

AXXZIA's popular beauty drink has been renewed

The launch of the “Queen of Inner Beauty,” AGDrink XI.

Beauty shines with unchanging brilliance and elegance.

The highest recipe ever*¹ that pursues “Science × Flower*²” | Available April 28

Tokyo, Japan – AXXZIA Inc. will renew its beauty drink “AGDrink X” from the series “AGTHEORY,” designed for women who want to continue to shine beautifully across time. They will launch “AGDrink XI,” which has been reconstructed with new ingredients and is the best recipe in the brand’s history, on April 28, 2025. Additionally, it will be available for early release at AXXZIA’s directly operated stores in Japan and on select online sites in China starting April 10.



The “AGDrink” series has been a popular beauty drink supporting youthfulness since its launch in August 2016, boasting a total sales figure of 1.8 million boxes*³.

AXXZIA has undergone five renewals of its representative inner care supplement so far. In this sixth renewal, the key ingredient chosen is mangosteen, known as the “queen of fruits”. The new formula includes 2,000 mg of collagen peptides (per bottle), which enhance beauty power when consumed alongside mangosteen extract, maximizing the benefits of this powerful fruit. Additionally, we have carefully selected and included 12 types of botanical ingredients*⁴ as support components. With this challenge of creating the best recipe in the brand’s history, “AGDrink XI” has evolved to guide you toward a beautifully glowing future.

To ensure that more customers can incorporate it into their beauty routines, we have retained the cassis and pineapple flavor while reducing the sweetness and making it caffeine-free. We continue to use the convenient plastic bottles that have received positive feedback for their portability and ease of disposal.

*¹ At AXXZIA *² “Flower” refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient of AGTHEORY. *³ Total sales of the “AGDrink” series: from the launch in August 2016 to the end of January 2025 (according to our research) *⁴ Water chestnut extract, mixed herb extract powder (maltodextrin, houttuynia, hawthorn leaf, edible chrysanthemum flower, grape), mulberry leaf extract, pomegranate fruit extract, fennel extract, indian gooseberry extract, olive extract, dihydroquercetin, green tea extract

AGTHEORY AGDrink XI

The launch of the “Queen of Inner Beauty,” AGDrink XI. Beauty shines with unchanging brilliance and elegance.

As time passes, beauty becomes stronger and more supple.
Since its launch in 2016, AGDrink has evolved by pouring all of AXXZIA’s science and knowledge into the pursuit of “Science × Flower^{*2}”.

Now, AXXZIA has challenged itself to create the best recipe in its history that goes beyond AXXZIA itself.

This marks the birth of AGTHEORY AGDrink XI, truly the “Queen of Inner Beauty”.

In the realm of beauty drinks, AXXZIA has established a strong reputation, maintaining its powerful combination of herbal extracts and collagen. As a key ingredient, we have chosen mangosteen extract, known as the queen of fruits.

Additionally, we have included water chestnut extract, olive extract, larch extract^{*5}, green tea extract, and the brand’s common ingredients such as pomegranate fruit extract, fennel extract, and mulberry leaf extract. We are thoroughly committed to both the components and the drinkability, paving the way for even greater possibilities in inner beauty.

With unchanged brilliance and elegance,
our new beauty habit will overflow with rich sensitivity and solid confidence, leading to beauty that radiates from within.



^{*2} “Flower” refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient of AGTHEORY.

^{*5} Dihydroquercetin

“Fruit Queen” Mangosteen’s power is maximized*⁶ in this recipe.

Point-1 High Concentration of Mangosteen Extract

Mangosteen, known as the “queen of fruits,” is a tropical fruit that primarily grows in Southeast Asia. It has been found that the rind of mangosteen contains rhadinanthone B, which supports “moisture and firmness for a daily healthy life”. AGDrink XI includes 220 mg of this mangosteen extract per bottle, providing support for those who want to age beautifully.



Point-2 Mangosteen × Collagen



By incorporating both mangosteen extract and collagen peptides, it has been shown that a higher beauty effect can be achieved. Focusing on this, AGDrink XI contains not only mangosteen extract but also 2,000 mg of collagen peptides per bottle. This makes it the perfect drink for those who wish to enjoy a firm and youthful appearance every day.

