

February 21, 2022

**Protect Against UV Rays, Blue Light, and IR Rays**  
**AXXZIA Beauty Force “UVα”**  
On sale from March 1, 2022

AXXZIA, Inc. announced today that we will release UVα, the latest addition to our Beauty Force series of skincare products, on March 1, 2022. A sunscreen that combines a light and smooth application with three types of sunlight protection, UVα will be available for pre-sale only at AXXZIA GINZA SIX store and official online store from February 23, 2022.

UVα delivers the highest standard of ultraviolet protection in Japan\*1 via its light texture. Yet in addition to protecting against ultraviolet and infrared rays, the sunscreen also shields skin against blue light—the impact of which, in recent years, has caused concern. Easily applied, UVα leaves the skin feeling moist and smooth without creating a white cast, and can even be suitable for a makeup base.

\*1 According to Japan Cosmetic Industry Association standards

Formulated from carefully selected ingredients, the AXXZIA Beauty Force series of skincare products provides support for millennials who aspire to beautiful natural skin.

## Item Detail

**Beauty Force “UVα ” <Sunscreen>**

SPF50+/PA++++ 40g ¥6,050 incl. tax ( ¥5,500 pre-tax price)

Containing carefully selected skin-protection and beauty ingredients, UVα provides protection against three types of sunlight: ultraviolet rays, infrared rays, and blue light. It comes in a gorgeous Floral Bouquet fragrance, free of the distinctive smell of sunscreen.

**How to apply**

Squeeze out a small amount on your hand, apply it onto the face gradually and carefully to ensure full coverage. UVα can also be used as a makeup base.