

Living with "Ito" and "Rin"

The name ITRIM has been coined from the words
"Ito," which is an archaic Japanese term meaning "very" or "extremely,"
and "Rin," which means "dignified" in the context of inner beauty.

Overflowing with love, intelligence and character,
and living with grace and dignity while appreciating the many things life has to offer.

Taking dignified beauty to a higher level
for women imbued with the essence of beauty.

Wrinkles become more visible on mature skin, because it lacks the ability to bounce back.

At ITRIM, we figured that wrinkles on the face and body become more visible because mature skin lacks the ability to bounce back.

To restore skin's ability to plump up for a firm and elastic texture that gives a sharp impression, we focused on four areas of the body.

- 1.The areas surrounding the eyes
- 2.The contour of the face including the chin
- 3.Around the bust including the décolleté area
- 4.Around the knees

Used with our original methods developed for each area of the body, the Crescent line approaches the loss of physical appearance due to lack of skin elasticity, restoring a sharp, serene and dignified beauty.



ITRIM

ITRIM Crescent
Contour
Treatment Serum

ITRIM

ITRIM Crescent
Eye Treatment Cream

ITRIM

ITRIM Crescent
Bust & Decollete
Treatment Serum

ITRIM

ITRIM Crescent
Knee
Treatment Serum





A program for improving your physical appearance - focusing on four areas of the body that determine the impression that you make.

A program to improve the overall physical appearance, aiming attention at four areas of the face and body where a lack of skin elasticity is particularly visible.

We have focused on four areas of the body that are composed of muscle attachments and bones, on the upper/lower parts of the face (the eye area, the contour of the face including the chin) and the upper/lower parts of the body (around the bust and knees).

Used with ITRIM's original treatment methods of "loosening, softening and draining," the items developed for each area of the body enhance the physical appearance of mature women. Focusing on the areas of the face and body where the skin is loose, it strengthens the whole structure from the base by softening and draining waste.

<Upper/lower parts of the face>

- The eye area

Improves the appearance of the areas surrounding the eyes

- The contour of the face including the chin

Enhances the outline of the face and tightens the skin for a sharp appearance



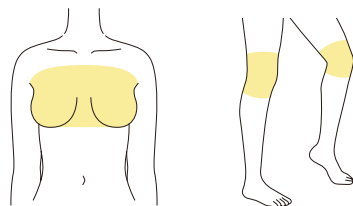
<Upper/lower parts of the body>

- Around the bust

Gather and push forward the breasts, which tend to droop to the sides

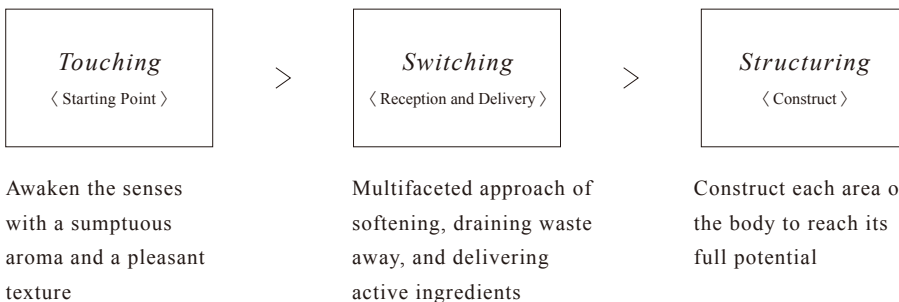
- Around the knees

For a clean impression of tightened sagging skin



Cascade Approach to address lack of skin elasticity of the whole body

Focusing on the areas of the face and body where the skin is loose, it strengthens the whole structure from the base by softening and draining waste.



Original formula for addressing a lack of skin elasticity

Containing carefully selected ingredients for each of the four areas of the body to restore skin elasticity, the Crescent line effectively tightens and firms the skin.

〈 Common ingredients used across the Crescent line 〉



Watershield leaf extract

ITRIM's original ingredient. Using watershield leaves from Akita. Rich in polyphenol, it restores a healthy base structure of the skin.



Green Complex*

A blend of extracts obtained from olive leaves, jujube seeds and sugar beet, which has been developed to reactivate proteasome, whose activity declines with age.



Tamanu seed oil

A botanical oil that penetrates the skin quickly. It loosens, softens and smooths the skin.

