

~Experience the bliss of a uniquely rich, radiant and moisturizing cream~
Carefully Selected and Naturally Sourced Ingredients
Reformulated AXXZIA Beauty Force “Moist Rich Cream EX”
 On sale from April 15, 2022



We announced today that we will launch the reformulated Beauty Force Moist Rich Cream EX on April 15, 2022. An evolution of Moist Cream EX, Moist Rich Cream EX contains carefully selected new ingredients to enrich radiant and moisturizing performance.

※Moist Rich Cream EX will be available for pre-sale at the AXXZIA GINZA SIX store from April 9, 2022.

Moist Rich Cream EX adds six new, carefully selected natural based ingredients^{*1} - sourced from nature mainly from sea plant - to the popular formula of its predecessor, resulting in a finishing cream that enhance radiant and moisturizing performance. In addition to protecting skin, the product's beauty ingredients are penetrated well and smoothly into the horny layer of the skin to provide relief from skin troubles caused by dryness.

The fragrance, texture, and packaging of Moist Rich Cream EX have also been updated: it now features a natural, fresh, and invigorating fragrance inspired by the sea, and a rich, creamy texture that is readily absorbed by the skin, while the redesigned packaging is instilled with a sense of translucence.

Formulated from carefully selected ingredients, the AXXZIA Beauty Force series of skincare products provides support for millennials who aspire to beautiful natural skin. It promotes radiant skin, imbues every expression with beauty, and encourages everyday lives that are full of excitement.

^{*1} For radiant and moisturizing: Mytilus Glycogen, Laminaria Japonica Extract, Hydrolyzed Conchiolin Protein, Crithmum Maritimum Callus Culture Filtrate, Foeniculum Vulgare (Fennel) Fruit Extract, Hydrolyzed Vegetable Protein

Item Detail

Beauty Force “Moist Rich Cream EX” <Moisturizing Cream>,
 30g ¥14,080 incl. tax (¥12,800 pre-tax price)



Moist Rich Cream EX is an evolution of Moist Cream EX, reformulated to provide devoted supporters with even greater satisfaction. Adding new, 6(six) kinds of natural based ingredients sourced from mainly from sea plants to the popular formula of its predecessor, Moist Rich Cream EX adheres perfectly to every part of the face—including the eyes and mouth, which can be particular sources of anxiety. Filled with a radiance and moisture, this latest addition to the Beauty Force line-up gives supple and elasticity as well to the skin with the same three peptides^{*2} as its predecessor, imbuing every expression with beauty, and encouraging everyday lives that are full of excitement.

How to apply

Squeeze a small amount into the palm of your hand, and carefully apply to your entire face.

Apply extra layers to particularly dry areas of skin as desired.

^{*2} For supple and elasticity : Oligopeptide-1, Acetyl Hexapeptide-1, Hexapeptide-2