

## Achieve Instant, Sleek Hair with the New “Medullux Comb Iron” by AXXZIA Next-Gen\*<sup>1</sup> Styling with 25-Plate Technology

Comb, Smooth, and Curl – The All-in-One Tool for Any Style | Available November 29, 2024

Tokyo, Japan – AXXZIA Inc. is pleased to announce the launch of new haircare brand “Medullux,” designed to achieve refined and beautiful styling, along with the next-generation\*<sup>1</sup> comb-type hair iron, “Medullux Comb Iron,” which will be available in Japan from Friday, November 29, 2024. An exclusive pre-sale will begin on Friday, November 22, 2024, through select official AXXZIA stores.



AXXZIA is a cosmetics company that globally offers a variety of products from skin care to inner care and beauty devices, With a vision to become a comprehensive global beauty company. In September 2024, AXXZIA expanded into the hair care domain with the launch of “NICE GLOW”, a salon-exclusive hair care brand that leverages our expertise in developing professional-use products. Now, to further address our customers’ hair care needs, we are proud to introduce “Medullux,” our latest hair care brand, alongside the innovative “Medullux Comb Iron,” a comb-style hair iron set to be available from Friday, November 29, 2024.

### Product Overview

“Medullux Comb Iron” features an innovative design with 25 ceramic-coated plates integrated into a single comb-style iron. Each plate grips individual strands of hair, enabling quick and efficient styling. From sleek straight looks to voluminous curls, perfected bangs, and even fixing bedhead—achieve any style with ease. “Medullux Comb Iron” realizes next-generation\*<sup>1</sup> hair styling, elevating beauty to new heights.

### Medullux Comb Iron

< Comb-Type Hair Iron > 18,700yen (tax included)

Sales Locations : <https://axxzia.co.jp/stores/>

(Please check each distributor or sales site for availability.)



\*<sup>1</sup>at AXXZIA

## What's "Medullux"

"Medullux" derives its name from the fusion of "Medulla"—referring to the medullary layer at the core of each hair strand—and "Luxe," meaning elegance. This hair care brand offers refined styling, to unlock the inner potential within each individual and elevate beauty to new heights.

# medullux

Integrated with 25 Plates – The Next-Generation\*1 "Medullux Comb Iron"



### 1. Equivalent to 24 Irons

#### Quick, Efficient Straightening

Equipped with 25 double-sided heating plates, the "Medullux Comb Iron" achieves a large heating surface as if 24 straightening irons work simultaneously. Each plate is ceramic-coated to reduce friction damage, allowing for smooth, shiny, straight hair with just one easy stroke.

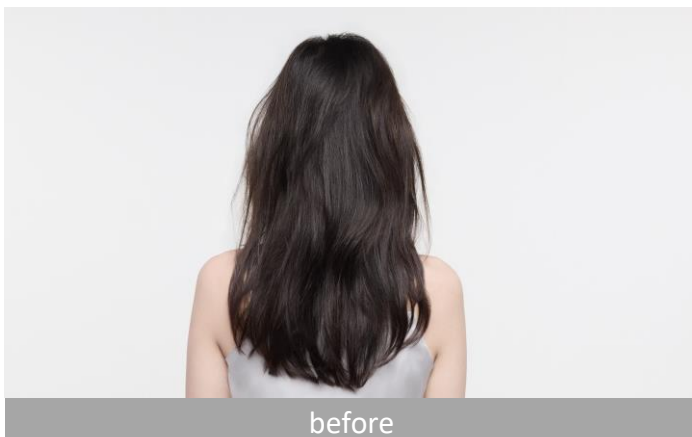
### 2. Simply Comb Through

#### for Gentle Styling without Damage

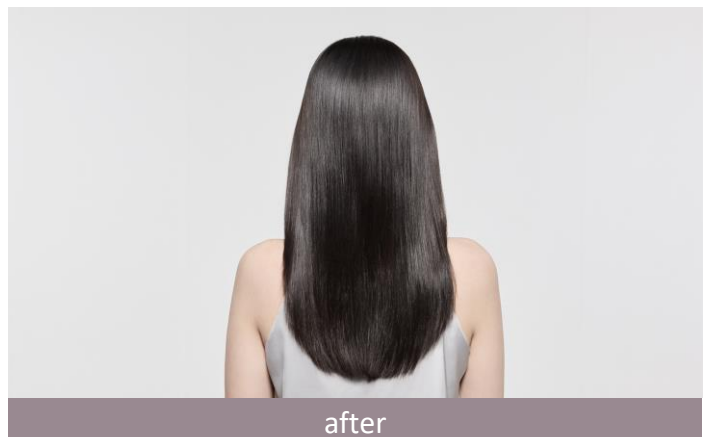
The comb-style design allows for beautiful styling without flattening or applying excessive pressure to the hair, reducing potential damage. Achieve effortless, hair-friendly styling without the need for advanced techniques.