*Olive leaf extract, jujube seed extract, fructan

Crescent Face Care

ITRIM Crescent Eye Treatment Cream



ITRIM Crescent Eye Treatment Cream
12g JPY 17,600 (including tax)

Attractive eyes with firm, and clear skin.

The charms of a mature woman show around her eyes.

When she laughs hard, or smiles, with her eyes endlessly sparkling.

An eye treatment cream for the areas surrounding the eyes on the upper parts of the face, which plumps and firms up the signs of aging to create striking eyes.

Containing poppy extract with great skin-lifting potential that firms and tightens, as well as lanachrys extract for defining the eye area.

With a melty texture, it circulates hydration throughout the skin to leave it plump and smooth.

It also brightens up the skin tone, imparting vibrancy.

Mositurizing Ingredients

98% Naturally derived ingredients

Effective Ingredients

- Poppy extract (poppy flower extract)
- Lanachrys extract (chrysanthellum indicum extract)

Crescent Concept Ingredients

- Watershield leaf extract
- Green Complex*
- tamanu seed oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- melon seed oil
- loquat leaf extract

*Olive leaf extract, jujube seed extract, fructan

Crescent Face Care

ITRIM Crescent Contour Treatment Serum



ITRIM Crescent Contour Treatment Serum
18mL JPY 17,600 (including tax)

Dignified and beautiful, the profile of a mature woman.

The true beauty of a mature woman shines in her graceful profile.

Working like an invisible veil, it creates a beautiful jawline.

On the lower part of the face, a sagging chin plays a critical part in your physical appearance.

An emulsified beauty serum to create beautifully sharp facial contours, including the chin.

Containing anigozanthos flavidus extract for increasing skin elasticity and defining the jawline, as well as wolfberry callus culture extract that has been developed with a focus on the amount of collagen and elastin productions.

With a fresh texture, it quickly circulates elasticity throughout the skin leaving the complexion supple and smooth.

It creates a dimensional contour of the face that consists of beautifully curved lines.

Mositurizing Ingredients

98% Naturally derived ingredients

Effective Ingredients

- Anigozanthos flavidus extract
- Wolfberry callus culture extract

Crescent Concept Ingredients

- Watershield leaf extract
- Green Complex*
- tamanu seed oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- melon seed oil
- loquat leaf extract

*Olive leaf extract, jujube seed extract, fructan

Crescent Body Care

ITRIM Crescent Bust & Decollete Treatment Serum



ITRIM Crescent Bust & Decollete Treatment Serum
30g JPY 13,200 (including tax)

The bust and décolleté areas determine the overall appearance of the body.

A firm décolleté area and a shapely, curvy bust are symbols of femininity.

At the same time, they also are parts of body that mature women are typically concerned about.

The position and shape of the bust are affected by the individual lifestyle and choice of underwear.

Developed to approach such concerns, this beauty serum shapes the bust and décolleté areas sharply, working like an invisible lingerie.

Containing ylang ylang flower extract that hydrates and evens the skin tone,

as well as pancratium maritimum extract for plumping up the skin.

The smooth textured formula quickly blends into the skin to “loosen, soften, and drain waste away,” leaving it firm and tightened. The skin appears supple and clear after use.

Mositurizing Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Ylang ylang flower extract
- Pancratium maritimum extract

Crescent Concept Ingredients

- Watershield leaf extract
- Green Complex*
- tamanu seed oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- melon seed oil
- loquat leaf extract

*Olive leaf extract, jujube seed extract, fructan

Crescent Body Care

ITRIM Crescent Knee Treatment Serum



ITRIM Crescent Knee Treatment Serum
25g JPY 11,000 (including tax)

On the lower body, signs of aging show around the knees.

We focused on the knee area where signs of aging tend to show, regardless of body shape.

For a woman with a dignified and beautiful demeanor.

An intensive-treatment beauty serum for the knee area containing bacillus ferment that has an excellent lifting effect, as well as skin-smoothing cherimoya fruit extract.

Hydrating and tightening the skin around the knees, it revives the skin dullness that many are concerned about.

Used with a massage focused on ligaments in the lower body, the serum loosens, softens and drains waste away, tightening the loose skin above the knees that tends to get flabby.

Lifting up saggy knees, It improves the overall appearance of the body.

Mositurizing Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Bacillus ferment
- Cherimoya fruit extract

Crescent Concept Ingredients

- Watershield leaf extract
- Green Complex*
- tamanu seed oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- melon seed oil
- loquat leaf extract

*Olive leaf extract, jujube seed extract, fructan