

A white, vertical tube of THREE balancing cleansing balm is centered in the frame. The tube has a simple, minimalist design with a white cap at the bottom. The background is a textured, layered paper surface in shades of grey, brown, and yellow. The lighting is dramatic, casting a long, dark shadow of the tube to the right. The overall aesthetic is clean and modern.

THREE

balancing  
cleansing balm

THREE

BALANCING  
CLEANSING BALM

A cleansing ritual that makes your instincts happy at the end of the day.  
Enjoy rich self-care time surrounded by the scent of essential oils.

With the aroma of 100% natural essential oil that makes you want to take a deep breath and the bounty of powerful plants, your skin and mind will return to normal.  
THREE's cleansing formula cares for all aspects of the mind, body, and skin.

Aiming for clear, smooth skin, THREE presents its new addition to the lineup: Oil Clay Balm, a purifying skin cleansing agent.

This product is designed to remove the accumulation of old keratin that prevents skincare products from penetrating the skin, the dullness of the skin, and even blackheads and sebum.\*<sup>1</sup>

A formula with 83%\*<sup>2</sup> beauty serum ingredients to soften and plump up your skin.

Adding a relaxing, purifying impression that's always pleasing.  
Integrate a special purification ritual that your instincts will be happy with into your daily skin care.

## INGREDIENTS

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### <Essential oils>



#### Lemon peel oil/Japan

Essential oil from lemons grown in Takaoka-cho, Miyazaki Prefecture. Formula is abundantly infused with limonene, which has a cleansing effect. We utilize unused resources throughout the manufacturing process from raw materials to the extraction process. A former abolished school building is used for our distillation plant.

### <Three clays>



#### Sea clay (Marine silt)/Japan

Clay rich in calcium carbonate and minerals from the soil of Okinawa. The particle size is 1/28 of that of pores (approx. 7  $\mu\text{m}$ ), which helps it firmly capture dirt and unclog pores.



#### Lava clay/Japan

Clay made of finely ground basalt rock from Mount Fuji. It contains 30 types of minerals, including magnesium, sodium, and potassium. Its tiny particle size helps maintain healthy, clean skin.



#### Bentonite clay

Clay obtained from rocks whose main component is montmorillonite. When dispersed in water, it captures grease and electropositive dirt without removing intercellular lipids in the horny layer.

## Which cleanser is recommended for you?

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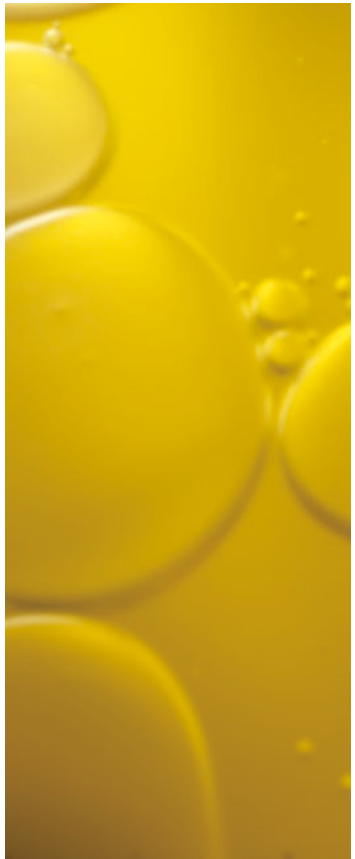
- |   |   |
|---|---|
| <input type="checkbox"/> Skin feels rough and dull due to lack of moisture    | <input type="checkbox"/> Concerned about both dryness and oiliness/stickiness |
| <input type="checkbox"/> Concerned about roughness of the skin and blackheads | <input type="checkbox"/> Prone to acne and pimples                            |
| <input type="checkbox"/> Makeup doesn't stay on the skin                      | <input type="checkbox"/> Makeup separates                                     |
| <input type="checkbox"/> Want to thoroughly clean the skin                    | <input type="checkbox"/> Want to take off makeup quickly                      |
| <input type="checkbox"/> Want cleansing to create smooth, soft skin           | <input type="checkbox"/> Want cleansing to create fresh, smooth skin          |

↓ For you with many items on the left checklist:

Balancing Cleansing Balm

↓ For you with many items on the right checklist:

Balancing Cleansing Oil N





## THREE Balancing Cleansing Balm

90g 4,840yen (including tax)

Natural origin content 94%(compliant with ISO16128, including water)

Cleansing balm with botanical oil, essential oil, and clay for daily keratin care and smooth skin.

