

Renewal of a beauty drink that has sold more than 300,000 boxes*1 in total

Venus Recipe “The Pure Drink”

New ingredients are included to achieve flawless inner care.

Beauty Habits that Continue to Taste Good | Available February 28

Tokyo, Japan – AXXZIA Inc. will renew its beauty supplement “The White Drink” from the “Venus Recipe” series, themed around beauty and health, and will launch the upgraded “The Pure Drink” with carefully selected new ingredients on Friday, February 28, 2025.



“The White Drink” was launched in February 2022 as a beauty supplement that guides you to a bright and shining future, and it has become a popular product, surpassing cumulative sales of approximately 300,000 boxes*1. To align with the desire of everyone wanting to stay active even during the hot season, we have made updates and reborn it as “The Pure Drink,” retaining the key ingredient “Apple Phenon®*2” while carefully selecting new ingredients.

In this renewal, alongside the existing six beauty ingredients*3, including the natural polyphenol “Apple Phenon®*2” extracted from unripe apples, we have added new ingredients such as melon extract*4, white tomato*5, and pineapple ceramide*6, creating a unique AXXZIA cocktail aimed at achieving “beauty that shines like crystal.” The key ingredients remain the same, and it has evolved into a beauty drink that brings out radiance from within the body.

Focusing on ease of continuation, it has been finished with a refreshing pineapple flavor that is easy to drink, and the container has been designed with a convenient plastic bottle for portability and disposal.

*1 Cumulative sales from February 2022 to the end of October 2024 (according to our research) *2 “Apple Phenon®” is a registered trademark of BGG Japan Co., Ltd., extracted from unripe apples (apple extract). *3 Apple extract, Job’s tears extract, Yeast extract, Pomegranate extract, Acerola extract, Collagen peptides *4 Mixed plant extract (dextrin, wheat extract, melon extract) *5 Tomato extract *6 Pineapple extract



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 *4 Mixed plant extract (dextrin, wheat extract, melon extract) *5 Tomato extract *6 Pineapple extract *7 Grape extract
 *8 Collagen peptides *9 Sodium hyaluronate *10 Nicotinic acid amide

Block ① : Protecting the Body with the Key Ingredient "Apple Phenon®*2"

Apple phenon®*2 is a component extracted and purified from unripe apples, containing about 10 times the polyphenols of ripe apples. Polyphenols are believed to exist in over 8,000 varieties in nature and are essential substances for maintaining beauty and health. "The Pure Drink" contains 300mg of the highly concentrated polyphenol Apple phenon®*2 per bottle, including 55mg of apple-derived procyanidins.



The fact that unripe apples turn brown*11 faster than ripe apples is evidence of the high concentration of polyphenols they contain.

■ Four carefully selected support ingredients that lead you to bright and radiant days along with Apple phenon®*2.

Rich in nutrients such as vitamins, minerals, and polyphenols, extracts are included as support ingredients. We support you in maintaining a bright and clear expression at all times.



Job's tears extract



Yeast extract



Acerola extract



Pomegranate extract

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Block ② : AXXZIA's Unique Cocktail Aiming for Pure Beauty from Within

To approach pure beauty from the inside out, we've newly added ingredients that help maintain a youthful impression. Additionally, we've incorporated two types of plant-based ingredients to support your desire to stay beautiful forever.

■ Melon Extract^{*4}

This ingredient is derived from a "non-perishable" French melon, which has been coated with wheat extract to enhance its absorption in the body. It contains essential enzymes for a vibrant body, and by consuming melon extract, you can boost your potential and approach pure beauty.



■ White Tomato^{*5}

This extract is derived from white tomatoes, which are different from regular red tomatoes. Consuming white tomato extract leads you to a clearer and brighter daily life.



■ Resveratrol^{*7}

We have included an extract from grape shoots and young vines that contains resveratrol, a type of polyphenol. By consuming this grape extract rich in resveratrol, you can support a lively daily life.



Block ③ : A Daily Life Full of Hydration

We have incorporated 1,000 mg of collagen^{*8} into each bottle to charge your skin with refreshing beauty. Additionally, we have included AXXZIA's carefully selected beauty ingredients such as hyaluronic acid^{*9} and niacinamide^{*10}.

■ Pineapple Ceramide^{*6}

Ceramides are essential for maintaining beauty condition. We have extracted ceramides from pineapple fruit, which are difficult to absorb just by eating the fruit.



Product Overview: Venus Recipe The Pure Drink

This beauty drink contains 55 mg of apple-derived procyanidin from the polyphenol-rich "Apple phenon[®]*2", designed to protect the beauty of your body. It has been upgraded with the addition of four types of plant extracts^{*12}, including melon extract^{*4} and white tomato extract^{*5}, as well as hyaluronic acid^{*9}. The drink maintains a focus on convenience with a delicious and refreshing pineapple flavor. Each bottle contains 1,000 mg of collagen^{*8}.

Venus Recipe The Pure Drink

<Soft Drink>

Content: 450 ml (30 ml × 15 bottles)

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

How to drink: Drink one bottle daily. Shake well before drinking.

Chilling it in the refrigerator will enhance its deliciousness.

※ Since this product contains plant-based extracts, sediment may occur at the bottom of the container, but this does not affect the quality. Please shake well before drinking.



^{*2} "Apple Phenon[®]" is a registered trademark of BGG Japan Co., Ltd., extracted from unripe apples (apple extract). ^{*4} Mixed plant extract (dextrin, wheat extract, melon extract) ^{*5} Tomato extract ^{*6} Pineapple extract ^{*7} Grape extract ^{*8} Collagen peptides ^{*9} Sodium hyaluronate ^{*10} Nicotinic acid amide ^{*12} Mixed plant extracts (dextrin, wheat extract, melon extract), tomato extract, grape extract, pineapple extract

About Venus Recipe Series

This supplement series is themed around beauty and health, embodying the desire to “pursue beauty like a goddess.” It aims to achieve inner care for beauty and supports everyone’s beauty lifestyle.



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/

<For further questions about this news release>

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