

T H R E E

B A B Y & K I D S

A new holistic treatment for babies and toddlers.



CONCEPT

Daily health through natural skincare. Introducing THREE Baby & Kids.

Through the power of essential oils,
THREE aims for a holistic approach by looking after mind, body, and skin.
THREE now brings you skincare created especially for babies and toddlers.

The skin of babies and toddlers is delicate and still at an early stage of development.
That's why THREE's new skincare line is made from 99%-100% natural ingredients.

Babies and toddlers are sensitive to smells and grow at a remarkable rate.
The natural aromas exuded by essential oils are ideal for these stages of their
development.

We gave shape to this concept by blending carefully-selected essential oils
which are safe even for babies' skin to create THREE's Skin Pure Soap,
Milky Emulsion, and UV Milk.

All three items have been certified as natural & organic skincare products
by Ecocert Greenlife, one of the most authoritative organic certification agencies
in the world.

Children born and raised in today's highly hygiene-conscious society
can react very sensitively to environmental factors,
as they often are not resistant enough to external stimuli.
Achieve healthy skin every day through natural aromas and skincare.

• Tested through use over an extended period on babies from six months to children six years old
(this however does not guarantee that they suit everyone's skin.)





THREE BABY & KIDS SKIN PURE SOAP

Babies and toddlers' skin is at early stages of development. Wash it gently.



THREE Baby & Kids Skin Pure Soap

<Framed Soap for the whole body> Average weight 80 g 2,800 yen (excluding tax)

In contrast to its full, plump look, baby and toddler skin has little moisture or sebum, and tends to dry out easily. THREE formulated its Pure Soap from 100% natural ingredients such as plant oils and extracts specifically for baby and toddler skin. The moisture-rich, creamy foam is gentle even on dry skin. It washes away dirt to leave fresh, hydrated, and soft skin, with a wafting aroma of mandarins.

[Essential oils] Mandarin orange peel oil / Tea tree oil / Lavender oil

[Botanical oils and fats] Olive oil / Coconut oil / Jojoba oil / Shea butter

[Botanical waters] Orange fruit water

[Extracts] Laminaria ochroleuca extract / Malva sylvestris flower extract / Lavender flower extract

*100% of the ingredients are naturally derived. 83% of the ingredients are organically grown.



Characteristics of the ingredients (Moisturizing and emollient ingredients)



Mandarin orange peel oil

An essential oil obtained by pressing the peel of ripe mandarin orange. Said to be a gentle essential oil, it is used for aromas in perfumes, confectionery, etc. The sweet and delicate fragrance is uplifting and brightens the mood.



Laminaria ochroleuca extract

An extract obtained from the brown alga that grows on Bréhat island in Brittany, France. Growing strongly in a region with severe tidal currents and tidal range, this seaweed is packed with amino acids and minerals. It has been a valuable ingredient in beauty essences for centuries.

THREE BABY & KIDS MILKY EMULSION

Prevents dehydration with a smooth and comfortable texture.



THREE Baby & Kids Milky Emulsion

<Emulsion for the whole body> 150 mL 3,500 yen (excluding tax)

This Milky Emulsion for the whole body is made from 99% natural ingredients. The pleasant texture and naturally fresh fragrance make skin-to-skin contact with your kids all the more rewarding. The Emulsion glides onto the skin smoothly with a lovely-feeling plant-derived moisture, leaving even chapping-prone skin moisturized. It also leaves a protective layer which holds in moisture with little stickiness to help avoid the skin drying.

[Essential oils] Tea tree oil / Frankincense oil / Mandarin orange peel oil / Lavender oil

[Botanical oils and fats] Argan oil / Olive oil / Jojoba oil / Shea butter

[Botanical waters] Orange fruit water / Grape berry water

[Extracts] Laminaria ochroleuca extract / Malva sylvestris flower extract

*99% of the ingredients are naturally derived. 15% of the ingredients are organically grown.



Characteristics of the ingredients (Moisturizing and emollient ingredients)



Tea tree oil

An essential oil extracted from the leaves of the tea tree, which has long been utilized by the Aborigines, or the indigenous Australians. It has a sharp and fresh perfume with camphor notes.

Malva sylvestris flower extract

An extract of the mallow flower, which can be seen in Japan. The reddish-purple flowers contain polyphenols such as anthocyanin and tannin. It also has excellent water and moisture retention effects as it contains a filmy polysaccharide that protects skin from dehydration and keeps it soft and moisturized.



THREE BABY & KIDS UV MILK

Protects against UV rays with naturally-derived defense agents.



