



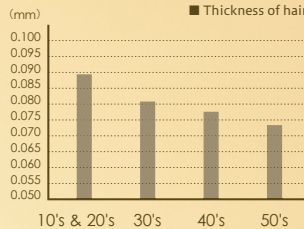
Muriem Gold Haircare Series

Your hair will change
with age.



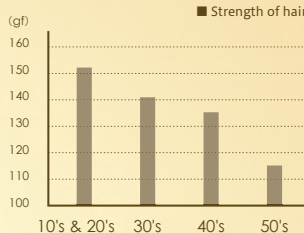
□ Thickness

Becomes thinner with age causing volumeless hair.



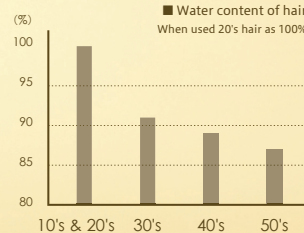
□ Strength

Becomes easier to break with age.



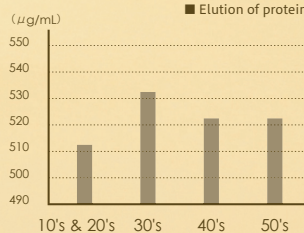
□ Moist

Water content of hair decreases with age causing dry hair.



□ Protein

More proteins lost with age causing unruly and easily stretching-out hair.



M

M

Now & Future.

For lovely glamorous hair, for always.

Hair will gradually but certainly change
with time.

When we seriously considered the beauty
of hair (not only for now but also)
for future, we reached an effective idea,
"DOUBLE-BEAUTY METHOD".

The earlier you start taking care of
your hair, the less your hair's change
will be.



"DOUBLE-BEAUTY METHOD" by Muriem Gold

Damage Care

Strengthens cortex and
repairs hair from the core.

Conditions cuticles and
improves surface protection



Damage Care

×



Ageing Care

Ageing Care

Anti-Oxidation

Anti-Glycation

Anti-Ageing

For all women who aspire one step higher beauty.
A haircare line that goes one step ahead.

Muriem

< Gold >

DOUBLE-BEAUTY METHOD / <Damage Care>

For the current damages and problems of your hair

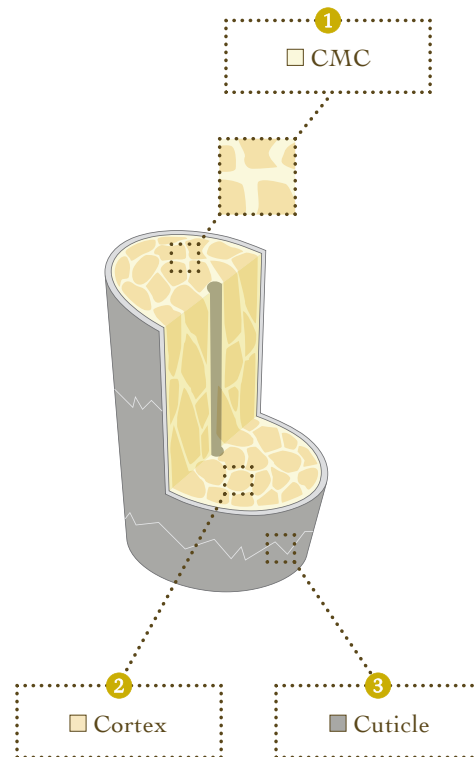
Essential repair by the same ingredients of hair.

Leading damaged hair to youthful healthy condition.

Damages of hair differ among the parts of hair, e.g., broken cuticles, lost inner proteins, etc.

Muriem Gold works on various kinds of damages with the same ingredients of hair retrieving its former healthy state.

□ Hair structure



— Selected the most suitable ingredients for each region of hair. —

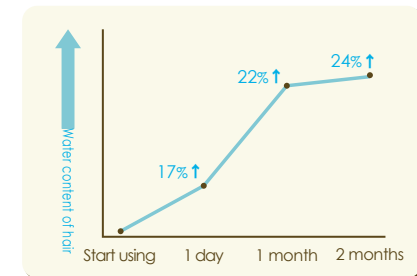


Ceramide

Improves water retention.

Ceramide, known to have high water retention, works on inner hair and improves water content of hair.

<Chart> Water content of hair after continual usage of Muriem Gold shampoo & treatment.

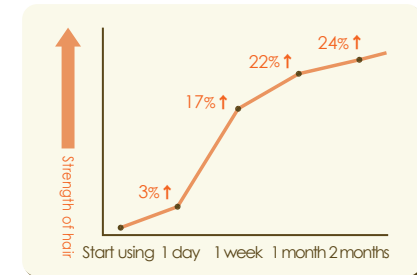


PPT

Repairs protein.

