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AXXZIA Updates The Best-Selling AG Drink Series With Its Best-Ever Formula  
For Consumers Aspiring to Age With Grace and Beauty  
**Discover an Unprecedented Beautifying Power  
with The All-New “AG DrinkX”**

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AXXZIA Inc. is pleased to announce the launch of the all-new “AG DrinkX,” its best-ever drink formula. The successor to “AG Drink 5th,” AG DrinkX forms part of the AGtheory series of beauty products for women who aspire to age with timeless beauty. The product has been on sale since April 28, 2023.



AG Drink is an exceptionally popular series of beauty drinks that promote youthfulness, and has sold over 1.27 million boxes since its launch in August 2016\*<sup>1</sup>.

As we have been committed to being a part of your future of beauty and brilliance, AXXZIA has updated AGDrink four times in the six years since its launch. This time, which is the fifth renewal of the series, AXXZIA has explicitly pursued the idea of “beauty” and designed the formula containing 100 mg of water chestnut hull extract per bottle.

Following its development concept of “aging with timeless beauty”, AG DrinkX contains five meticulously selected botanical substances\*<sup>2</sup> and 2,000 mg of collagen peptide per bottle.

AG DrinkX is AXXZIA’s best-ever formula, and represents a major advance over previous series of the drink. For this latest version, the company has chosen the name “X”—meaning “ten”—to highlight its superlative potential to create an even more beautiful future for its customers.

AXXZIA has flavored the drink with a refreshing cassis and pineapple, making it easier to supplement beauty drink as part of their daily beauty routine. In addition, The product comes packaged in a plastic container for ease of transport and disposal.

\*<sup>1</sup> According to in-house research, 1.27 million boxes of the “AG Drink” series have been sold from its launch in August 2016 to January 31, 2023.

\*<sup>2</sup> The five botanical substances are: mixed herb extract powder (label names: Houittuynia cordata, hawthorn, chrysanthemum, and grape); mulberry leaf extract powder; pomegranate extract powder; fennel extract powder; and amla fruit extract powder

## Item Detail

AXXZIA has explicitly pursued the idea of “beauty” in developing AG DrinkX, and designed a formula containing 100 mg of water chestnut hull extract per bottle. The company’s best-ever drink formula contains five meticulously selected botanical substances<sup>2</sup> and 2,000 mg of collagen peptide per bottle, which represents a major advance over previous versions. The drink has also been flavored with refreshing cassis and pineapple, making it easier for customers to drink as part of their daily beauty routine.

Product Name : AGtheory “AG DrinkX” soft drink  
: 1 box contains 30 x 25ml bottles  
Price : ¥29,160 incl. tax (¥27,000 pre-tax price)  
Where to Find : AXXZIA stores, and the official AXXZIA online shop  
How to drink : Drink one bottle daily. Shake well before drinking.  
\*AG DrinkX contains large amounts of plant extracts, and sediment may settle at the bottom of the bottles; this is normal, and does not affect the quality of the product.  
Brand Website : <https://axxzia.co.jp/brand-web/agtheory/agdrink-x/>



## Beauty Ingredients

### ■ 100 mg of water chestnut extract powder per bottle

Water chestnuts are the fruit of the aquatic water chestnut plant; due to their black, angular shape, they are also known as “devil pods.” The hulls of the nuts have been shown to contain beauty substances that help maintain skin moisture, and the powder is therefore highly desirable for those who aspire to age with grace and beauty. Containing 100 mg of water chestnut extract powder per bottle, AG DrinkX promises to deliver a future of timeless beauty.



### ■ Mixed herb extract powder<sup>\*3</sup>

AG DrinkX contains a meticulously selected mixture of herb extract powders, taken from the leaves of the Houttuynia cordata, hawthorn, chrysanthemum, and grape plants. These herbs leverage the power of the sun and nature to deliver radiance from within.

### ■ Amla fruit extract powder

The fruit of the amla tree is rich in vitamin C and ellagitannins, a type of polyphenol. Used in India since ancient times, it helps keep skin moisture.



### ■ Pomegranate extract powder

To create this extract powder, the sugars of the pomegranate fruit have been removed, meticulously preserving its nutritional substances, including various types of polyphenols.



### ■ Fennel extract powder

A type of herb, fennel is thought to be one of the oldest plants cultivated by humankind. Its seeds have been used since ancient times both for culinary and cosmetic use, and promote a healthy condition.



### ■ Mulberry leaf extract powder

Mulberry leaves contain a type of polyphenol called “flavonoids,” which help keep energy levels high to help you live a youthful life.



### ■ Collagen peptide

Focusing on the absorptive power of fish collagen, each bottle of AG DrinkX contains 2,000 mg of collagen peptides with low molecular weight, which helps keep skin firm.

<sup>2</sup> The five botanical substances are: mixed herb extract powder (label names: Houttuynia cordata, hawthorn, chrysanthemum, and grape); mulberry leaf extract powder; pomegranate extract powder; fennel extract powder; and amla fruit extract powder

## About AGtheory series

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AGtheory is a skincare series for those who aspire to age with grace and with a timeless beauty. By delivering the beauty-promoting power of meticulously selected plant ingredients to the skin, the series commit to your future with full of beauty.



## About AXXZIA Inc.

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AXXZIA was established in 2011 as a skincare brand designed specifically for use in beauty salons. In 2016, the company launched the Beauty Eyes series, with the goal of delivering the essence of beauty salon eyecare to consumer homes. It has proven a massive hit in China and across the entire Asia region.

Today, you can find AXXZIA in China, Singapore, and other Asian countries, as well as the U.S., Canada, and Australia. In Japan, the company's highly popular brands are available in a number of AXXZIA stores, department stores, and cosmetics and beauty variety stores; these include AXXZIA GINZA SIX, AXXZIA Haneda Airport Garden, and AXXZIA Daimaru Shinsaibashi.

## AXXZIA Official Website • SNS

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- Official Website : <https://axxzia.co.jp/>
- Stores Information : <https://axxzia.co.jp/stores/>
- Official ONLINE SHOP : <https://axxzia.co.jp/online-shop/>
- Official Instagram account : @axxzia\_jp [https://www.instagram.com/axxzia\\_jp/?hl=ja](https://www.instagram.com/axxzia_jp/?hl=ja)  
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