

## Proactive Choices for Sensitive Skin.

# AXXZIA Makes 'LisBlanc' Skincare More Accessible with New Pricing and Expanded National Availability

Achieving Greater Accessibility Through Expanded Sales Channels and More Affordable Pricing

AXXZIA Inc. is redefining its Japanese-quality skincare brand, "LisBlanc" starting October 1, 2025. The brand will unveil a new concept, "Proactive Choices for Sensitive Skin". To allow more customers experience the appeal of "LisBlanc", AXXZIA will introduce more affordable pricing combined with a significant expansion of its sales channels beginning in October 2025.



## About LisBlanc

"LisBlanc" is a long-selling skincare brand launched by the AXXZIA Group company Huit Laboratories Co., Ltd. (hereinafter "Huit"), which celebrates its 48th anniversary this year.

Throughout its history, the brand has earned deep customer trust through its commitment to "defensive" care—a gentle, nurturing approach for delicate skin that harnesses natural ingredients like pristine Yatsugatake water.

Relaunched in February last year, "LisBlanc" brand was reimagined through integration of AXXZIA's salon-quality concept with three "plant-based" retinols\*<sup>1</sup> as key ingredients. This breakthrough expanded the brand's philosophy, adding a proactive, "offensive", approach to firming and elasticity alongside its trusted "defensive" care for sensitivity.

To make this innovative fusion of AXXZIA and Huit expertise accessible to more customers, "LisBlanc" brand expands its sales channels and does strategic price revisions to strengthen nationwide presence.

\*<sup>1</sup> Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK)

## Concept Renewal: Shift from “Defensive” to Proactive “Offensive” Aging Care\*2

While retaining all existing product formulations and designs, AXXZIA redefines the brand's value proposition as "Proactive Choices for Sensitive Skin". This new approach is based on a key ingredient, a serum formulated with "plant-based retinol"\*1 which provides skin firming benefits while being mindful of sensitivity. Such shift in the brand value brings about the hidden potential of aging care\*2 to be empowering and positive experience even for those with sensitive skin.



## Improving Availability and Accessibility through Channel Expansion

Expanding beyond AXXZIA Group's established retail partners, "LisBlanc" will be introduced into new sales channels such as national variety stores. This will provide more chances for customers to interact and experience the unique quality of "LisBlanc" products firsthand.

## Uncompromised Quality and Enhanced Accessibility through Pricing Adjustments

To enable more customers to incorporate "LisBlanc" products into their daily skincare routine, AXXZIA Group revises the prices of certain items through optimized production efficiencies.

- LisBlanc MOIST ESSENCE

Old Price : ¥5,280 incl. tax

New Price : ¥3,300 incl. tax

- LisBlanc MILD CREAM

Old Price : ¥6,380 incl. tax

New Price : ¥4,400 incl. tax



\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK) \*2 Age-appropriate care

## Natural Ingredients Fused with Scientific Innovation

This skincare series represents a fusion of AXXZIA's salon-quality expertise and "LisBlanc"'s signature "gentleness to the skin", delivering effective aging care\*<sup>2</sup>.

### ■ **Effective Aging Care\*<sup>2</sup> for Sensitive Skin\*<sup>3</sup> through Three Types of "Plant-Based Retinol"\*<sup>1</sup>**

"Plant-based retinol" is a retinol alternative gaining attention as a next-generation\*<sup>4</sup> ingredient, characterized by its reduced possibility for causing skin dryness and irritation. "LisBlanc" harnesses the power of three types of retinol\*<sup>1</sup> in its formula to comprehensively target signs of aging from multiple angles.

#### ① Vigna Aconitifolia Seed Extract

Derived from a nutrient-rich bean popular in India, this extract works in a way similar retinol, leading skin to become bouncy, firm, and lit-from-within.



#### ② Pistacia Lentiscus (Mastic) Gum

A liposomized component of resin harvested from the trunk of the Mastic tree, native to Greece. In addition to its retinoid-like effects, it is characterized by its ability to positively boost skin's moisture levels.



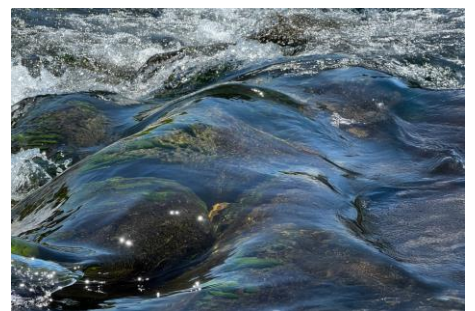
#### ③ Stevia Rebaudiana Leaf/Stem Extract

An extract from organically farmed Stevia, obtained using a specialized technology that avoids chemicals and suppresses thermal degradation. This extract helps promote visibly firmer skin and a radiant glow for an uplifting experience.



