

Unleash the Beautiful Potential of Your Skin

Introducing the Renewed Facial Care Series "Beauty Force" Fused with "the Power of the Seas" and "Advanced Peptide Science"

AXXZIA Inc. is pleased to announce that it has updated five products of its AXXZIA Beauty Force skincare brand, which was inspired by beauty salons and designed for those who aspire to achieve "Beautiful Natural Skin"; the new products are on sale since May, 2023. The release of these five products completes the renewal of the entire Beauty Force line-up.



AXXZIA traces its roots back to the management of beauty salons, and its Beauty Force series draws on the expertise cultivated from its salon business. In response to the discerning needs and expectations of salon customers with a keen eye for beauty in all its facets, AXXZIA launched the Beauty Force series as a comprehensive approach to skincare. In the six years since its launch, our series has been dedicated to the philosophy of "Beautiful Natural Skin", aiming to bring forth the inherent beauty of one's skin, allowing everyone to embrace their true selves.

In this renewal of its skincare line, AXXZIA has retained the concept of "Beautiful Natural Skin" that has defined the series since its launch, and interwoven a new concept of "the Power of the Seas". All products in the Beauty Force line-up now contain two types of ocean-sourced beauty substances: the skin-conditioning crithmum maritimum callus culture filtrate, and the skin-firming hydrolyzed conchiolin protein, also known as pearl extract. Peptides, which are the very essence of life and indispensable to skin, have also been carefully chosen using AXXZIA's advanced peptide science. According to its purpose, each product contains multiple peptides that help to bring out the hidden beauty potential of skin.

The five products also feature renewed fragrances, textures, and packaging. Drawing inspiration from the brand's concept of "the Power of the Seas", we have crafted a clean and invigorating scent, evoking a sense of freshness. The meticulously crafted texture, inspired by esthetic salon approach, focusing on the moment the product touches the skin, delivering a soothing and refreshing skincare experience. The redesigned packaging embodies the image of inner beauty radiating with a lustrous glow while incorporating the "wave element," symbolizing the convergence of energy from the Earth.

■ Contains two types of ocean-sourced substances*1

All five updated products contain substances sourced from the seas, carefully selected to deliver “Beautiful Natural Skin” by drawing out its hidden beauty potential. The ingredients derived from the resilient life thriving in the harsh conditions of the ocean encapsulate the boundless vitality bestowed by the sea, which have a close affinity with human skin, delivering plentiful moisture all the way through to the stratum corneum, and contributing to lustrous, shining skin.

○ A skin-conditioning ocean-sourced plant stem cell extract: crithmum maritimum callus culture filtrate

Crithmum maritimum callus culture filtrate is a plant stem cell extract that has been cultured from marine plants known as “the fennel of the seas.” Growing in the border region between sea and land, the plant is distinctive for its ability to survive this harsh environment and its substances are effective at conditioning the skin.



○ Skin-firming pearl extract*2

Formally known as “hydrolyzed conchiolin protein,” pearl extract is a substance found in pearls and pearl oysters that contains an abundance of polypeptides and amino acids. It holds and maintains skin moisture levels, helping skin appear firm, smooth, and youthful.



■ Advanced peptide science for "Beautiful Natural Skin"

Peptides are the very essence of life and indispensable to skin. For the updated Beauty Force series, AXXZIA has drawn on its advanced peptide science to carefully select a range of peptides for each product, in line with that product’s purpose. Based on AXXZIA’s unique beauty philosophy, we have discovered a mechanism that nurtures and unlocks the inherent beauty potential within the skin. By targeting this mechanism, we guide you towards a luminous, well-textured complexion that radiates with clarity and hydration.



■ A soothing and blissful skincare time

○ Blissful textures that delight the skin

Thanks to its background in managing beauty salons, AXXZIA understands the importance of soothing textures that deliver tactile delight when applied to the skin. We not only strive for ease of use, but also promise a soothing sensation that provides a joy both to the skin and to the mind. Each delicate texture delights the skin with every use, and provides a feeling of true bliss.

○ Packaging inspired by elements of the waves

The updated Beauty Force series is founded on two concepts: “Beautiful Natural Skin,” the innate skin beauty that all humans possess; and “the Power of the Seas,” inspired by AXXZIA’s background in managing beauty salons. The five new products are packaged in an almost translucent design that symbolizes beauty overflowing from within, and that incorporates “elements of the waves” inspired by the accumulation of the earth’s various energies, to which people feel inherently comfortable.

○ Invigorating fragrances inspired by the waters and the seas

The waters and the seas, symbols of the Beauty Force series, were the inspiration behind the products’ natural and refreshing fragrances which energize both body and mind.

*1 Skin-conditioning substance: crithmum maritimum callus culture filtrate; skin-firming substance: pearl extract (hydrolyzed conchiolin protein)

*2 “Hydrolyzed conchiolin protein” is the official name for pearl extract

Overview of the five updated Beauty Force products

With the release of these five reformulated products, AXXZIA has completed the renewal of its entire Beauty Force series of skincare products.

"Beauty Force" has been revitalized by embracing the power of the enigmatic ocean, the origin of all life. By thoughtfully selecting "marine-derived ingredients" and integrating them with advanced peptide science through our distinctive beauty philosophy, we have crafted a skincare series that not only nurtures and replenishes but also unlocks the inherent beauty potential within your skin.



