

**Two eye care products debut,
 “Routine Care Essence Premium (eye serum) ” and
 “Routine Care Cream Premium(eye cream)” .**

On sale from December 20, 2022



We, AXXZIA Inc. announced the “Routine Care Essence Premium” (eye serum) and the “Routine Care Cream Premium” (eye cream) will be launched on December 20, 2022. Both products are available as part of the Premium line-up in the Beauty Eyes series of eye care products.

These two new products contain the “Triple Mineral Complex”² that unites the Premium line-up in the Beauty Eyes series; they also contain the skin-conditioning substances eyebright extract^{*3} (euphrasia officinalis extract^{*3}) and chamomile extract^{*3}, which are in all Beauty Eyes series products. Through these carefully selected ingredients, they deliver moisture and firmness to delicate eyes.

The Routine Care Essence Premium (eye serum) contains large quantities^{*1} of two types of retinols—retinol palmitate^{*4}, and encapsulated retinol^{*5}—which penetrate to the horny layer, delivering moisture and helping to create soft, bouncy skin. The Routine Care Cream Premium (eye cream) contains two distinctive substances: isomerized sugar^{*4}, and acmella oleracea extract^{*6}. Produced using plant-derived glucose, isomerized sugar^{*4} possesses a moisture-magnet effect, enabling the cream to adhere to horny layers, and supporting the skin with long-lasting moisture. Combined with acmella oleracea extract^{*6}, it helps create a moisturized and firm skin.

With the completion of its Premium line, AXXZIA Beauty Eyes now promises unprecedented levels of premium, salon-quality care for the eyes^{*1}.

^{*1} Compared to other AXXZIA products ^{*2} firming substances: Zinc gluconate, magnesium aspartate, and copper gluconate

^{*3} A skin-conditioning substance ^{*4} A firming substance ^{*5} A firming substance ^{*6} A moisturizing substance

Item Detail

Beauty Eyes Routine Care Essence Premium

<Eye Serum> 15mL

¥7,480 incl. tax (¥6,800 pre-tax price)



A Premium-quality Beauty Eyes eye serum, Routine Care Essence Premium contains the “Triple Mineral Complex”² that unites the Premium line, as well as eyebright extract^{*3} (euphrasia officinalis extract^{*3}) and chamomile extract^{*3} which are common to all products in the Beauty Eyes series, and two types of retinols: retinol palmitate^{*4}, and encapsulated retinol^{*5}. The serum delivers moisture and helps to create soft, firm skin; yet, despite its strong moisturizing power, it is free from greasiness, nor stickiness. Use it before you go to bed, and wake up to surprisingly radiant skin.

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BEAUTY EYES

Beauty Eyes Routine Care Cream Premium

<Eye Cream> 15g

¥7,480 incl. tax (¥6,800 pre-tax price)



A Premium-quality Beauty Eyes eye cream, Routine Care Cream Premium contains the “Triple Minerals Complex^{*2}” that unites the Premium line, and eyebright extract^{*3} (euphrasia officinalis extract^{*3}) and chamomile extract^{*3} which are common to all products in the Beauty Eyes series, as well as isomerized sugar^{*4} and acmella oleracea extract^{*6}. Produced using plant-derived glucose, isomerized sugar^{*4} possesses a moisture-magnet effect, enabling the cream to adhere to horny substances, and supporting the skin with long-lasting moisture. Combined with acmella oleracea extract^{*6}, it helps create a soft and firm skin. With its rich, creamy texture, the product delivers Premium eye care to gently protect the skin around the eyes.