PPTs penetrate damaged regions of cortex where proteins were lost and repair the damages.

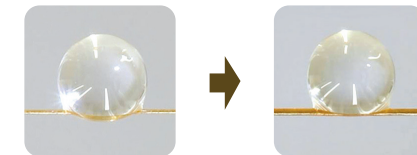
<Chart> Strength of hair after continual usage of Muriem Gold shampoo & treatment.



18-MEA

Improves hydrophobicity.

18-MEA, known as a hair's natural ingredient, repairs cuticles and retrieves the hydrophobicity.



Damaged hair Muriem-treated hair

□ Hair after continual usage of Muriem Gold shampoo & treatment.

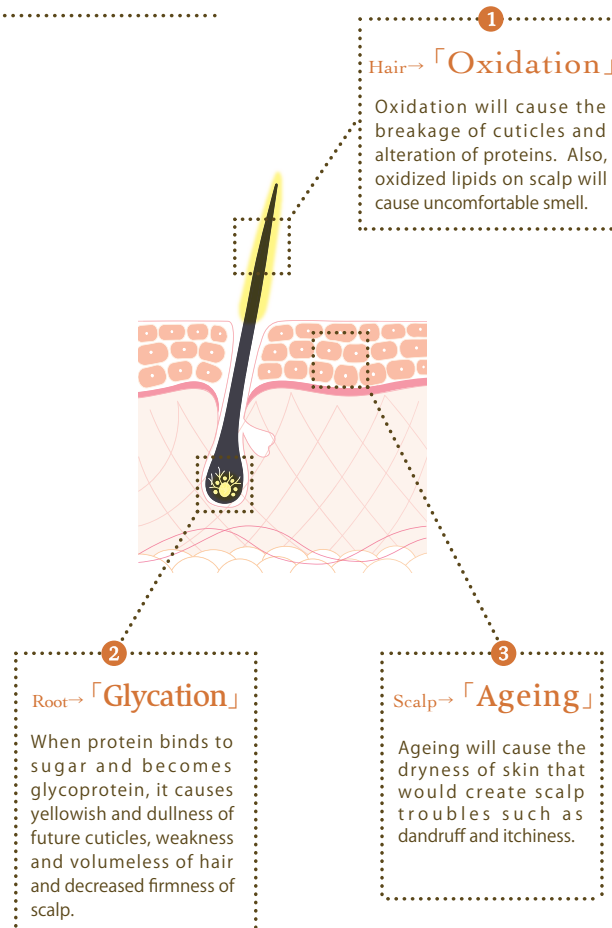
DOUBLE-BEAUTY METHOD
Ageing Care

DOUBLE-BEAUTY METHOD / <Ageing Care>
For beautiful glossy hair in your future.

Focused on 3 stress factors affecting future hair.
Leading future hair to strong, supple and beautiful condition.

"Oxidation", "Glycation" and "Ageing" are the 3 stress factors that will lower the quality of hair. We carefully selected some of the most effective ingredients to cope with them.

□ 3 stress factors



— Contains plenty of ingredients that are focus of attention now to support your future hair. —

1
Hair

Fullerene

Protects hair from free radicals.

Fullerene, known to have 200 times more antioxidative potency than vitamin C, will act on free radicals on the hair and scalp. Also, by preventing sebum from being oxidized, we can expect its effect on unpleasant odor as well.

"Fullerene", an ingredient in the focus of attention is increasingly used in more cosmetics now.

"Fullerene", known to be very effective in absorbing/eliminating free radicals is increasingly used in many skincare products now.

We focused on its potential antioxidative effect on hair and scalp as well as its growth promoting effect on hair.



2
Root

Glucosylrutin

Maintains clear transparent cuticles.

"Glucosylrutin", known to block the bonding between protein and sugar, leads cuticles, inner hair and even scalp to youthful healthy state.

3
Scalp

Functional Hyaluronan

Keeps scalp in youthful moist-rich condition.

"Functional Hyaluronan", known to have higher moisture retention than hyaluronic acid, firmly keeps moisture on scalp. It will act on barrier function of the skin as well, leading the scalp to normal healthy state.

Shampoo & Treatment

Choose one from three types depending on your hair problems and hair type. The longer you use, the shiner and more beautiful your hair will be.

Creates and maintains
supple bouncy body.



Keratin PPT will create soft volume while repairing damage. Seaweed extract will provide hair with mineral and moisture leading hair to supple natural feel to the touch with more body.

both	● Fullerene ● Hydrolyzed keratin
Shampoo	● Functional Hyaluronan ● Seaweed extract ● Glucosylrutin
Treatment	● Polyphenol (tannic acid) ● Ceramide 2 ● 18-MEA

● acts on damages | ● acts on stress factors

Muriem Shampoo V

250mL, 660mL, 500mL (refill pouch)

Muriem Treatment V

200g, 620g, 500g (refill pouch)



Creates glossy shine and sleekness
while reducing undesired waviness.