Not only does it remove makeup, but is also gets rid of old keratin and pore clogs.

THREES's capturing cleansing balm formula combines keratin-exfoliating botanical oil and dirt-capturing clay into a melty balm. A formula with 83%\*2 beauty serum ingredients leaves the skin toned and plump, adding a fine polished look.

Scent/Features a calming, refreshing fragrance of earthy citrus.

Main moisturizing and emollient agents

[Essential oils]	Lemon peel oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/Orange peel oil/ Geranium oil/ Petitgrain oil/ Lavender oil
[Botanical extract]	Mugwort leaf extract / Rehmannia extract / Ginseng extract / Poria cocos extract
[Botanical oils and fats]	Tea seed oil/ Borage oil/ Moringa oil/ Cacao butter/ Mango butter
[Cleansing Ingredients]	Sea clay (Marine silt)/ Lava clay/ Bentonite clay

### Capturing cleansing balm formula with botanical oil, essential oil, and clay

#### STEP 1 Loosen\*3

Five botanical oils and butters with different melting points

Softens skin and exfoliates keratin.

#### STEP 2 Emulsify

Botanical cleansing ingredients

A balm with a fragrance of lemon essential oil releases oil and sebum from pores.

#### STEP 3 Capture

Three clay blends

The three types of clay penetrate the skin and capture dirt.

\*1: Releasing and removing dirt \*2: Contains 83% beauty serum ingredients (including water) \*3: Massaging during cleansing



**BEST SELLER**

## THREE Balancing Cleansing Oil N

185mL 4,840 yen (including tax) Refill 180mL 4,400 yen (including tax)  
Natural origin content 93%(compliant with ISO16128, including water)

A cleansing oil that delivers both excellent cleansing power and treatment power like beauty serum.

Containing plenty of high-quality botanical oils and extracts, this cleansing oil with a fresh, beauty serum-like feel releases makeup and dirt quickly while maintaining moisture. THREES's essence-in-oil formula gives a moist and supple impression to the skin.

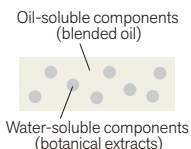
Scent/Features a clear herbal fragrance refreshing after a long day.

Main moisturizing and emollient agents

- |                     |   |
|---------------------|---|
| [Essential oils]    | Orange peel oil/ Frankincense oil/ Bergamot fruit oil/ Marjoram oil/ Rosemary oil/ Petitgrain oil |
| [Botanical extract] | Saffron & burdock complex/ Rehmannia extract/ Ginseng extract/ Poria cocos extract                |
| [Botanical oils]    | Tea seed oil/ Olive oil/ Soybean oil/ Borage oil/ Moringa oil                                     |

### Essence-in-oil formula including beauty ingredients

Using carefully selected plant oils such as Tea Seed Oil as the base, this formula that can hold plenty of water-soluble plant extracts. While exerting the cleansing power of cleansing oil, it keeps moisture with a fresh texture like beauty serum.



## <HOW TO USE>

### THREE Balancing Cleansing Balm

Take an appropriate amount (approx. 2.5 cm) on a dry hand, warm it by spreading it out to the fingertips. Place the balm on the chin, cheeks, nose and forehead. Spread it from the center of your face outwards in small circular motions, until it has blended well with the make-up. Emulsify the balm with cold or lukewarm water and rinse it off thoroughly.



New cleansing balm release and purification method

## THREE MINUTES MEDITATION

A release and purification method that more effectively invites you to a pleasant time. Keratin and circulation care makes your skin fine and clear.



Watch the  
purification method  
video

### THREE Balancing Cleansing Oil N

Pump three or four times onto dry hands, and apply on 5 places: chin, cheeks, nose, and forehead. Spread it from the center of your face outwards in small circular motions, until it has blended well with the make-up. Rinse it thoroughly with cool or lukewarm water.

## OTHER RECOMMENDED ITEMS

For taking off makeup around your eyes and mouth

### THREE Balancing Point Makeup Remover N

90mL 3,850 yen (including tax)

Natural origin content 93% (compliant with ISO16128, including water)

The two layers of plant oil & botanical water remove stubborn makeup on the lips, cheeks, and around the eyes.



For your first THREE cleansing experience

### THREE Balancing Cleansing First Kit

3,630yen(including tax)

A trial kit with cleansing oil and two types of face wash.

- Balancing Cleansing Oil N 28mL
- Balancing Nectar Cream Wash 22g
- Balancing Stem Jelly Wash 22g



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

PRODUCT INFORMATION

