entire face with both hands.



* Having a focus on skin turnover

SKINCARE STEP



Three features of the BALANCING BARRIER BRIGHTENING SERUM

- 1 Contains panthenol BB (dexpantenol W), an active ingredient which whitens your skin and prevents roughness
Equipped with panthenol BB, an active ingredient with a rarely-approved mechanism*¹ for whitening*¹ and preventing rough skin through promoting the elimination of melanin by regulating the turnover of the epidermis. It regulates the cycle of beauty, bringing you aging care*² that can even tackle rough skin.
- 2 A blend containing rare natural coffee essential oil, with a fragrance that makes all the noise melt away
Natural coffee essential oil*³ developed exclusively by THREE is blended with the essential oils of the Balancing series.
Organic coffee from Honduras is used to give a sweet and fragrant herbal woody aroma.
- 3 Designed with a booster to leave your skin smooth immediately after washing
Employs a natural softening permeation*⁴ formula which aims to deliver the allure of essential oils and active ingredients to your skin immediately after washing your face. Usage before applying lotion enhances the absorption of the next skincare product.

*¹ Suppresses the build-up of melanin and prevents dark spots and freckles *² Meaning age-appropriate skincare

*³ Coffee seed extract in the fragrance *⁴ As far as the horny layer



"Phytobarrier complex," a THREE original moisturizing ingredient

This THREE original compound moisturizing ingredient has been developed by combining coffee essential oil with two domestic useful plant extracts (saxifrage extract, cork tree bark extract) that excel at preventing rough skin. It conditions your skin, aiming for moisture-filled skin that is not susceptible to damage.