

ITRIM

Living with "Ito" and "Rin"



Flow on the Earth's Breath

Scents from 100% essential oils

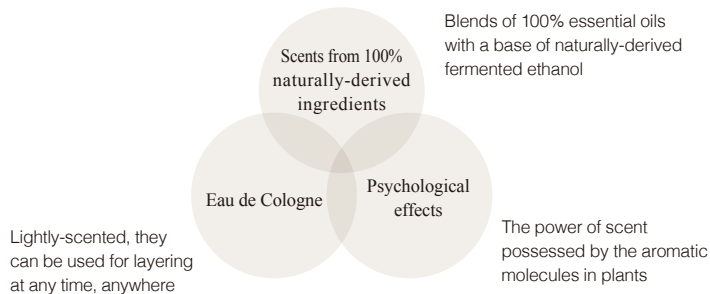
Essential fragrances

Essential oils emit pure, authentic scents which awaken our five senses and touch our instincts directly.

This mysterious complexity cannot be replicated even now, despite the advance of science: it is a gift from the earth that surpasses human wisdom.

ITRIM does not blend these essential oils as fragrances, but rather incorporates them by careful design as formulas, in the same way as for skin care.

The formulas for these fragrances are rooted in a knowledge of the importance of essential oils, which have the ability to affect the psyche.



Longitude and latitude:fateful meetings of essential oils

Longitude:native to the zone around zero degrees longitude - essential oils common to *if*



Rock rose



Hyssop



Spanish
marjoram



Cedarwood

Latitude:essential oils representing 5 different zones



$\overline{EQ.00}$
(Equatorial zone)

Ylang ylang



$\overline{N.L.12}$
(North of the
northern latitude
of 12°)

Damask rose



$\overline{N.L.30}$
(North of the
northern latitude
of 30°)

Oregano



$\overline{N.L.48}$
(North of the
northern latitude
of 48°)

Black spruce



$\overline{S.L.12}$
(South of the
southern latitude
of 12°)

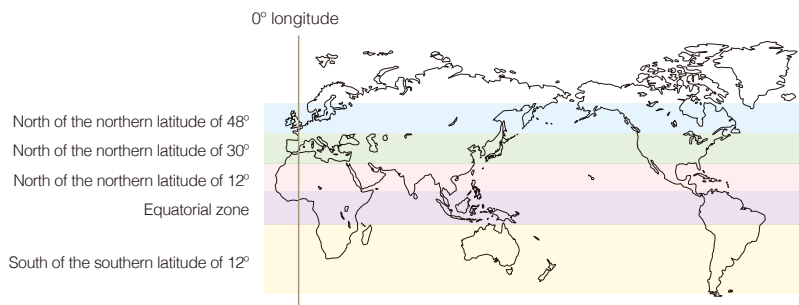
Ravensara aromatica

Five stories brought together on the winds of the earth

We have spun together stories born in five different areas,
with zero degrees longitude as our guidepost.
It is a tale woven from the unique characteristics of the fragrant plants which grow in
each zone, and from the histories of the people who have lived there.

Five stories: from the zone between 10° North and 10° South,
spanning the Equator; three zones in the Northern Hemisphere,
north of 12° latitude, north of 30° latitude, and from 48° North to the Northern Cross;
and the zone from 12° South to the Southern Cross.

We hope that you will feel connected to the possibilities for the future springing from
the *if* range of ITRIM fragrances, which draw together these fragrant winds.





Liberation. Just like an awakening

Rhythmically, as though lured by burning passion, embark on a fragrant journey that open the door to the possibilities of the future.

ITRIM *if* Eau de Cologne

EQ.00 [Equatorial zone : equator]

14mL 9,680 yen (including tax) Naturally derived ingredients 95%



Limited pouch
Kokura-ori Shiryu

< Essential oils / formula >

With ylang ylang, which has a sensual yet innocent air, as its main ingredient, together with exotic tropical elemi, vitality-inducing may chang, mildly sweet and spicy nutmeg, and the deep afternotes of vetiver, it creates a grounding harmony.

From awakening to self-liberation, and on to maturity.

A dramatic blend of scents which awakens vitality and dynamism.

A quick starter for when you get out of bed or begin something.*



Senses. Love and hugs

Embark on a journey to make yourself shine so brightly that you light up everything around you, at the same time as feeling nostalgic for time immemorial.

ITRIM *if* Eau de Cologne

N.L.12 [North of the northern latitude of 12°]

14mL 11,000 yen (including tax) Naturally derived ingredients 95%



Limited pouch
Kokura-ori Shirotasai

< Essential oils / formula >

A profound Oriental scent, with the irresistible femininity emitted by damask rose; the powdery sweetness of ambrette; and sensual sandalwood and davana, a herb which grows alongside these trees. These scents overlap with spicy, cool cardamon, producing a comfortable fit and a sense of happiness.

