

New Femcare Routine for Women

a Peach-Flavored Inner Care Supplement

Featuring the Japanese Superfood*1 "IT Hanabiratake*2"

Supports women's unique bodily changes and fluctuations, promoting beautiful and positive life

Tokyo, Japan (July 31, 2023) – AXXZIA is pleased to announce the release of "HM Plump Ball," a peach-flavored inner care product with a unique chewy texture, featuring the Japanese superfood*1 "IT Hanabiratake*2" to support health fluctuations specific to women. HM Plump Ball will go on sale on Friday, August 16, 2024.



On March 13, 2023, we signed a strategic partnership agreement with Intertrade Healthcare Inc. (Headquarters: Chuo, Tokyo; CEO: Toshihiro Naito), to research the efficacy of "IT Hanabiratake" as a cosmetic ingredient and its application in cosmetic products. Focusing on the benefits of "IT Hanabiratake," we have been conducting research in collaboration with our R&D Center to explore its application in cosmetics and aim to launch innovative new cosmetic products. As the first step in this endeavor, we are proud to introduce the "Venus Recipe HM Plump Ball."

"The "Venus Recipe HM Plump Ball" is an inner care item designed to support women's health, featuring "IT Hanabiratake*2" as its primary ingredient. The product is specially formulated with carefully selected ingredients that are beneficial for women's unique bodily changes. After a year of development, we successfully created the "Plump Ball" with a new, soft, chewy texture. Its fresh peach flavor makes it easy to incorporate into your daily routine, deliciously supporting a beautiful and healthy life for women.

■IT Hanabiratake*2

(Ingredient Name: Hanabiratake Powder)

"Venus Recipe HM Plump Ball" features high-quality "IT Hanabiratake*2," cultivated in the southern part of Yamanashi Prefecture and rich in beta-glucan, as its main ingredient. Through collaborative research among industry, academia, and government³, this particular strain of Hanabiratake has shown significant potential for women's health. By incorporating "IT Hanabiratake*2" into daily femcare routines, it supports women's unique bodily changes and fluctuations with ease.



■Mangosteen

(Ingredient Name: Mangosteen Extract Powder)

Known as the "Queen of Fruits," mangosteen is a tropical fruit that grows primarily in Southeast Asia. Its rind contains xanthones and garcinone B, types of polyphenols, making it a highly regarded fruit for beauty benefits.



■Hato Mugi (Coix Seed)

(Ingredient Name: Hato Mugi Extract Powder)

Belonging to the grass family and known as the "King of Grains" due to its high nutritional value, Hato Mugi has been widely used in China as a traditional herb called Yokuinin. It is popular in teas and cosmetics and supports a well-hydrated and radiant daily life.



■Acerola

(Ingredient Name: Acerola Extract Powder)

Acerola is renowned for its high vitamin C content, earning it the title "King of Vitamin C." This fruit not only provides essential vitamin C for beauty but also contains polyphenols and other nutrients, supporting a lively and bright daily life.



■Vitamin B6

Vitamin B6 acts as a coenzyme, aiding the function of approximately 100 different enzymes, particularly supporting the metabolism of amino acids that make up proteins. It is an essential nutrient for maintaining a beautiful and vibrant daily life.

Discover a Delicious Femcare Habit with the New "Plump Ball"

The "Venus Recipe HM Plump Ball" introduces a delightful new way to support your inner health. These pink, peach-flavored Plump Balls offer a uniquely chewy texture that makes them a tasty addition to your daily femcare routine. With their fresh, fruity taste and innovative texture, "Plump Ball" helps women enjoy a beautiful, positive, and healthy life every day.



Product Overview: Venus Recipe HM Plump Ball

This inner care item features the Japanese superfood*1 "IT Hanabiratake*2," developed through advanced scientific research, as its main ingredient to support women's health. These peach-flavored, chewy Plump Balls are a tasty addition to your daily femcare routine, helping manage women's unique bodily fluctuations. With this new femcare routine, you can enjoy a beautifully vibrant and positive daily life.

Venus Recipe HM Plump Ball

< Hanabiratake Containing Food >

Content: 1 box 120g (approximately 2g per piece)

Price: 6,480 yen (tax included)

Sales Locations: AXXZIA official online shop, AXXZIA stores, and more

How to take: 2 to 8 pieces per day (*Please chew thoroughly before swallowing.)

Brand Page: <https://axxzia.co.jp/brand-web/venusrecipe/>



About "Venus Recipe"

A supplement series themed around beauty and health, created with the desire to deliver a "recipe for venus-like beauty" to our customers. It offers inner care for beauty, supporting your beauty journey and enhancing your daily life.

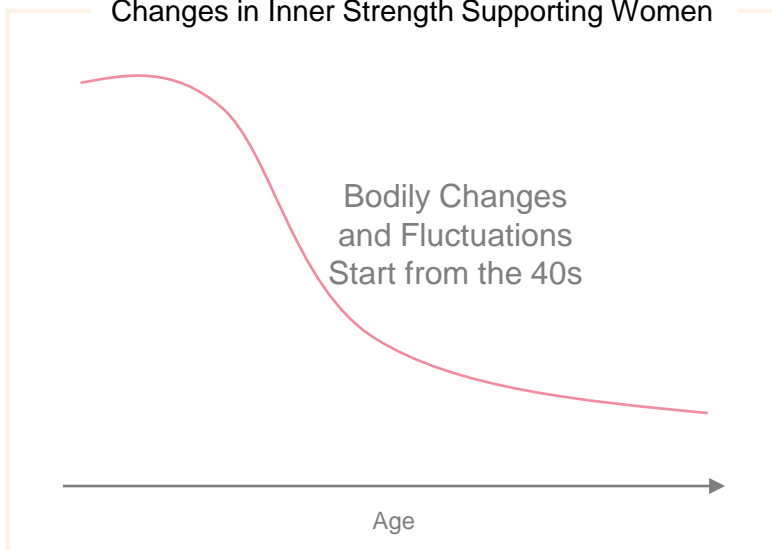


Column: What is the Japanese superfood*1 "IT Hanabiratake"?

Hanabiratake is a type of mushroom known for its beautiful, flower-like appearance. It grows in high-altitude regions above 1,000 meters, making it rare and highly valued for its rich nutrients, including beta-glucan. The variety known as "IT Hanabiratake," cultivated and researched by Intertrade Healthcare Inc., has been confirmed to have new beneficial properties known as "Silent Estrogen" through joint research among industry, academia, and government*3. Additionally, it has undergone human trials for excessive intake, providing evidence of its safety. This ingredient is continuously being studied for further applications, supported by scientific evidence.



Changes in Inner Strength Supporting Women



Common Concerns:

- Feeling less confident and more uncertain
- Easily flustered and lacking calmness
- More sensitive to bodily changes
- Worrying about beauty and skincare
- Anxiety about daily rhythms and routines

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*1 the Japanese superfood: Traditional Japanese foods recognized by the Japan Superfood Association for their contributions to health and well-being of Japanese people.

*2 IT Hanabiratake is a registered trademark of Intertrade Co., Ltd. (Listed Ingredient Name: Hanabiratake Powder).

*3 Joint research conducted by the National Institute of Advanced Industrial Science and Technology, Tokyo Women's Medical University, and Intertrade Co., Ltd.

<For further questions about this news release>

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