

## A New Hair Care Brand from AXXZIA

### Salon-Exclusive Scalp Treatment to Address Common Scalp Concerns

Launching on Friday, October 4, 2024, Exclusively at Hair Salons in China for Professional Use

Tokyo, Japan, September 13, 2024 – AXXZIA Inc. is proud to announce the launch of new salon-exclusive hair care brand “NICE GLOW,” designed to promote healthy scalps and beautiful hair. Along with the launch of the new brand, “NICE GLOW Scalp Essence OC/GR/GK” (3 formulas in total), a scalp serum exclusively for professional use, will be on sale in China on Friday, October 4, 2024, with no plans for release in Japan.



With the corporate philosophy of bringing “Asian (ASIA = AZIA) Beauty” from Japan to the world, AXXZIA was founded in 2011 as a cosmetics company originating from esthetic salons. Since then, with the aim of becoming an integrated total beauty solution company, AXXZIA have developed a wide range of products from skincare to inner care globally. Particularly in the area of salon-exclusive items, AXXZIA has continuously invested in research and development to create cutting-edge products.

Utilizing our know-how accumulated over the years through the development of Made-in-Japan salon-exclusive products, AXXZIA is now expanding our business into the hair care sector with the launch of NICE GLOW. Along with the launch of the new brand, “NICE GLOW Scalp Essence OC/GR/GK” (3 formulas in total), a scalp serum exclusively for professional use, will be on sale in China on Friday, October 4, 2024. The lineup includes “OC” for sebum control using the power of probiotic\*1, “GR” to combat signs of scalp aging with peptides, and “GK” to soothe irritated scalps with botanical extracts. Each formula has been designed to address specific scalp concerns, allowing salons the ability to offer personalized treatments for their clients.

AXXZIA will continue to expand our business with the aim of becoming a comprehensive beauty solution company, based on the corporate philosophy of bringing “Asian beauty” from Japan to the world.

\*1 Label Name : Lactococcus Ferment Lysate (moisturizing ingredient)

## Introducing NICE GLOW: A Salon-Exclusive Hair Care Brand

NICE GLOW is a salon-exclusive hair care brand designed to promote healthy scalps and beautiful hair. Utilizing the cutting-edge technology that AXXZIA has built through the development of salon-exclusive skincare products since our founding, we have now applied this expertise to address scalp concerns. As a professional-use product, NICE GLOW aims to provide personalized care for customers visiting hair salons, offering tailored solutions for both scalp and hair issues.

# NICE GLOW

### NICE GLOW Scalp Essence OC/GR/GK

This professional-use scalp essence comes in three varieties, each formulated to target specific scalp concerns. Infused with botanical extracts from traditional Asian herb, these essences work to support scalp health. Each formula also includes unique active ingredients that allow salons to offer customized treatments for their clients. The lightweight, non-greasy texture ensures that it does not affect the finish of shampoos and treatments.

For Healthy Scalps and Beautiful Hair

#### Asian Herb Extracts

##### ● Arctium Lappa Root Extract

(Moisturizing Ingredient)

Arctium Lappa has long been used as an herb in both the East and West. It supports strong, resilient hair by nourishing the scalp.

##### ● Rehmannia Chinensis Root Extract

(Moisturizing Ingredient)

Rehmannia Chinensis is an Asian herb which has been popular since ancient times for its wide range of benefits. It helps maintain a healthy, hydrated scalp.

##### ● Swertia Japonica Extract

(Moisturizing Ingredient)

Swertia Japonica is an herb with a strong bitter taste and has been used traditionally in a variety of ways, including tea. It plays a key role in both protecting and revitalizing the scalp.

##### ● Dipotassium Glycyrrhizate

(Moisturizing Ingredient)

An ingredient derived from the root of “Kanzo,” a traditional Asian herb popularly known as licorice in the West. It helps to soothe and condition sensitive scalps prone to external irritations.

### NICE GLOW Scalp Essence OC/GR/GK

<Scalp Essence> 5mL × 10 bottles



- Availability: Exclusively at hair salons in China (Note: This product is supplied exclusively to salons for in-salon use.)
- How to Use: After washing hair, apply to a clean, towel-dried scalp and gently massage it in (Note: There is no need to rinse.)

< Oil Control & Lacto Balance >  
**NICE GLOW Scalp Essence OC**



Fragrance: Jasmine

Focus on ingredients that work on balancing scalp sebum

With the power of probiotic,\*1 "OC" balances scalp sebum for a light, airy hairstyle. For those struggling with greasy roots due to sebum or itchiness and dandruff caused by dry scalp.

**[ Key Ingredients (Moisturizing Ingredient) ]**

- Lactococcus Ferment Lysate
- Alpha-Glucan Oligosaccharide
- Lactitol
- Xylitol
- Glycosphingolipids

< Volume & Strength >  
**NICE GLOW Scalp Essence GR**



Fragrance: Blooming Pear

Focus on the loss of hair volume and strength comes with age

With the power of peptides, "GR" nourishes the scalp, supporting vibrant, shiny, and resilient hair. For those concerned about thinning hair, loss of bounce, or reduced hair volume.

**[ Key Ingredients (Moisturizing Ingredient) ]**

- Oligopeptide-2
- Glycoprotein
- Acetyl Tetrapeptide-3
- Trifolium Pratense Flower Extract

< Scalp Damage & Color/Perm >  
**NICE GLOW Scalp Essence GK**



Fragrance: Roman Chamomile

Focus on scalp damage by UV, color and perms

With the power of botanical extracts, "GR" restores balance to sensitive scalps and promotes a healthy scalp conditions. For those dealing with damage from chemical treatments like hair dye or scalp irritation during seasonal changes.

**[ Key Ingredients (Moisturizing Ingredient) ]**

- Tabebuia Impetiginosa Bark Extract
- Houttuynia Cordata Extract
- Cynanchum Atratum Extract
- Paeonia Suffruticosa Root Extract
- Pine Cone Extract
- Hops Extract
- Rosemary Leaf Extract

\*1 Label Name : Lactococcus Ferment Lysate (moisturizing ingredient)

## Salon Exclusive Beauty Products by AXXZIA

Founded as a cosmetics company originating from esthetic salons, AXXZIA has continuously Developed a range of salon-exclusive products, combining our most advanced technologies. Today, as a leading professional skincare brand, we proudly offer a lineup that includes THE B, Le Ciel de L'aube, and Aither, each designed to address a variety of skin concerns and meet the unique needs of our customers.



THE B PRO ELEMENT SERUM Kit  
<Powdered Serum>



Le Ciel de L'aube Prism Eye  
<booster serum for eyes>



Aither Vital Essence  
<pure essence serum>

## About AXXZIA

AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The "Beauty Eyes" series, lunched in 2016 with the concept of making professional eye care accessible for home use, has been widely embraced in several Asian countries, including China. 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, our products are available not only in Asia, but also in North America, Europe, the Middle East, and so on. In Japan, our products can be found in numerous locations, including our flagship stores—AXXZIA GINZA SIX, AXXZIA Daimaru Shinsaibashi, and AXXZIA Keio Department Store Shinjuku—as well as in various department stores and specialty shops.

## AXXZIA Official Website • SNS

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

<For further questions about this news release>

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