AXXZIA Beauty Force Comfort Cleansing Cream

<Cleansing> 120g; 3,960yen, including tax

A squalene-based cleansing cream that delivers soft, smooth skin

Our cream, with its ideal thickness, acts as a cushion, gently removing makeup without rubbing the skin. Our squalene-based cleansing formula performs three essential roles: effectively removing makeup, gently exfoliating the skin's surface, and preserving optimal moisture levels. After cleansing, your skin will feel soft, supple, and beautifully hydrated. Containing three types of ocean-sourced substances^{*3}, and two types of peptides^{*4}, Comfort Cleansing Cream thoroughly removes impurities, conditions damaged skin, and delivers moisture for smooth and radiant skin.



AXXZIA Beauty Force Mud Foaming Wash

<Facewash Foam> 100g; 3,300yen, including tax

Deep-cleanse your pores with tiny particles of natural sea silt^{*5}

Our formula is enriched with abundant, naturally sourced Okinawa marine silt^{*5}, which has smaller particles than pores, ensuring a thorough cleansing that reaches deep-seated impurities in pores. We also prioritize a smooth even texture by using sea silt produced with a method that ensures uniform particle size. Containing three types of ocean-sourced substances^{*6}, and two types of peptides^{*7} that condition and moisturize the skin, the facewash foam refreshes and clears the skin's surface, leaving each pore refreshed and moisturized without any uncomfortable dryness.



AXXZIA Beauty Force Fine Lotion

<Skin lotion> 120mL; 4,950yen, including tax

An alcohol free, double-layer skin lotion that penetrates deep into skin

Our two-layered oil-infused lotion is designed with a focus on the skin's structure, combining oil and water to enhance moisturization. Shake before use to blend the two layers seamlessly. Through extensive trial and error, we have achieved the perfect balance of water and oil to optimize penetration and texture. Moreover, it is formulated without alcohol, making it gentle on the skin. Fine Lotion contains five types of ocean-sourced substances^{*8}, four types of peptides^{*9}, and ceramide^{*10} for soft, supple skin, and to prepare the skin for the next step of your skincare routine.

^{*3} The skin-conditioning substances crithmum maritimum callus culture filtrate and kappaphycus alvarezii extract; and the skin-firming substance pearl extract (hydrolyzed conchiolin protein) ^{*4} The skin-firming substance hexapeptide-2; and the skin-conditioning substance palmitoyl tripeptide-8

^{*5} The sebum adsorption substance sea silt ^{*6} The skin-conditioning substance crithmum maritimum callus culture filtrate; the skin-firming substance pearl extract (hydrolyzed conchiolin protein); and the sebum adsorption substance sea silt ^{*7} The moisturizing and skin-firming substance hexapeptide-3; and the skin-conditioning substance palmitoyl tripeptide-8

^{*8} The skin-conditioning substances crithmum maritimum callus culture filtrate; the skin-firming substances pearl extract (hydrolyzed conchiolin protein) and undaria pinnatifida extract; and the moisturizing substances alaria esculenta extract and zostera marina extract ^{*9} The moisturizing and skin-firming substance hexapeptide-3; and the skin-firming substances palmitoyl pentapeptide-4, acetyl hexapeptide-1, and carnosine ^{*10} The moisturizing substance; Ceramide NG

AXXZIA Beauty Force Skin Radiant Pearl Essence

<Beauty Serum> 30m; 8,580yen, including tax



A high-concentration serum, infused with deep-sea ingredients, provides outstanding firmness and vitality

Containing thermus thermophilus ferment, an extract full of the power of the deep seas, enhancing the beauty of your skin from all angles. With a refreshing gel-like texture, it glides smoothly onto your skin and penetrates deep into the stratum corneum, fully delivering ample beauty substances to the skin. Containing four types of ocean-sourced substances^{*11} and three types of peptides^{*12}, it moisturizes skin that has started to show signs of aging, provides a plump and resilient complexion for "Beautiful Natural Skin".

AXXZIA Beauty Force Nudie Skin Emulsion

<Emulsion> 80mL; 7,480yen, including tax



A moisturizing vale seamlessly melts into your skin and delivers the ideal natural moisture barrier

We have recreated the ideal sebum balance, known as "moisture:oil = 7:3," which is essential for the skin's natural state. To maximize the inherent "Beautiful Natural Skin" that everyone possesses, our emulsion replenishes the skin directly, replicating the natural sebum film that is naturally secreted. As you apply the emulsion to your skin, it melts softly and seamlessly integrates with the skin, improving the skin's condition. Containing three types of ocean-sourced substances^{*13}, four types of peptides^{*14}, and ceramide^{*10} and sodium hyaluronate, it conditions and protects the skin, and contributes to more beautiful, radiant natural skin with every use.

^{*10} Ceramide NG

^{*11} The skin-conditioning substance crithmum maritimum callus culture filtrate; the skin-firming substance pearl extract (hydrolyzed conchiolin protein); and the moisturizing substances thermus thermophilus ferment and astaxanthin ^{*12} The moisturizing and smoothing substance acetyl hexapeptide-8; and the skin-firming substances palmitoyl hexapeptide-12 and hexapeptide-9

^{*13} The skin-conditioning substance crithmum maritimum callus culture filtrate; the skin-firming substance pearl extract (hydrolyzed conchiolin protein); and the moisturizing substances phormidium persicinum extract and sea water ^{*14} The moisturizing and skin-firming substance hexapeptide-3; and the skin-firming substances palmitoyl hexapeptide-4, palmitoyl tetrapeptide-7, and palmitoyl tripeptide-1

About AXXZIA

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.

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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/>
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