## Less Damage, Instant Sleek



before



after



### 3. Protected Plates for Easy Styling around The Face

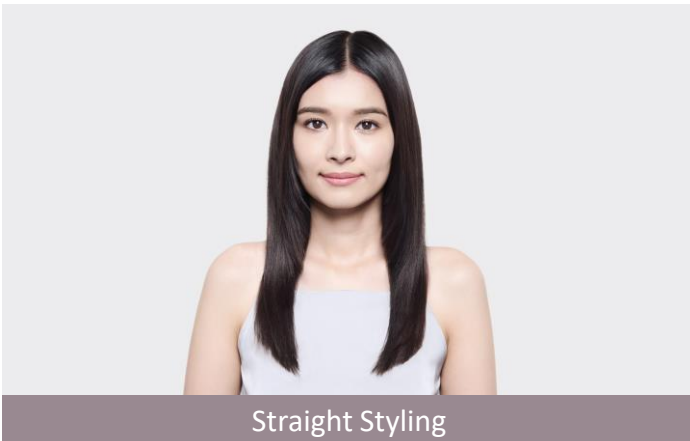
The heating plates are designed not to be exposed, so they don't come into direct contact with the skin. This makes it easy to style around the face and bangs without worrying about burns.

### 4. All-in-One Multi-Functional Tool for Combing, Smoothing, and Curling

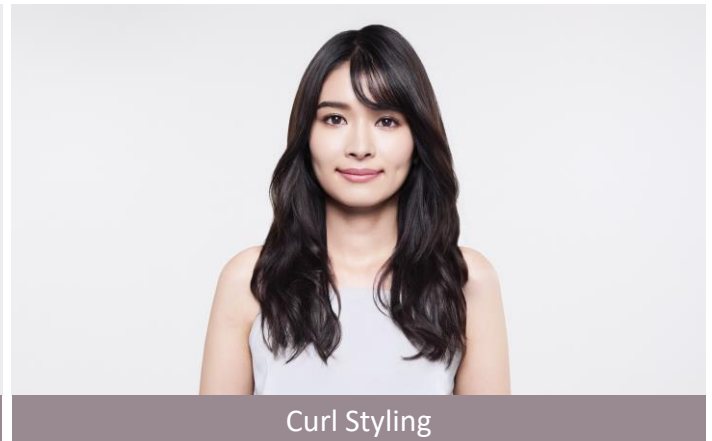
Perfect for straightening, curling, and combing, this all-in-one hair iron can be used for styling bangs, add volume, and tame bedhead or flyaways—all with a single tool.



### For Straightening, Curling, Styling Bangs, and Adding Volume



Straight Styling



Curl Styling

### Convenient Features

PTC Heating Technology

Equipped with PTC heating technology to maintain a consistent plate temperature after heating. This ensures even heat distribution, reducing the need for excessive heat and minimizing damage.

5 heat Settings

Choose from five temperature settings: 140°C, 155°C, 170°C, 185°C, and 200°C. Easily adjust to suit different hair types and styling needs.

360° Swivel Cord

Lightweight 353g\*<sup>2</sup>

30 mins\*<sup>3</sup> Auto-OFF

Storage Pouch\*<sup>4</sup>

Cleaning Brush\*<sup>4</sup>

Universal Voltage\*<sup>5</sup>

\*<sup>2</sup>Total weight of the device \*<sup>3</sup>Automatically turns off 30 minutes after powering on \*<sup>4</sup>Please ensure the device has cooled completely before using these accessories \*<sup>5</sup>When using internationally, please purchase a plug adapter appropriate for the country or region.

## Product Specifications

Dimensions	Approx. 245.7mm (W) × 41.7mm (D) × 34.5mm (H)
Weight	Approx. 353g
Voltage, Frequency	100V-240V, 50Hz-60Hz
Wattage	28W
Iron Temperature	140°C, 155°C, 170°C, 185°C, 200°C (5 settings) *Auto power-off after 30 minutes
Cord Length	Approx. 1.8m
Included	Instruction manual, storage pouch, cleaning brush
Warranty	1 year from date of purchase

### About AXXZIA

AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The "Beauty Eyes" series, launched 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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