Point-3 12 Supporting Ingredients for a Moisturized and Healthy Daily Life

We have carefully selected and included 12 supporting ingredients along with mangosteen extract. The nine key ingredients from the well-received “AGDrink X,” including water chestnut extract, have been retained, while three new ingredients*⁷ have been added to support a moisturized and healthy daily life.



*⁶ At AXXZIA *⁷ Olive extract, green tea extract, dihydroquercetin

■ Olive Extract

Olive contains a type of polyphenol known as oleuropein. Oleuropein is an ingredient that helps maintain a healthy body.



■ Green Tea Extract

Green tea contains catechins, which support you in maintaining a youthful appearance. It is said that Yang Guifei, one of the three great beauties of the world, drank green tea every day for her beauty.



■ Larch Extract *5

Larch extract contains a type of polyphenol known as dihydroquercetin. In Siberia, where larch grows naturally, it is referred to as the “Tree of God” and has been used as a nourishing plant for a long time.



Item Detail

While luxuriously incorporating a variety of herbal and plant extracts along with 2,000 mg of collagen*8 per bottle, it has only 18 kcal. The non-caFFEinated, lightly sweetened cassis and pineapple flavor provides a refreshing taste that makes it easy to continue, making it ideal for your daily beauty routine.

AGTHEORY AGDrink XI

<Soft Drink>

■ A pack of 10

Content : 250 ml (25 ml × 10 bottles)

Price : JPN ¥10,692 incl.tax (¥9,900 pre-tax)

■ A pack of 30

Content : 750 ml (25 ml × 30 bottles)

Price : JPN ¥31,104 incl.tax (¥28,800 pre-tax)

Where to Find : AXXZIA official online shop, AXXZIA stores.

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.

The History of “AGDrink”

2016



1st “Venus Recipe AGDrink”

From the Venus Recipe series, launched a beauty drink that supports a youthful daily life with “6 types of herbs*⁹ and collagen,” in a bottle type of 50 mL.

2017



2nd “Venus Recipe AGDrink”

Renewed the packaging to a convenient plastic container, offering a quantity of one month’s supply (30 bottles) in each box.

2018



3rd “Venus Recipe AGDrink Plus”

Doubled the amount of the previously included 6 herb mix*⁹.

It became a blockbuster product that is in such high demand that production can barely keep up.

2019



4th “AGTHEORY AGDrink 4th”

Increased the amount of botanical ingredients*¹⁰ by 20%, adding 5mL to the content of each bottle. Additionally, we transitioned to the newly launched brand “AGTHEORY.”

2021



5th “AGTHEORY AGDrink 5th”

Renewed the botanical ingredients. In addition to fish collagen, the herbal mix has increased to a total of 11 types*¹¹ of ingredients.

2023



6th “AGTHEORY AGDrink X”

In addition to the 5 types of botanical ingredients*¹², we have included water chestnut extract for the first time. With a recipe that significantly advances from previous products, the name has been renewed from “5th” to “X” (ten).

2025



7th “AGTHEORY AGDrink XI”

Incorporated mangosteen extract as a key ingredient and added 3 new types of botanical ingredients*¹³. To make it easier to incorporate into your beauty routine, we have reduced the sweetness and crafted a refreshing and easy-to-drink flavor.

*⁹ Cherry blossoms, purple chrysanthemum flower, houttuynia, western hawthorn, chamomile, grape leaves *¹⁰ Purple chrysanthemum flower, mangosteen, western hawthorn, indian gooseberry, mulberry leaf *¹¹ Edible chrysanthemum flower extract, mangosteen extract powder, hawthorn leaf extract, indian gooseberry extract, mulberry leaf extract powder, lion’s mane mushroom extract powder, pomegranate extract powder, parsley extract powder, plum extract, artichoke extract powder, passion fruit juice *¹² Mixed herb extract powder (houttuynia, hawthorn leaf, edible chrysanthemum flower, grape), mulberry leaf extract powder, pomegranate fruit extract powder, fennel extract powder, Indian gooseberry extract *¹³ Olive extract, green tea extract, dihydroquercetin

About AGTHEORY

AGTHEORY is a series for those who aspire to age with grace and with a timeless beauty. By delivering the beauty-promoting power of meticulously selected plant ingredients to the skin, the series commit to your future with full of beauty.



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 Online Shop : <https://axxzia.jp/>
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