

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.

Achieves pristine skin, with clarity and brightness from boosted circulation “Ruriwhite” from ITRIM.

A program for improving dullness*¹ and spots, which affect your skin’s appearance.

Named after “Ruri” (lapis lazuli), a beautifully lustrous blue jewel that is one of the Seven Treasures of Buddhism, “Ruriwhite,” a pro-age whitening*² skincare line for the face and body, is debuting to achieve a flawless, pristine, porcelain complexion with an even skin tone.

As a brand that advocates ever-supple beauty that matures gracefully, ITRIM has adopted the idea of “pro-aging.”

The Ruriwhite line works thoroughly and holistically on various causes of dullness*¹ and spots, which are skin concerns shared among mature people.

ITRIM has focused on the “blue power” of German chamomile oil, an ingredient containing azulene,*³ which has been used since early times.

Combined with kojic acid, an active ingredient obtained from rice malt that has traditionally been used in Japan, the double-effect formulation brightens up the skin from the surface to pinpoints.

All products in the line contain the Green Science Formula in a pale lazuline color, an anti-aging skincare*⁴ compound that regulates overall functions of the skin.

In addition to preventing dullness*¹ and spots, the formula reconstructs mature skin from its base structure, leaving the complexion radiantly clarified, replenished with moisture and in an exquisite skin tone.

A pro-age whitening*² line for the face and body, “Ruriwhite” achieves superbly pristine skin radiating the glow of <Ruri> – the lustrous and beautiful blue jewel.

*1 “Dullness”: darkening of the skin due to spots or freckles

*2 “Whitening”: suppression of melanin production, preventing spots and freckles

*3 A component called chamazulene, which is a type of azulene that is effective for preventing rough skin

*4 “Anti-aging skincare”: age-appropriate skincare



ITRIM

ITRIM Ruriwhite
Body Emulsion

ITRIM

ITRIM Ruriwhite
Serum

ITRIM

ITRIM Ruriwhite
Cream

ITRIM

ITRIM Ruriwhite
Emulsion

ITRIM

ITRIM Ruriwhite
Lotion

Product Concept

Five products play a role in achieving an exquisitely pristine, porcelain complexion.

Containing the Green Science Formula, each of the five Ruriwhite products fulfills its respective function to suit the physiology and structure of the skin.

Brightening up the skin from the surface to pinpoints, it conditions the complexion exquisitely, creating a pristine, porcelain appearance desired by mature people.

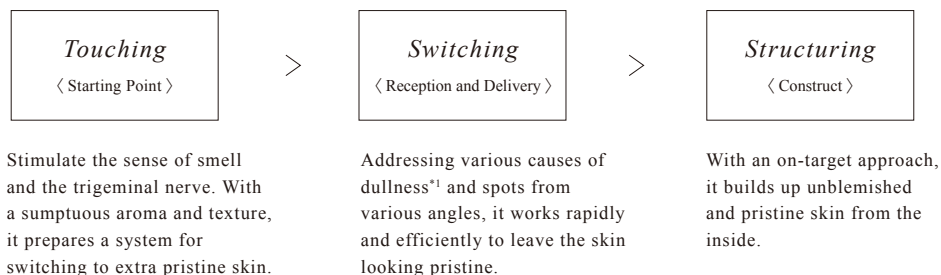
Lotion	A whitening* ¹ lotion that regulates the horny layer to optimize the “gateway of light”
Emulsion	A whitening* ¹ emulsion that removes darkening and loosens up and softens the skin with balanced hydration
Cream	A revitalizing whitening* ¹ cream that regulates and balances sebum production to address decreased metabolism
Serum	A deep-penetrating serum for finishing the whitening* ¹ skincare routine
Body Emulsion	A nutritious whitening* ¹ emulsion for radiant skin from top to toe



*1 "Whitening": suppression of melanin production, preventing spots and freckles

Cascade Approach based on ITRIM's original skincare theory

Cascade Approach for improving skin dullness*¹ and spots on the whole body.



Unblemished, pristine skin. For a complexion with a translucent glow.

ITRIM's original formulation for the “dullness*¹ and spots” improvement program

As a countermeasure for dullness*¹ and spots on mature skin, ITRIM has selected the “blue power” of German chamomile oil, an ingredient containing azulene*² that prevents skin damage. It soothes the skin to bring out the potential of kojic acid, an active whitening ingredient, leaving the complexion looking exquisite and pristine.

German chamomile oil

The “blue power” containing azulene*². The partner ingredient selected by ITRIM for kojic acid



Kojic acid

An active whitening*³ ingredient obtained from rice malt that has traditionally been used in Japan

Loofah water

Xylem sap obtained from loofah grown in meltwater from the Tateyama mountain range
Soothes and conditions the skin



Melissa officinalis leaf extract

Nourishes and revitalizes the skin



Rosemary leaf water

Tightens the skin to leave the complexion looking bright and healthy



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Ruriwhite Face Care

ITRIM Ruriwhite Lotion



ITRIM Ruriwhite Lotion

Medicated whitening lotion [quasi-drug]

125mL JPY 19,800 (including tax)

Launching Wednesday, March 3, 2021

Conditioning the horny layer is the first step in addressing dullness*¹ and spots.

A lotion that conditions the horny layer to create pristine, exquisite skin.

The horny layer is the “gateway of light.” By regulating the functions of the horny layer and helping it maximize the transmitted light, the lotion enhances the whitening*² effects and improves the complexion. It contains Ponkan extract that removes waste products and enhances the clarity, as well as lagerstroemia speciosa extract that tightens and moisturizes the skin.

Penetrating the skin*³ and diminishing stiffness on the surface, it leaves the skin soft and smooth.

