

## AXXZIA launches “AXXZIA CONDITIONING GEL” gel-type serum for facial beauty devices that brings professional skincare into comfort of your home

Enhancing power of facial beauty devices × Anti-aging\*<sup>1</sup> active ingredients\*<sup>2</sup>

Available from September 24, 2025.

AXXZIA Inc. in its pursuit to "Present "Asian Beauty" with innovative and passionate attitude from Japan to the world" is pleased to announce the launch of the "AXXZIA CONDITIONING GEL", a gel designed to support the power of facial beauty devices. The product will officially launch on September 24, 2025, with pre-sale available on the AXXZIA official online shop starting August 25, 2025.

AXXZIA  
CONDITIONING GEL



In pursuit of salon-quality excellence, AXXZIA has relentlessly worked on development of "AXXZIA MATE" facial beauty device series. Gaining popularity as professional-level home care solutions, the series includes two facial beauty devices – "AXXZIA MATE FOR EYES" specialized for the eye area, and "AXXZIA MATE FOR FACE" that utilizes its full-fledged functionality to target the areas of concern across the whole face.

As an addition to its brand line, AXXZIA is pleased to announce the launch of "AXXZIA CONDITIONING GEL", a gel-type serum enhancing the power of facial beauty devices.

### AXXZIA CONDITIONING GEL Product Overview

"AXXZIA CONDITIONING GEL" is a gel-based serum designed to bolster the effectiveness of facial beauty devices. Infused with active ingredients targeting dryness-induced dullness and aging signs, the hydrating gel works alongside facial beauty device for effective skin treatment.

#### AXXZIA CONDITIONING GEL

<Gel-type serum>

Content : 80g

Price : JPY ¥1,980 incl.tax

Sales Location : AXXZIA official online shop, AXXZIA stores

How to use : Dispense an appropriate amount onto your hand and gently apply it to your skin.

If using with a beauty device, ensure that you read the user manual thoroughly before application.



\*<sup>1</sup> Age-appropriate care \*<sup>2</sup> Skin conditioning ingredients: Mentha Suaveolens Leaf Extract, Anthemis Nobilis Flower Extract; Firmness ingredients: Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hydrolyzed Collagen, Soluble Collagen; Moisturizing ingredient: Niacinamide

## Efficient Facial Beauty Device Skincare Made Possible

Formulated for higher conductivity, AXXZIA CONDITIONING GEL design optimizes the facial beauty device's effects, such as EMS and penetration<sup>\*3</sup> of active ingredients. The lightweight texture ensures smooth gliding, minimizing skin friction.



## Active Ingredients Designed for Perfect Compatibility with Facial Beauty Devices

### Two types of botanical extracts

Two key botanical extracts—Apple Mint<sup>\*4</sup> and Roman Chamomile<sup>\*5</sup>—work in harmony to soothe skin and enhance its natural radiance.



Apple Mint Extract



Roman Chamomile Extract

### Moisturizing ingredients

Formulated with blend of Double Hyaluronic Acid and Double Collagen (firmness ingredients: Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hydrolyzed Collagen, Soluble Collagen) to target lack of elasticity. At the same time, Niacinamide (moisturizing ingredient) locks in hydration for a fresh look.



Double Hyaluronic Acid



Double Collagen



Niacinamide

## Delightful Feel Designed for Daily At-Home Beauty Care

### Skin and soul appealing texture

This gel adheres firmly to the skin, protecting it from irritation caused by dryness and friction while delivering lasting hydration during facial beauty device use. It's designed for generous application without dripping, ensuring a comfortable usage experience. With a delicate pink hue, AXXZIA CONDITIONING GEL transforms your daily skincare routine into a luxurious moment, leaving skin replenished with moisture, firmness and luminous glow.



<sup>\*3</sup> To the stratum corneum <sup>\*4</sup> Skin conditioning ingredient: Mentha Suaveolens Leaf Extract <sup>\*5</sup> Skin conditioning ingredient: Anthemis Nobilis Flower Extract

## **Rinse-free Convenience**

“AXXZIA CONDITIONING GEL” absorbs completely after facial beauty device usage, eliminating the need for washing off. This hassle-free formula simplifies your routine and can also double as a body gel.

## **Six-free Formula**

Free from fragrance, synthetic dyes, silicones, oils, surfactants, and ethanol - featuring a six-free formulation for gentle care.



## Professional Facial Beauty Device Series “AXXZIA MATE”

### **AXXZIA MATE FOR EYES**

A decade of eye care research perfected in one device. Since continuous care is essential for the eye area, “AXXZIA MATE FOR EYES” was optimized not only with advanced technologies (EMS, RF) but also with considerations towards user comfort and refined design. Simply glide the device in lifting motions for at-home eye-lift - no downtime needed.



### **AXXZIA MATE FOR FACE**

This advanced facial beauty device integrates seven functions divided into four programmable modes tackling everything from skin breakout prevention, to deep penetration of active ingredients (until stratum corneum), improving skin firmness, and even instant lifting just by gliding it upwards. “AXXZIA MATE FOR FACE” has a silver body which combines durability with minimalist design. Regular use enhances bringing out of natural beauty of your skin, elevating your skincare results to the next level\*<sup>6</sup>.



\*<sup>6</sup> Guiding skin to a more ideal condition.

## About AXXZIA

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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, AXXZIA Keio Department Store Shinjuku, and AXXZIA Shibuya Hikarie ShinQs—as well as in various department stores and specialty shops.

## AXXZIA Official Website • SNS

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- 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/](https://www.instagram.com/axxzia_jp/)

<For further questions about this news release>

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