THREE Baby & Kids UV Milk

<Sunscreen emulsion for the whole body> SPF 30 / PA+++ 50 g 3,500 yen (excluding tax)

Baby and toddler skin is delicate and yet to develop defenses against the elements. THREE Baby & Kids UV Milk is free of ultraviolet absorbing agents and can be applied to the whole body to protect against UV rays. While the naturally-derived UV-scattering agents block out UV rays to protect the skin from damage, the Milk also holds in moisture to keep the skin healthy. It is absorbed effortlessly into the skin without leaving any white residue simply by being spread with the palm of the hand. It provides plenty of protection against the UV rays encountered in everyday life.

[Essential oils] Bergamot fruit oil / Tea tree oil / Lavender oil

[Botanical oils and fats] Argan oil / Jojoba oil / Shea butter

[Botanical waters] Aloe vera juice / Orange fruit water

[Extracts] Laminaria ochroleuca extract / Malva sylvestris flower extract

*100% of the ingredients are naturally derived. 10% of the ingredients are organically grown.



Characteristics of the ingredients (Moisturizing and emollient ingredients)



Bergamot fruit oil

A non-phototoxic, furocoumarin-free essential oil obtained from the fruits of bergamot, said to be the most delicate of the citruses. Its sweet and fresh aroma uplifts, calms and refreshes your spirit.



Aloe vera juice

A syrupy juice obtained from the flesh of aloe vera, a succulent plant. The plant has sufficient vitality to survive even under intense UV rays, and its juice is rich with polysaccharides, has excellent water and moisture retention effects, and protects skin from dehydration.

THREE BABY & KIDS HOW TO

<Directions>

For babies and toddlers, we recommend applying the products from the base to the extremity of each body part.

*The following directions are for reference - please adapt how you apply the products to suit on your child's age and character.

Cleansing THREE Baby & Kids Skin Pure Soap

With wet hands, turn the soap over vigorously to make a good lather.

- ① From the shoulders to the upper and lower arms, and then the fingertips.
- ② Downward from the neck to the chest and then the stomach.
- ③ From the top of the legs to the toes.
- ④ On the back of the body, start from the shoulders again, move to the upper and lower arms, then the fingertips.
- ⑤ Downward from the back of the neck to the back, then the bottom.
- ⑥ To finish off with, apply the lather to the top of the legs, then to the back of the knees and the toes. Rinse thoroughly with lukewarm water, making sure no residue remains.
- ⑦ Gently apply the lather from the forehead as if drawing heart shapes symmetrically, making sure it does not contact the eyes. Rinse thoroughly with lukewarm water.



Front of the body



Back of the body



Face

Moisturizing THREE Baby & Kids Milky Emulsion

Take an appropriate amount and warm it up on your palm.

- ① From the back of the neck to the back, then the bottom.
- ② From the top of the legs, to the back of the knees, the calves then the toes.
- ③ From the shoulders to the outside of the upper arms, elbows then the fingertips.
- ④ On the front of the body, downward from the neck, to the chest then the stomach.
- ⑤ From the top of the legs, the knees, shins then the toes.
- ⑥ From the shoulders to the inside of the upper arms, the inside of the elbows then the fingertips.
- ⑦ Gently apply downward from the forehead as if drawing heart shapes symmetrically, making sure to apply to the sides of and under the nose.



Back of the body



Front of the body



Face

*To start using the emulsion, push the pump a few times until it is dispensed.

UV care THREE Baby & Kids UV Milk

Take an appropriate amount and warm it up on your palm.

- ① From the back of the neck to the back, then the bottom.
- ② From the top of the legs, to the back of the knees, the calves then the toes.
- ③ From the shoulders to the outside of the upper arms, elbows then the fingertips.
- ④ On the front of the body, downward from the neck, to the chest then the stomach.
- ⑤ From the top of the legs, the knees, shins then the toes.
- ⑥ From the shoulders to the inside of the upper arms, the inside of the elbows then the fingertips.
- ⑦ Gently apply downward from the forehead as if drawing heart shapes symmetrically, making sure to apply to the sides of and under the nose.



Back of the body



Front of the body



Face

*Gently wash off with a suitable cleanser which has been lathered up well.

THREE BABY & KIDS STARTER KIT

Announcing the launch of the THREE Baby & Kids Starter Kit.
Try three skincare products from the THREE Baby & Kids line.



THREE Baby & Kids Starter Kit

4,200 yen (excluding tax)

- THREE Baby & Kids Skin Pure Soap <Framed Soap for the whole body>
Average weight 20g
- THREE Baby & Kids Milky Emulsion <Emulsion for the whole body> 30mL
- THREE Baby & Kids UV Milk <Sunscreen emulsion for the whole body>
SPF 30 / PA+++ 15g

This starter kit contains three skincare products to try from the THREE Baby & Kids line, which is designed for babies and toddlers.

The kit consists of three trial-sized products made with 99% or more natural ingredients in a special trial kit package.

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