The lotion also reflects light beautifully and prevents dullness*¹ and spots to deliver a glowing complexion with an even skin tone.

Moisturizing and Emollient Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Ponkan extract (citrus unshiu peel extract)
- Lagerstroemia speciosa extract

Ruriwhite Concept Ingredients

- Kojic acid
- German chamomile oil (chamomile flower oil)
- Loofah water
- Melissa officinalis leaf extract
- Rosemary leaf water

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

*1 "Dullness": darkening of the skin's appearance due to blemishes and age spots.

*2 "Whitening": suppression of melanin production, preventing spots and freckles

*3 Inside the horny layer

Ruriwhite Face Care

ITRIM Ruriwhite Emulsion



ITRIM Ruriwhite Emulsion

Medicated whitening emulsion [quasi-drug]

75mL JPY 22,000 (including tax)

Launching Wednesday, March 3, 2021

Boosts circulation to remove darkening of the skin, leaving the complexion supple and hydrated.

A whitening*¹ emulsion that regulates the skin's moisture balance and brightens up the skin tone. Dullness*² and spots on mature skin are caused not only by melanin but also by uneven skin tone due to reduced blood flow or excessive water retention.

To address these skin concerns shared among mature people, multifunctional perilla and red algae extracts are contained in the emulsion.

With a smooth texture and sumptuous aroma, it loosens up and softens the skin and mind, evening out the overall skin tone for a bright and beautiful complexion.

Moisturizing and Emollient Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Perilla extract
- Red algae extract

Ruriwhite Concept Ingredients

- Kojic acid
- German chamomile oil (chamomile flower oil)
- Loofah water
- Melissa officinalis leaf extract
- Rosemary leaf water

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

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Ruriwhite Face Care

ITRIM Ruriwhite Cream



ITRIM Ruriwhite Cream

Medicated whitening cream [quasi-drug]

32g JPY 26,400 (including tax)

Launching Wednesday, March 3, 2021

Steps up the fundamental strength of the skin for a firm, glossy and radiant complexion.

A revitalizing whitening^{*1} cream that recharges the skin for an exquisitely pristine complexion. Prone to poor circulation, mature skin is susceptible to homeostatic imbalance due to UV rays or other external factors. The cream not only suppresses melanin, but also supports the skin's ability to force out dullness^{*2} and spots that tend to build up in mature skin.

It contains field horsetail extract with various established efficacies for improving the complexion, as well as *Murraya koenigii* extract that prevents rough skin and maintains firmness and luster of the complexion. Spreading smoothly, the cream infuses moisture and vitality to the skin, leaving a firm and glossy, porcelain complexion.

Moisturizing and Emollient Ingredients

98% Naturally derived ingredients

Effective Ingredients

- Field horsetail extract
- Murraya koenigii* extract

Ruriwhite Concept Ingredients

- Kojic acid
- German chamomile oil (chamomile flower oil)
- Loofah water
- Melissa officinalis* leaf extract
- Rosemary leaf water

ITRIM Concept Ingredients

- Melissa officinalis* leaf oil
- Loquat leaf extract

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Ruriwhite Face Care

ITRIM Ruriwhite Serum



ITRIM Ruriwhite Serum

Medicated whitening beauty serum [quasi-drug]

18mL JPY 19,800 (including tax)

Launching Wednesday, March 3, 2021

The finishing touch on the whitening*¹ skincare routine that imbues the skin with clarity and radiance.

A high-performance whitening*¹ beauty serum with two layers in a light lazuline color. Finish the skincare routine using this serum that boosts the skin's ability to improve the complexion with a perfect balance of water and oil. It clears out factors that can cause dullness*² and spots to reveal a flawless complexion. Skin is left looking pristine, as the serum imparts moisture and a glow to clarify the entire face. It contains Japanese Rosa multiflora fruit extract that leaves the skin looking bright and firm. Also contains cornflower extract, which protects the skin from various external stressors and tightens the skin to maintain its natural beauty. Penetrating deeper with a pleasant aroma and texture, it not only replenishes the skin but also comforts the mind and body as the finishing touch to the Ruriwhite skincare routine.

Moisturizing and Emollient Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Rosa multiflora fruit extract
- Cornflower extract

Ruriwhite Concept Ingredients

- Kojic acid
- German chamomile oil (chamomile flower oil)
- Loofah water
- Melissa officinalis leaf extract
- Rosemary leaf water

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

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Ruriwhite body Care

ITRIM Ruriwhite Body Emulsion



ITRIM Ruriwhite Body Emulsion
Medicated whitening body emulsion [quasi-drug]
80mL JPY 11,000 (including tax)

Launching Wednesday, March 3, 2021

A nutrition whitening*¹ emulsion for top-to-toe radiance.

A whitening*¹ body emulsion that removes dullness*² from the whole body and imparts radiance from top to toe. In addition to dullness*² and spots caused by UV rays, skin dullness*² due to lifestyle or aging is one of the body concerns shared among mature people.

The emulsion contains kiwifruit extract for addressing dullness*² and spots that make skin tone look lusterless, as well as edelweiss extract for eliminating discomfort related to the skin ecosystem to maintain a healthy, clear complexion.

With a texture that blends comfortably into the skin, the emulsion protects it from external stimuli and replenishes it with moisture, maintaining exquisitely clear bare skin.

Moisturizing and Emollient Ingredients

99% Naturally derived ingredients

Effective Ingredients

- Kiwifruit extract
- Edelweiss extract

Ruriwhite Concept Ingredients

- Kojic acid
- German chamomile oil (chamomile flower oil)
- Loofah water
- Melissa officinalis leaf extract
- Rosemary leaf water

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

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