



# THREE

FOR MEN GENTLING

New men's line <For men gentling> is born.

## One holistic approach to Men's specific skin, hair problems.

THREE for men gentling.

Focusing men's skin condition, THREE men's line returns with a more extensive lineup and a new name: THREE <For Men Gentling>.

A total of seven items will be debuting from the line including new scalp & hair care products, in addition to skincare products that have been enhanced with new ingredients.

Male skin has characteristics different from that of females and produces more sebum from the both skin and scalp.

Prevents stickiness and shine. as well as odor.

For Men Gentling holistically approaches mind, body and skin with naturally derived beneficial ingredients, including essential oils especially selected for men, as well as plant oils and extracts.

THREE <For Men Gentling> delivers a clean and fresh feel swathed in sophisticated sensuality, so you can step out each day brimming with confidence. A good impression maintained with daily care will be your weapon.



## Prevents shine, stickiness and hydrates deeply.

Men's skin seems to be tough, however, it is actually sensitive.

We provide one good solution for such conflicts affecting men's skin.



### THREE For Men Gentling Foam

<Facial wash> 96% Naturally derived ingredients 80 g 3,800 yen (excluding tax)

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#### Cleans away the cause of shine with rich foam.

Cleansing foam to caringly cleanse and refresh men's damage- and dehydration-prone skin, while balancing its moisture level. It removes excessive sebum and old keratins. Accomplish one healthy skin without shines.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / orange peel oil / lavender oil / rosemary oil

[Vegetable oil] olive oil / tea seed oil / jojoba oil / moringa oil

[Extract] Sake lees extract / apricot fruit extract / gentian root extract / soymilk fermented liquid

[Botanical waters] Prunus cerasus fruit water / apple fruit water / lemon fruit water

Cleaning ingredients

louseki (volcanic rock) / fossil coral powders



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## THREE For Men Gentling Lotion

<Facial lotion> 97% Naturally derived ingredients 100 mL 5,000 yen (excluding tax)

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Quenching skin dehydration,  
refresh and better condition.

While having a lot of sebum, men's skin is prone to dehydration - this refreshing toner conditions and richly hydrates men's skin with such imbalances, leaving it moist and comfortable. Gentle enough for sensitive skin after shaving, it brings firmness and conditions the horny layer, Even dry and rough skin is left looking healthy again.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / bergamot peel oil / lavender oil / rosemary oil

[Botanical waters] Kuma bamboo grass water / cranberry fruit water /  
prunus cerasus fruit water / apple fruit water / lemon fruit water

[Extracts] Sake lees extract / gentian root extract / sea buckthorn fruit extract /  
soy milk fermented liquid / bergamot fruit extract



## THREE For Men Gentling Emulsion

<Emulsion> 98% Naturally derived ingredients 100 mL 6,500 yen (excluding tax)

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Leaves skin supple and firm with a refreshing feel.

This emulsion smooths men's stickiness-prone skin, maintaining a refreshing feel all day. It forms a moisturizing barrier to prevent dehydration, suppressing stickiness and shine for hours. It maintains a fresh and clean impression of the skin.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / bergamot peel oil / lavender oil / rosemary oil

[Vegetable oils] Avocado oil / olive oil / tea seed oil / jojoba oil / moringa oil

[Botanical waters] Cranberry fruit water / prunus cerasus fruit water / apple fruit water

[Extracts] Sake lees extract / gentian root extract / soymilk fermented liquid /  
bergamot fruit extract / wine yeast extract



## THREE For Men Gentling Lip Balm

<Lip balm> 100% Naturally derived ingredients 4 g 2,500 yen (excluding tax)

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Smooths and moisturizes to prevent chapped lips.

Easy-to-use stick shaped lip balm rich with beneficial ingredients for men's lips. Masks men's often chapped, noticeably-lined lips in a smooth, moisturizing balm, giving them a natural gloss and firmness and leaving them soft, plump and healthy looking.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / petitgrain oil / bergamot fruit oil / rosemary oil

[Vegetable oils / fats] Avocado oil / olive oil / tea seed oil / jojoba oil / moringa oil /  
shea butter

[Extracts] Olive leaf extract / oak root extract / Chinese prickly ash fruit extract /  
Myrtle leaf extract / cork oak bark extract



## Refresh your hair and scalp, with one clean scent.

Men's scalp tends to be stickiness and become dirty easily. Zeroes in on problems of men's hair and scalp. Refresh the scalp environment.



