

Accelerating Your Beauty

3D Collagen*¹ × PQQ*²: Taking New Leap Forward

Launch of “Venus Recipe” PQ Drink plus

PQQ*² concentration drastically boosted*³ together with newly added Ergothioneine.

Comprehensive beauty drink that enhances radiant glow from within. | Available from September 9, 2025

AXXZIA Inc. renews PQ Drink plus from its beauty supplement series "Venus Recipe" on September 9, 2025.

The renewal not only significantly increases the amount of PQQ*² but also incorporates a new ingredient.



The new upgraded formulation boasts 25mg of PQQ*² per bottle, representing a significant increase*³ in this globally-researched compound. In addition to that, the formula was further enhanced by introducing a new component “Ergothioneine”. Overall, each bottle contains 8,000 mg of three types Ultra-pure, Stabilized form, Micro-molecular Collagen*¹, allowing for a more multifaceted approach to enhancing beauty.

"Venus Recipe" PQ Drink plus Product Overview

This groundbreaking*⁴ inner beauty drink combines AXXZIA's 3D Collagen*¹ with PQQ*² and Ergothioneine in an advanced formula. Further enhanced with elastin, niacinamide, and vitamin B₁ hydrochloride as well as vitamin B₆, it delivers comprehensive nutritional support for accelerated beauty benefits from within.

Venus Recipe PQ Drink plus

<Soft Drink>

Content : 450mL (30 mL × 15 bottles)

Price : JPY ¥10,800 incl.tax

Sales Location : AXXZIA official online shop, AXXZIA stores

Consumption Method : Drink one bottle daily. Shake well before drinking.

(41.6 kcal per bottle, fat-free, caffeine-free)



*¹Refers to the Three types of Collagen that enable Collagen replenishment from three directions (Official display name: Collagen Peptide).

*²Pyrroloquinoline Quinone (Official display name: Pyrroloquinoline Quinone Disodium Salt). *³Compared to PQ Liquid. *⁴ Compared to AXXZIA's previous products.

Enhancing Your Beauty with Noteworthy Combination of PQQ*² and Ergothioneine

“PQ Drink plus” features a substantial upgrade*³ with 25mg of PQQ*² per serving. Belonging to the same family of coenzymes as Q10, PQQ*² is a water-soluble 'vitamin-like' nutrient that researchers consider it to potentially become the “14th vitamin” for human health. Found in trace amounts in traditional fermented foods including natto, also in parsley and bell peppers, PQQ*² reaches its highest natural concentration in breast milk - highlighting its vital nutritional significance.



Newly formulated with 20mg of Ergothioneine per serving - a powerful antioxidant naturally made by mushrooms and select bacteria. This naturally-occurring amino acid compound is gaining significant scientific attention for its unique protective properties that support youthful radiance.

Ultra-pure, Stabilized form, Micro-molecular 3D Collagen*¹

Representing roughly 1/3 of the body's total protein composition, Collagen serves as the primary structural component of skin tissue. PQ Drink plus utilizes Collagen peptides - small Collagen fragments created through a precise process of heat treatment followed by enzymatically breaking down Collagen proteins. This allows an efficient collagen replenishment through highly absorbable Ultra pure, Stabilized form, Micro-molecular Collagen.



1. Ultra-pure Collagen peptides (Domestically produced)

Meticulously refined collagen undergoes advanced processing to maximize absorption efficiency, delivering optimal collagen replenishment from within to support skin elasticity and firmness daily.

2. Stabilized form collagen peptides

Collagen peptides that contain dipeptides formed by two amino acid bonds. They are characterized by their excellent stability and gradual absorption over time, providing collagen nourishment throughout the skin.

3. Micro-molecular collagen peptides

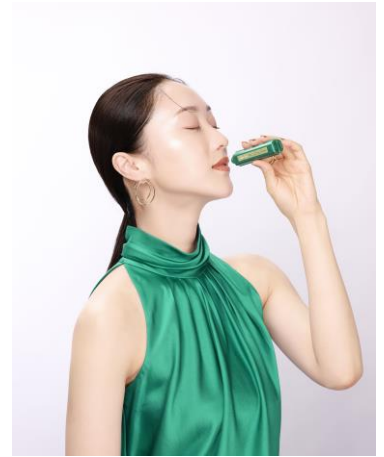
Contains tripeptides (3-amino acid chains) that represent the smallest units of collagen in the body. Their optimized molecular structure allows direct absorption, delivering immediate collagen support where needed most.

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*² Pyrroloquinoline Quinone (Official display name: Pyrroloquinoline Quinone Disodium Salt). *³ Compared to PQ Liquid.

Beauty Enhancing Support Ingredients

In addition to the main ingredients, we have included supporting beauty components such as elastin, vitamin B6, niacinamide, and vitamin B1 hydrochloride. By incorporating various supporting ingredients aimed at a vibrant daily life, this product achieves total beauty care in just one bottle.



A Chardonnay-inspired Flavor that Emphasizes Deliciousness

Enjoy the same beloved Chardonnay-inspired flavor - now perfected with reduced sweetness for a cleaner finish. PQ Drink plus's optimized taste is perfect for daily enjoyment, making your beauty routine something to look forward to.

Featuring Convenient Plastic Blow Bottles

PQ Drink plus features the same popular blow-molded plastic bottle design as AXXZIA's bestselling "AGTHEORY" AGDrink XI. This practical yet sophisticated container has earned praise for its portability and user-friendly disposal - making your beauty routine effortlessly convenient.



About "Venus Recipe" Series

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

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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/

<For further questions about this news release>

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