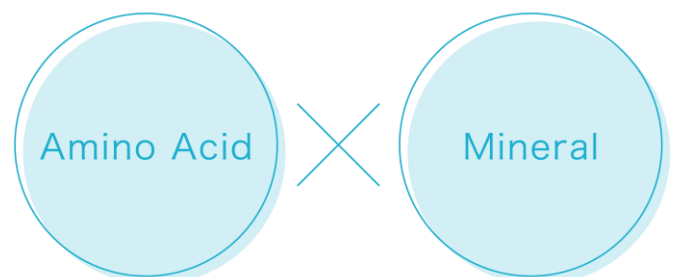
### ■ **Formulated with Natural Water from the Yatsugatake Foothills**

Water is the heart of any skincare product. Capitalizing on the pure natural water from 200-meter depth beneath Yatsugatake Foothills, "LisBlanc" utilizes it in all products at the Hokuto City manufacturing facility.



### ■ **Protecting Skin with Amino Acids and Minerals**

"LisBlanc"'s amino acid and mineral blend\*<sup>5</sup> prevents irritation and imbalance by UV exposure and friction for calmer complexion.



\*<sup>1</sup> Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK) \*<sup>2</sup> Age-appropriate care \*<sup>3</sup> Changes in skin condition experienced during seasonal changes \*<sup>4</sup> In-house comparison \*<sup>5</sup> Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate.

■ Commitment to Gentleness

○ All Products Are Patch Tested\*6

Driven by the desire to reach even those with skin concerns, the entire line in the series has undergone rigorous patch-testing.

○ Free From Ethanol, Synthetic Fragrances, & Dyes

The entire collection of 9 products is formulated without potential irritants such as ethanol, synthetic fragrances and dyes. Each ingredient is carefully chosen to achieve a pleasant feel and comfortable user experience even for those with sensitive skin.



○ Thoughtfulness towards Skin and Environment

“LisBlanc” in its commitment not only to take care of the skin, but also for the Earth’s limited resources, utilizes only FSC-certified paper for our packaging, a global standard that promotes the responsible use of forest resources.

Product Lineup

| Product Name              | Category           | Content  | New Price (incl.tax) |
|---------------------------|--------------------|----------|----------------------|
| LisBlanc MILD CLEANSING   | Cleanser           | 150mL    | JPY ¥3,300           |
| LisBlanc MILD WASH        | Facial Wash        | 200mL    | JPY ¥3,520           |
| LisBlanc MILD LOTION      | Toner              | 150mL    | JPY ¥4,180           |
| LisBlanc MOIST LOTION     | Toner              | 150mL    | JPY ¥4,180           |
| LisBlanc MOIST ESSENCE    | Serum              | 30mL     | JPY ¥3,300           |
| LisBlanc MILD CREAM       | Moisturizing Cream | 87g      | JPY ¥4,400           |
| LisBlanc MILD EMULSION    | Emulsion           | 150g     | JPY ¥4,620           |
| LisBlanc MOIST FACE MASK  | Sheet Mask         | 7 sheets | JPY ¥3,080           |
| LisBlanc MILD FACE MASK*7 | Sheet Mask         | 7 sheets | JPY ¥3,080           |

\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK) \*6 Does not guarantee that allergies or skin problems will not occur in all individuals \*7 Does not contain plant-based retinol\*1

## “LisBlanc” Products Overview

### LisBlanc MOIST ESSENCE

< Serum > 30mL JPY ¥3,300 incl.tax

#### **Two-in-One Treatment To Soothe Sensitivity and Target Firmness**

Going beyond three plant-based retinols\*<sup>1</sup>, this serum is formulated with a blend of four traditional Japanese botanical extracts\*<sup>8</sup> to approach both lack of firmness and skin sensitivity. Its unique fast-absorbing texture delivers intense hydration bringing radiant glow to the skin.

Key Ingredients | Scutellaria Baicalensis Root Extract, Sophora Angustifolia Root Extract (firmness ingredients), Centella Asiatica Extract, Angelica Acutiloba Root Extract (skin conditioning ingredients)  
Formulated Without | Synthetic Surfactants, Mineral Oils



### LisBlanc MILD CLEANSING

< Cleanser > 150mL JPY ¥ 3,300 incl.tax

#### **Gently Removing Makeup with Milk-like Texture Cleanser**

The lightweight, milk-like texture removes makeup and provides a refreshing finish while preserving moisture. Formulated with two types of ceramides\*<sup>9</sup>, the cleanser nourishes and balances your skin.

