

—Debut! Three types of sheet mask by your skincare needs—
Choose Advanced Masks Containing Ocean-sourced Key Ingredients
AXXZIA Beauty Force “Treatment Mask [GK/MW/AG]”
 On sale from December 12, 2022



AXXZIA Inc. announced today that three types of “Treatment Mask” (sheet masks) will be launched on December 12, 2022, available in the Beauty Force skincare line. The condition of human skin changes according to various factors, including individual skin type and the time of year. For this reason, the Treatment Masks come in three varieties—“GK,” “MW,” and “AG”—each of which possesses different characteristics suited to different conditions of skin, such as carefully selected ocean-sourced beauty ingredients.

the “GK” delivers care for rough, unbalanced skin, and damaged skin resulted from environmental causes; the “MW” is targeted at users concerned about dull skin caused by dryness, and dehydrated skin either caused by the drier seasons of autumn and winter, or excessive use of heaters and coolers; the aging care*1 “AG” is ideal for people concerned about signs of aging*2, and who wish to achieve firm and supple skin.

The sheet itself is made of cotton linter—which boasts outstanding moisture-retention properties—and contains an ample 25mL of beauty serum per sheet. With such characteristics of the sheet material, you can enjoy long-lasting moisture properties of keeping the sheet hydrated for 10 to 15 minutes during your mask care time.

Formulated from carefully selected ingredients, skincare products of the AXXZIA Beauty Force series 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 Care for aging skin

*2 Dryness, and lack of firmness

Item Detail

AXXZIA Beauty Force Treatment Mask [GK/MW/AG] Sheet-type Mask

7 masks (25mL each)
 ¥4,180 incl. tax (¥3,800 pre-tax price)



Beauty Force Treatment Masks comes in three varieties. The condition of human skin changes according to various factors, including individual skin type and the time of year, and each variety of mask contains a unique combination of beauty ingredients targeted at a different condition of skin. All three varieties contain carefully selected ocean-sourced ingredients to deliver moisture to the skin and improve its condition. The masks have a clean scent that has been inspired by the water and seas that are the symbol of the Beauty Force brand, and offer a beauty salon-like experience in the comfort of your home.

Usage guidelines

After cleansing and toning, apply sheet mask to your face and leave on for 10 to 15 minutes. After removing the sheet mask, gently pat any remaining beauty serum into your skin with the palm of your hand. The beauty serum remaining in the package can also be applied to your neck, elbows, knees, and heels.

Treatment Mask GK

Care for unbalanced skin

AXXZIA Beauty Force Treatment Mask GK



A light transparent beauty serum



The GK variety is for rough, unbalanced, and damaged skin. Dipotassium glycyrrhizate and deep-sea microorganism¹ extract conditions skin that has suffered from environmental damage such as rapid temperature shifts, ultraviolet rays, and air pollution, while seaweed extract² helps protect the skin with a moisturizing veil. The watery beauty serum leaves skin feeling light and fresh, and gently conditions the skin for a smooth and fine texture.

Key ingredients

- **Deep-sea microorganism extract (¹ alteromonas ferment extract) (skin-conditioning substance)**

An ocean-sourced substance that conditions the skin.

- **Seaweed extract (² hydrolyzed algin) (moisturizing substance)**

A moisturizing veil—like that found on the surface of seaweed—protects the skin from various stimuli.

- **Dipotassium glycyrrhizate (skin-conditioning substance)**

Restores skin balance, and helps create beautiful natural skin.

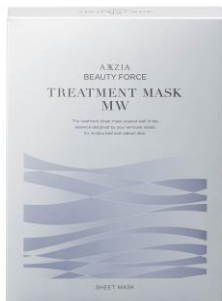
- **Palmitoyl tripeptide-8 (skin-conditioning substance)**

Makes skin smooth again that has been damaged by environmental factors.

Treatment Mask MW

Care for moist and glowing skin

AXXZIA Beauty Force Treatment Mask MW



A thick, transparent serum



The MW variety is for dull skin caused by dryness, and dehydrated skin either caused by the drier seasons of autumn and winter, or excessive use of heaters and coolers. It contains ocean-sourced kelp extract³ and jellyfish collagen⁴ to moisturize and condition your skin; it also contains beauty ingredients for glowing skin such as alpha arbutin. This mask carefully delivers moisture to dry skin, and helps create lustrous, brightening skin that glows.

Key ingredients

- **Kelp extract (³ kjellmaniella crassifolia extract) (moisturizing substance)**
- Provides a moisturizing veil that is readily absorbed by the skin.

- **Jellyfish collagen (⁴ water-soluble collagen) (moisturizing and skin-conditioning substance)**

Conditions skin that is prone to becoming unbalanced, and delivers plentiful hydration to the horny layer.

- **Alpha arbutin (substance for glowing skin)**

Delivers moisture to help create brightening and radiant skin.

- **Acetyl hexapeptide-8 (substance for firming and glowing skin)**

Creates smooth skin that appears firm, lustrous, and bright.

Treatment Mask AG

Care for signs of aging*1

AXXZIA Beauty Force Treatment Mask AG



A rich, milky-white
beauty serum



The AG variety is aimed at people concerned about particularly dry skin, and who wish to carry out thorough aging care². With its rich, milky-white beauty serum, this sheet mask has the highest moisture-retaining properties in the line-up, and leaves skin feeling fully moisturized. Two types of skin-conditioning seaweed extract³ and luster-adding plankton extract transmit the beauty ingredients of the ocean to your skin, while hexapeptide-3 helps create skin that is both soft and firm. The rich firmness and softness delivered by the mask helps mitigate skin damage built up over many years, and results in skin that glows with allure.

Key ingredients

■ **Two types of seaweed extract³ (skin-conditioning substance)**

Help create skin that appears well-conditioned.

■ **Plankton extract (substance for glowing skin)**

Imbues skin with a firm luster.

■ **Astaxanthin (moisturizing substance)**

Also known as a carotenoid of the seas, its moisturizing properties help create a brightening skin.

■ **Hexapeptide-3 (substance for moisturizing and glowing skin)**

Helps create a richly dewy and firm skin.

*1 Dryness, and lack of firmness

*2 Care for aging skin

*3 Ascophyllum nodosum extract, and asparagopsis armata extract