Limited Release in stores

### THREE For Men Gentling Shampoo

94% Naturally derived ingredients 250 mL 3,500 yen (excluding tax)

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Washes off stickiness and odor from the hair with whippy foam, leaving a refreshing feel.

A non-silicon shampoo created with consideration for men's scalp, which is sensitive and prone to skin problems just like their skin. Coats traces of hair styling products stuck to hair and scalp as well as sebum. Cleanses and conditions the roots of the hair, leading to a healthy scalp environment.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / orange oil / lavender oil / rosemary oil  
[Vegetable oils / fats] Avocado oil / olive oil / cacao butter / tea seed oil /  
baobab oil / jojoba oil / moringa oil

[Mineral water] Thermal spring water

[Extracts] Sake lees extract / tea leaf extract / long pepper extract



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Limited Release in stores

## THREE For Men Gentling Conditioner

<Scalp & hair conditioner> 95% Naturally derived ingredients 165 g 3,700 yen (excluding tax)

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Leaves hair supple and smooth,  
while caring for the scalp at the same time.

A non-silicon conditioner that brings suppleness to stiff hair and conditions to make it manageable, as well as actively addressing scalp problems. It approaches men's scalp to reach one better oil moisture balanced condition.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / petitgrain oil / lavender oil / rosemary oil

[Vegetable oils / fats] Avocado oil / olive oil / cacao butter / tea seed oil / baobab oil / jojoba oil / moringa oil

[Mineral water] Thermal spring water

[Extracts] Sake lees extract / tea leaf extract / extract from a hairy root culture from basil / long pepper extract



Limited Release in stores

## THREE For Men Gentling Hair Cream

97% Naturally derived ingredients 40 g 3,200 yen (excluding tax)

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non-silicon, Non-fiber ingredients.  
Fresh and natural hair styling.

A styling cream dedicated to caring for the hair after removing scalp-damaging factors as much as possible. Hair cream formulated with carefully selected oils that are not easily affected by atmospheric or body temperatures. It is non-sticky even in the evening, and keeps your hairstyle looking fresh.

Moisturizing & emollient ingredients

[Essential oils] Niaouli oil / petitgrain oil / bergamot peel oil / rosemary oil

[Vegetable oils] Avocado oil / inca inchi oil / olive oil / tea seed oil / baobab oil / jojoba oil / moringa oil

[Botanical / mineral waters] Thermal spring water / cranberry fruit water / prunus cerasus fruit water / apple fruit water

[Extracts] Sake lees extract / chia seed extract / long pepper extract



### SKINCARE TRIAL KIT

2 weeks' trial for such conflicts affecting men's skin.  
Prevents shine, stickiness and hydrates deeply.

Resolve the conflicts affecting men's skin by this set of three products containing cleansing foam, toner and emulsion. Available in a sample size to allow you to try the products for about 2 weeks, in the mornings and evenings.



#### THREE For Men Gentling Trial Kit

4,300 yen (excluding tax)

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THREE For Men Gentling Foam <Facial cleanser> 30 g

THREE For Men Gentling Lotion <Toner> 30 mL

THREE For Men Gentling Emulsion <Emulsion> 28 mL

### SHAMPOO&CONDITIONER MINI SET

Let the hair and scalp forget stickiness and odor.

A trial kit containing non-silicon shampoo & conditioner that cleanse and condition hair from its roots. Available in a mini-size so you can try a shampoo with exceptional foam quality and a refreshing feel, and a conditioner dedicated to scalp care.



Limited Release in stores

#### THREE For Men Gentling Shampoo & Conditioner Mini Set

2,200 yen (excluding tax)

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THREE For Men Gentling Shampoo 50 mL

THREE For Men Gentling Conditioner 40 g

## Features Ingredients (moisturizing emollient component)



### Niaouli oil

Essential oil obtained from leaves of “niaouli,” which is native to Australia and Pacific Islands such as New Caledonia. It has a cleansing action, a characteristic of essential oils made from plants of the family Myrtaceae. While its scent has a clear and piercingly cool feel that clarifies your mind, it also has a hint of sweetness.



### Sake lees extract

Sake lees extract obtained from the reputable “male sake” from Nada. While sake lees is known for its skin-beautifying actions, this extract is effective in suppressing excessive sebum secretion as well as supporting the production of natural moisturizing factors (NMF), and strengthens the epidermal barrier. It keeps the skin clean without any stickiness or shine, leading to well hydrated skin.