Silk-derived PPT will improve light sleekness while repairing damage. By blending non-sticky light oil, it will create smooth, shiny and moisture-rich condition.

both	● Fullerene ● Hydrolyzed silk
Shampoo	● Functional Hyaluronan ● Olive oil ● Glucosylrutin
Treatment	● Polyquaternium 92 ● Ceramide 2 ● 18-MEA

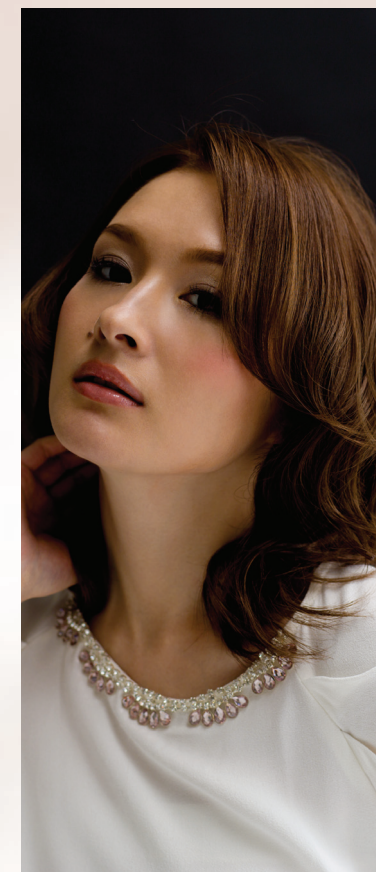
● acts on damages | ● acts on stress factors

Muriem Shampoo F

250mL, 660mL, 500mL (refill pouch)

Muriem Treatment F

200g, 620g, 500g (refill pouch)



Creates fresh moist feel while improving manageability of dry stubborn hair.

H

Hydration up
Shampoo & Treatment



Collagen PPT will improve moisture retention while repairing damage. Contains other moisture-retaining ingredients to create healthy moisture-rich condition to hair and scalp.

both	● Fullerene ● Hydrolyzed collagen
Shampoo	● Functional Hyaluronan ● Avocado oil ● Glucosylrutin
Treatment	● Marine-derived cholesterol ● Ceramide 2 ● 18-MEA

● acts on damages | ● acts on stress factors

Muriem Shampoo H
250mL, 660mL, 500mL (refill pouch)

Muriem Treatment H
200g, 620g, 500g (refill pouch)



Aroma of Muriem Gold

An elegant fruity & flowery aroma.

You will enjoy your shower time.

An elegant impression created by a transparent image of aroma based on fruits and flowers. Its suited user image is feminine yet strong mature ladies.

Top

Gentle sweet fruity aroma

Elegant freshness by rich scent of cassis, peach and pear.

Middle

Sophisticated flowery aroma

Flowery aroma of jasmine, orange flower and rose will suit with mature ladies.

Last

Mellow and rich aroma

Mellow rich aroma by sandalwood, white musk and woody amber.

Recommended to use as a pair.

By using the same type of shampoo and treatment as a pair, "DOUBLE-BEAUTY METHOD" will become more effective.

Muriem Gold shampoos and treatments were developed based on "a pair" usage to enhance its "DOUBLE-BEAUTY METHOD" effect.

Leave-in treatment

Scalp & hair care after shower. You will see the difference in the future.

A scalp essence that leads
your scalp to healthy condition.

Moist Infusion



Scalp
essence

Supplies moisture to scalp.
Cultivating beautiful hair starts from
improving scalp environment.

It takes care of scalp problems such as dryness, unpleasant smell and itches. By improving scalp environment, it enhances healthy hair growth.

- Glucosylrutin ● Fullerene
- Functional Hyaluronan ● Argania spinosa sprout cell extract

● acts on stress factors

Muriem Moist Infusion 120mL

Focused on effective ingredients
for hair and scalp.

These ingredients were selected
based on hair science
and are well-balanced blended.

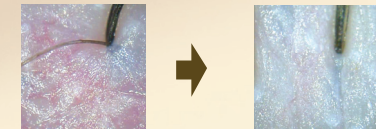
- Fullerene
- Glucosylrutin
- Functional Hyaluronan
- Argania spinosa sprout cell extract (rejuvenating skin)
- Tea leaf dry distilled solution (deodorant)
- Glyceryl Glucoside (moisturizing)
- Dipotassium glycyrrhizate (anti-inflammatory)
- Eriobotryae folium extract (anti-bacterial)
- Hop extract (prevents graying)
- Lecithin (moisturizing)
- Moso bamboo shoot bark extract (skin firming)

● acts on damages | ● acts on stress factors

Enhances moisture retention
aiming for problem remedies.

