

Jointly Developed by AXXZIA & KIRIN & FANCL “RevWell Lacto Stick” Launch

Creating synergies through collaboration | AXXZIA, KIRIN, and FANCL
Jointly Developed “RevWell Lacto Stick” towards Pioneering New Markets | Available May 12

Tokyo, Japan – AXXZIA Inc. , a developer, manufacturer, and distributor of unique cosmetics and beauty devices that makes full use of cutting-edge beauty technology under the philosophy of “Bringing Asian beauty from Japan to the world” will launch “Lacto Stick” from “RevWell” starting May 12, 2025. “RevWell” is a wellness brand aspiring to bring forward future where people can live their lives to the fullest. The product will be available at AXXZIA's cross-border EC flagship store from May 12, 2025, with sales channels limited to China*.



“RevWell Lacto Stick ” is a product jointly developed by three companies, containing Kirin Holdings Company's proprietary *L. lactis* strain Plasma (LC-Plasma) , supervised product formulation by FANCL Corporation, and the beauty concept of AXXZIA Inc.

Background of “RevWell Lacto Stick” Development

Against the backdrop of rising health consciousness, the supplement market in China has grown to 4.9 trillion yen in terms of retail value by 2024, far exceeding Japan's 1.3 trillion yen. This market is expected to continue growing at a high pace at an average of 2.4% between 2024 and 2029 (Euromonitor International Limited, Consumer Health 2024 edition).

Given the current market conditions, the new product was developed in collaboration with AXXZIA Inc., known for its strengths in cross-border e-commerce, together with Kirin Holdings Company, which aims to promote and expand inner care habits within health science. Additionally, FANCL Corporation contributes their extensive knowledge backed by years of research in the field of high-quality supplements with design technology based on ‘internal efficiency’. This collaboration pursues providing high-quality supplements that meet the needs of the Chinese market, thereby contributing to the expansion of inner care habits within the same market.

Product jointly developed by AXXZIA, KIRIN, and FANCL.

Each stick contains 100 billion LC-Plasma, KIRIN's original material, 30 mg of GABA, and other supportive ingredients designed by AXXZIA such as amino acids, vitamin B₆, and minerals. It is a granule-type supplement that tastes great even when consumed on its own.



RevWell Lacto Stick

Granule type, ready to drink / black currant flavor / 7.4kcal (per 2g stick)

Contents : 60g (2g × 30 stick packs)

Price : JPN ¥7,344 incl.tax

Release Date : May 12, 2025

Sales Locations : AXXZIA China cross-border e-commerce flagship stores
(Tmall Global AXXZIA cosmetics overseas flagship store, Douyin AXXZIA overseas
flagship store, RED BOOK AXXZIA overseas flagship store, etc.)

Consumption Method : One stick daily.

About RevWell

RevWell

A wellness brand that aims to create vibrant future leading others to self-actualization.

To make the most of cultivated abilities and unexpressed potential within,

To build a daily life that is uniquely your own,

Create yourself, your today and future at your own will.

RevWell is a wellness brand born to empower people to live true to themselves, transcending age, gender and
lifestyle in a diverse and fast-paced society of today.

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/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/