A sensual and intellectual, opulent and feminine fragrance which envelops you in an aura of happiness.

For times when you want to switch on a positive mood.*



Clarity. Open the door to wisdom

With the courage to take a step forward, embark on a pioneering journey bringing richness of mind and outlook.

ITRIM *if* Eau de Cologne

N.L.30 [North of the northern latitude of 30°]

14mL 9,900 yen (including tax) Naturally derived ingredients 95%



Limited pouch
Kokura-ori Suiko

< Essential oils / formula >

Sweet and spicy oregano possesses great vitality. The refreshing cineole aromatic molecules of bay laurel and rosemary, which have long been used as spices, put you into a relaxed mood. The blend of frankincense and galbanum, which give off a fresh and dignified strength, provides a little stimulus, switching on a positive mood with its scent.

An active fragrance which imparts positivity and courage.

For times requiring concentration and creativity.*



Dignity and grace. To the top of the heavens

With noble, unfading, cheerful, and dignified strength, embark on a journey towards the Pole Star, glittering high in the sky.

ITRIM *if* Eau de Cologne

N.L.48 [North of the northern latitude of 48°]

14mL 10,780 yen (including tax) Naturally derived ingredients 95%



Limited pouch
Kokura-ori Airinbu

< Essential oils / formula >

Black spruce native to Scandinavia, reminiscent of snow crystals; elegant and delicate centifolia; yarrow, tarragon, and lovage, with their lively and robust aromas: these Occidental herbs will fill you with a highly refined sense of translucency.

Dignity and grace. A pure, clean, and dignified fragrance.

For when you want to enjoy cheerful time off.*



Authentic. A dialog with the truth.

Embark on a journey towards the Southern Cross, experiencing the earth's origins as you encounter the true meaning of life.

ITRIM *if* Eau de Cologne

S.L.12 [South of the southern latitude of 12°]

14mL 9,460 yen (including tax) Naturally derived ingredients 95%



Limited pouch
Kokura-ori Lemon

< Essential oils / formula >

A blend of *ravensara aromatica*, which thrives in majestic forests; *niaouli* and *eucalyptus radiata*, which give off a refreshing scent that seems to set the mind and body free; *geranium*, which is said to originate at the Cape of Good Hope; and *manuka*, passed down by the Aborigines. Inhale a chestful, just like a deep breath, and it will heal you in mind and body.

An authentic, pure fragrance which takes you to the essence of things.
For times when you want to relax, such as before bed.*

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“HALARI,” bright and refreshing scent,
like a cloudless sky.

— 晴 HALARI —

晴 “Hare,” the Chinese character for “sunny,”

was made by combining two characters: “ao (blue)” meaning “clear,” and “hi (day)” representing the “sun.”

The word “Halari” has been invented by ITRIM to uplift your spirit and
make your mind feel as clear and bright as a cloudless sky.

ITRIM Eau De Cologne HALARI 14mL, JPY 8,800 (including tax) 95% naturally derived ingredients

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Inspired by the clear sky and ocean,
the blue gradation is an embodiment of nature.

A fragrance with a refreshing color and scent that evokes an early
summer breeze.

Palm-sized fragrance you can carry around wherever you go like a
good-luck charm.

〈 The color 〉

An almost transparent blue that evokes the clear sky and ocean.

The pale, delicate blue color embodies the beauty of nature.

The endless skyline and horizon. It has been created to represent the clear blue
gradation of the boundary line where earth and sky meet and merge.

The perfume base contains hot spring water from Aiki Onsen (hydrogen
carbonate hot spring) in Nanki Shirahama, which is known as a “beauty bath /
reviving bath,” as well as for its relation to Aikido, and organic fermentation
ethanol produced in Japan.

〈 The scent 〉

A refreshing scent created by a harmony of natural essential oils.

The invigorating top notes of fresh citrus and herbs evolve to the heart notes
where European herbs create a tussie-mussie (little bouquet of flowers) of
harmonious scents, accentuated by spicy lavandin oil. The base notes featuring
oriental sandalwood and vetiver round off the fragrance. An organic fragrance
with a scent formulated exclusively with natural essential oils.

Top notes: mandarin orange peel oil, rosemary leaf oil, tea tree leaf oil, bergamot peel oil

Heart notes: melissa leaf oil, backhousia citriodora leaf oil, lavandula hybrida oil
wintergreen leaf oil, lavender oil, Italian cypress leaf / fruit / stem oil, yarrow oil

Base notes: sandalwood oil, vetiver root oil, atlas cedar bark oil



HOW TO USE 〈 For face line scent 〉

Push to your fingers and gently put it on the back of your ears and neckline.

〈 For body scent 〉

Push to cotton pad or tissue paper and gently put it on the inside of your elbows,
wrists and ankles.

<https://www.itrimbeauty.com>

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ITRIM official
Online shop