Works on scalp problems such
as dryness, dandruff and redness.

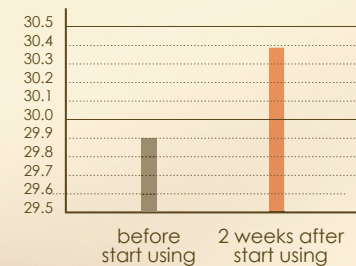
■ Redness of scalp



Redness appears
on scalp.

Healthy scalp condition
with moisture.

■ Water content of scalp.



A light-sleek hair oil
that conditions hair-end dryness.

Triphilia



Light
&
Sleek

Repairs damage of both inner and outer hair.
The longer you use, the sleeker and shinier the hair will be.

Can be used for wide range of hair types and damage levels. The well-balanced ingredinetes work especially well on stretching-out dry hair ends.

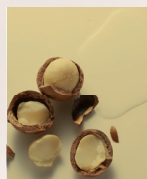
● acts on damages | ● acts on stress factors

- Fullerene
- Macadamia nut oil
- Amino ceramide
- Collagen PPT

Well-permeating "Macadamia nut oil"

Macadamia nut oil is a well-permeating light oil. It is suitable for hair cosmetics as it is difficult to oxidize and mild on skin. (It is similar to human sebum.)

Muriem Triphilia 120mL



A rich hair oil that deeply
moisturizes whole hair.

Renew Oil



Thick
&
Dense

5 times
more
Fullerene*

*compared with Triphilia

Contains plenty of carefully-selected quality ingredients.
Moisturizes from the core creating
strong and beautiful hair.

Highly moisturizing ingredients permeate throughout inside of hair leading hair fresh moisture-rich condition from roots to ends.

● acts on damages | ● acts on stress factors

- Fullerene
- Argan oil
- Moringa seed oil
- 18-MEA

Gold of Morocco, "Argan oil"

Argan tree grows only in Morocco and only 1 liter of Argan oil can be derived from 100 kg of Argan nuts. Renew Oil uses plenty of this precious Argan oil.

Muriem Renew Oil 120mL



An appropriate usage will enhance the effects of the products.

1. Preliminary rinsing,
then gently shampoo.



Shampoo

Rinse off dirt on the hair first. Then apply shampoo and massage scalp and hair by balls of fingers. Rinse the shampoo out completely. If needed, shampoo twice.

2. Apply treatment,
then hot towel.



Treatment

Lightly remove excess water from the hair. Take treatment, spread it on the palms, apply it to the hair as if pressing it into hair to blend it in. Wrap the hair by a hot towel for better treatment permeation. Leave it for about 5 minutes, then rinse it out gently and thoroughly.

3. Apply Moist Infusion
and massage.



Moist Infusion

After towel dry, apply Moist Infusion to the scalp and spread it overall. Massage scalp by balls of fingers by pressing it, tapping it and moving it back and forth.

4. Apply Renew Oil or
Triphilia and blow-dry.



Renew Oil or Triphilia

Apply Renew Oil or Triphilia to protect the hair from a blow-dryer's heat. Apply it more properly to damaged area. Blow-dry the hair minding the blow-dryer is not too close to the hair (15cm away) and not blowing the same area too much and try to finish drying in a short time.

Creating "silky sleekness" and "glossy hair".

Muriem



Muriem Shampoo B / G / M
250mL / 660mL
500mL (refill)
3000mL (refill)

Muriem Treatment B / G / M
200g / 620g
500g (refill)
3000g (refill)

Muriem Fruit Oil 120mL
Muriem Home Milk 120g
Muriem Sun Shield 80g
Muriem Hair Fragrance 80g

A premium treatment that your hair
designer prepares just for you.

TRISYS
TRISYSORE



TRISYSORE KL 150mL
TRISYSORE KM 150mL
TRISYSORE CO 150mL
1mL Pump Nozzle

TRISYSORE KH 200mL
TRISYSORE CE mist 200mL
Spray Nozzle

TRISYSORE CE cream 500g
TRISYSORE 18S 500g
TRISYSORE 18H 500g
Empty Bottle for CE cream / 18S / 18H

TRISYSORE CE plus
12g x 4



NUMBER THREE, INC.

7-1-27 Minatojima-Minamimachi, Chuo-Ku, Kobe, Hyogo 650-0047
<http://www.no3.co.jp>
Kobe, Tokyo, Sapporo, Nagoya, Fukuoka