

THE B MAISON" by AXXZIA Wins "ESTHE SELECTION 2023" Gold Award for the Second Consecutive Year

Leading Esthetic Salon Skincare Brand for Pro-Aging, Recognized for Exceptional Quality

Tokyo, Japan (August 7, 2023) AXXZIA Inc. is delighted to announce that our highest-ever quality skincare series "THE B MAISON" has once again secured the prestigious "ESTHE SELECTION 2023" Gold Award. This marks the brand's second consecutive year receiving this esteemed recognition.



About "ESTHE SELECTION"

"ESTHE SELECTION" is an original award presented by "ESTHETIC WIRED", a professional information magazine for salon owners, published by Beauty and Healthcare News Inc.. The award is given to products recognized as having achieved certain standards of 'salon quality,' after evaluation by leading beauty professionals and skilled estheticians in the esthetic salon industry, from the perspective of whether they would be recommended to customers at esthetic salons.

*This is not a guarantee/certification of product quality.

*This is not a commercial project to award by monetary payment.

About the Prestigious Skincare "THE B MAISON"

"THE B MAISON" stands as AXXZIA's most refined esthetic skincare brand for esthetic salons, representing the pinnacle of pro-aging care. This series is formulated with Euglena Extract*¹, which contains abundant ingredients for beauty, and Peptide Complex*², which gives elasticity to sensitive skin affected by various environmental factors, approaching various skin problems. The meticulously selected beauty ingredients and delightful fragrance elevate daily skincare routines to exceptional experiences.

*¹ Moisturizing ingredient *² Steareth-20, N-Hydroxysuccinimide, Chrysin, Palmitoyl Tripeptide-1, and Palmitoyl Tripeptide-7

"THE B MAISON" Product Lineup

- THE B MAISON Sparkling Mask (10 applications) <Gel Mask> ¥14,080 (incl. tax)
- THE B MAISON Cleansing <Cleansing> 120g ¥5,500 (incl. tax)
- THE B MAISON Face Washing <Facial Foam> 110g ¥6,600 (incl. tax)
- THE B MAISON Lotion <Toner> 115mL ¥9,900 (incl. tax)
- THE B MAISON Essence <Serum> 30mL ¥12,100 (incl. tax)
- THE B MAISON Emulsion <Emulsion> 110mL ¥12,100 (incl. tax)
- THE B MAISON Cream <Moisturizing Cream> 30g ¥14,300 (incl. tax)

About AXXZIA

AXXZIA was established in 2011 originally as a skincare brand exclusively sold at esthetic salons. In 2016, the "Beauty Eyes" series, developed based on the concept of "bringing the essence of salon eyecare to home", has become a big hit in China and other Asian countries. As a Japanese cosmetics company, we offer a range of exceptional products all made in Japan, with a focus on delivering salon-quality skincare experiences at home. Currently, the brand is available mainly in Asian countries, such as Japan, China, Singapore, as well as the United States, Canada, Australia, and other countries. Committed to global expansion, AXXZIA continues to lead the industry, providing customers with top-tier beauty solutions.

For more information about AXXZIA and our products, please visit

<https://axxzia.co.jp/en/>