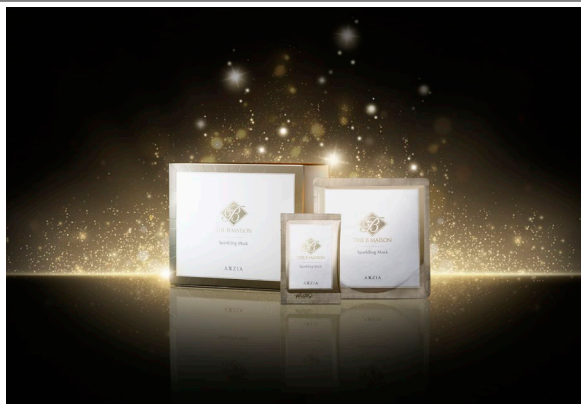


Deliver carbonated gas directly to the skin with “Sparkling Mask,” a salon-level carbonated gel mask from THE B MAISON

On sale from October 4, 2022



We, AXXZIA Inc. announced today that it will launch Sparkling Mask, a salon-quality carbonated gel mask, on October 4, 2022. Incorporating carbonated gas in a jelly-like gel, Sparkling Mask is available from THE B MAISON, our highest-ever quality skincare brand for beauty salons.

※Sparkling Mask will be on pre-sale at the salons retailing THE B MAISON products in Japan, from September 13, 2022.

THE B MAISON is AXXZIA's highest-ever quality line of skincare products for aging skin. As a cosmetics company that has its roots in beauty treatments, our goal is to solve the concerns of our customers and help them achieve their ideal beauty. We wanted to create a brand that enables our customers to proactively treat sensitive skin in the home, between beauty salon visits. Featuring Euglena as its key ingredient—a beauty substance that is highly sought-after in the beauty industry—THE B MAISON delivers a comprehensive line-up of skincare products, from cleansing to moisturizing creams.

Sparkling Mask, the latest addition to THE B MAISON product range, was developed for customers who wish to use carbonated gel masks, but are deterred by the time it takes or the inconvenience; it is designed so that customers can easily incorporate salon-quality skincare into their everyday lives. Instead of foaming up, when the Sparkling Mask gel is applied to the face it sets into a soft, jelly-like consistency that firmly traps carbonated gas and delivers it directly to the skin; this carbonated gas has the property of making the skin feel pleasantly warm. Carefully selected ingredients, including the moisturizing Euglena extract and a peptide complex^{*1}, then penetrate to the horny layer, leaving the skin fully moisturized. The gel is designed for simple, stress-free use: it can be easily and uniformly applied with a spatula, it sets without unwanted dripping, and it can be peeled off smoothly after use.

Bring salon-quality skincare into the comfort of your home with Sparkling Mask.

Item Detail

THE B MAISON Sparkling Mask

10 applications (granules 4g×10 pouches/ gel 40g×10 pouches)

¥14,080 incl. tax (¥12,800 pre-tax price)



Texture after mixing granules and gel

Sparkling Mask is a carbonated gel mask from THE B MAISON, AXXZIA's highest-ever quality skincare brand for beauty salons. When the gel is applied to the face, it sets into a soft, jelly-like consistency that traps carbonated gas and delivers it directly to the skin. This carbonated gas has the effect of pleasantly warming the skin, so that the user senses the beauty ingredients better penetrate the horny layer, and enjoys the healthier-looking skin.

Sparkling Mask contains carefully selected ingredients, including Euglena extract—which contains an abundance of beauty substances like a skin food - and a peptide complex^{*1} that helps firm skin that is vulnerable to environmental damage, leaving it feeling supple and fully-moisturized.

The gel is designed for easy, uniform application with a spatula, and it sets without unwanted dripping. It can be peeled off smoothly after use.

^{*1}Stearth-20, N-Hydroxysuccinimide, Chrysin, Palmitoyl Tripeptide-1, and Palmitoyl Tripeptide-7