### Long pepper extract

An extract of the fruit from the plant that is also called piper longum. It is a kind of spice used in Indian and Southeast Asian cuisines, and contains a pungent component called ‘piperine’ that has similar effects to those of capsaicin in chili peppers. In recent years, it has been drawing attention as a key ingredient for health foods and skincare products that are intended to improve blood flow, for example.



### Tea leaf extract

Of the domestically grown teas, we selected green tea from Kakegawa, Shizuoka prefecture, for this extract as it is said to be particularly high in catechin, which has many health benefits. In addition to catechin, it is rich in nutrients such as caffeine, amino acids, vitamins, and acts to retain moisture and prevent skin problems.

## SKINCARE

### Foam

- Wet your face with water or lukewarm water.
- Dispense about 1 cm (1/3 inch) on the palm of your hand. Add lukewarm water to work it into lather by mixing well with your fingers.



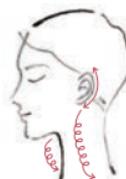
Put the lather onto 5 parts as pic. Roll the foam gently over your face to clean the skin.



Wash your nose, brow, cheek, temple gently.



Starting from the lower part then go up, covering nose and mouth around.



Don't forget to wash the zone around your ears, hair root.

- Rinse thoroughly with lukewarm water, wash your face gently.
- Gently wash and rinse your face, then lightly pat your skin dry with a towel.

### Lotion

- Gently shaking the container, make the ingredients well mixed in a uniform.
- Take an adequate amount (morning 1 to 2 pumps, night 2 to 3 pumps) onto the palm of your hand and warm it up.



Take a deep breath, then apply it by sliding both hands outwards from the center of your face.



Use the balls of your fingers to massage it in as though gently pressing it into your skin. Especially the parts which will easy get oily.



Don't forget to blend onto the zone around your ears, hair root.

- Gently hold your whole face with your hands to further blend the lotion into your skin.

### Emulsion

- Gently shaking the container, make the ingredients well mixed in a uniform.
- Pump an adequate amount (1-2 pushes in the morning and 2-3 at night) onto the palm of your hand and warm it up.
- Spread it over the palms of both hands and breathe steadily, inhaling the aroma before you blend the emulsion into your skin.



Take a deep breath, then apply it by sliding both hands outwards from the center of your face.



Use the balls of your fingers to massage it in as though gently pressing it into your skin. Especially the parts which will easy get oily.



Don't forget to blend onto the zone around your ears, hair root.

- Gently hold your whole face with your hands to further blend the emulsion into your skin.

## SCALP & HAIR

### Shampoo

- Wet your scalp and lather thoroughly while brushing your hair.
- Amount to use: 1 centimeters in diameter round
- \*Please arrange based on the length of your hair.



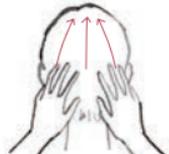
#### 1. Apply

Apply the shampoo from hairline, equally on both sides, towards the back to the head.



#### 2. Wash the front

Wash the scalp and hair roots by moving fingertips in vertical lines from the hairline to the whorl.



#### 3. Wash the back of the head

Wash, moving from the bottom to the top of the scalp and rub in further, massaging the entire scalp for more than 1 min. Especially the back of ear and nape of the neck, Rinse thoroughly.

### Conditioner

- Use after shampooing and thoroughly squeezing out excess water from your hair.
- In order to maintain the effect, do not flow off the conditioner completely.
- Amount to use: 1 centimeters in diameter round. \*Arrange by hair length.



#### 1. Apply

Apply from the hair tips. First apply thoroughly to the hair tips, and then apply remaining conditioner to the rest of the hair and scalp.



#### 2. Massage the front

Use fingertips to squeeze the scalp firmly, massaging from the front to the top of the head.

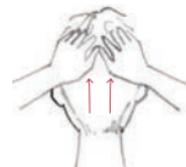


#### 3. Wash the back of the head

Massage the entire back of the head from the bottom towards the top and from behind the left and right ears towards the middle of the head. After letting it absorb for 3-5 minutes, rinse as lightly for 10-20 seconds.

### Cream

- Use it under the state that your scalp and hair are dry.



#### 1. Apply

Use your fingertips to apply the cream from the root to the tips of hair.



#### 2. Arrange

Use the small amount of wax remaining on your fingers to arrange you hair and do styling. Feel free to add if you need.



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