Key Ingredients | Liposomal nano-ceramide (display name: Glycosphingolipids), Ceramide NG (skin conditioning ingredients)  
Formulated Without | Silicones



### LisBlanc MILD WASH

< Facial Wash > 200mL JPY ¥ 3,520 incl.tax

#### **Amino Acid Based Facial Wash for Gentle Cleanse and Lightweight Feel**

An amino acid based facial wash that provides a gentle, thorough cleanse while preserving the skin's moisture. Its unique, slightly thick gel transforms into an airy foam that rinses off completely in an instant. Enriched with two types of ceramides\*<sup>9</sup>, this facial wash contributes to skin's balanced, soft, and refreshed feel. The convenient pump dispenser allows for easy, hygienic application.

Key Ingredients | Liposomal nano-ceramide (display name: Glycosphingolipids), Ceramide NG (skin conditioning ingredients)  
Formulated Without | Mineral Oils, Silicones



### LisBlanc MILD LOTION

< Toner > 150mL JPY ¥ 4,180 incl.tax

#### **Lightweight, Refreshing Toner for Improved Hydration**

A refreshing toner that penetrates deeply into the stratum corneum for instant hydration. With a texture as pure and light as the Yatsugatake spring water itself, it delivers a surge of moisture without any sticky or heavy afterfeel. Extracts from traditional Japanese herbs work in harmony to condition and balance the skin.

Key Ingredients | Angelica Acutiloba Root Extract (skin conditioning ingredient), Sophora Angustifolia Root Extract (firmness ingredient)  
Formulated Without | Synthetic Surfactants, Mineral Oils, Silicones



\*<sup>1</sup> Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK) \*<sup>8</sup> Firming ingredients: Scutellaria Baicalensis Root Extract, Sophora Angustifolia Root Extract. Skin conditioning ingredients: Centella Asiatica Extract, Angelica Acutiloba Root Extract \*<sup>9</sup> Skin Conditioning ingredients: Liposomal nano-ceramide (display name: Glycosphingolipids), Ceramide NG



### **LisBlanc MOIST LOTION**

< Toner > 150mL JPY ¥ 4,180 incl.tax

#### **Rich Toner for Plump, Dewy Hydration**

Despite its thick texture, it absorbs seamlessly into the stratum corneum upon application, delivering an abundance of hydration for a moisturized finish. Japanese botanical extracts work to condition and balance the skin.

Key Ingredients | Angelica Acutiloba Root Extract (skin conditioning ingredient),  
Sophora Angustifolia Root Extract (firmness ingredient)  
Formulated Without | Synthetic Surfactants, Mineral Oils, Silicones



### **LisBlanc MILD EMULSION**

< Emulsion > 150g JPY ¥ 4,620 incl.tax

#### **Rich, Creamy Milk-like Texture Emulsion to Soften and Condition Skin**

Formulated with three types of highly skin-compatible moisturizing ingredients\*<sup>10</sup>, it blends seamlessly into the skin, guiding it to a soft, fluffy, and perfectly moisturized state. The convenient pump dispenser allows for easy, hygienic application.

Key Ingredients | Squalane, Simmondsia Chinensis (Jojoba) Seed Oil, Olea Europaea (Olive) Fruit Oil (moisturizing ingredients)  
Formulated Without | Synthetic Surfactants, Mineral Oils, Silicones



### **LisBlanc MILD CREAM**

< Moisturizing Cream > 87g JPY ¥ 4,400 incl.tax

#### **Intensely Moisturizing Yet Weightless Cream with 3 Botanical Oils\*<sup>11</sup>**

This cream creates a protective barrier to lock in hydration and defend against dryness. It features a beloved, thick texture that never feels heavy or slick on the skin. Powered by three botanical oils\*<sup>11</sup> known for their exceptional moisturizing properties, it contributes towards visibly improving aging signs.

Key Ingredients | Butyrospermum Parkii (Shea) Butter, Camellia Japonica Seed Oil, Argania Spinosa Kernel Oil (moisturizing ingredients)  
Formulated Without | Mineral Oils



### **LisBlanc MOIST FACE MASK**

< Sheet Mask > 7 sheets JPY ¥ 3,080 incl.tax

#### **Face Mask with Botanical Extracts for Deeply Hydrated, Elastic Skin**

This treatment mask is infused with the signature trio of “plant-based retinols”\*<sup>1</sup> and four types of Japanese botanical extracts\*<sup>8</sup>. The smooth sheet, saturated with serum, envelops the skin to guide it toward a hydrated, translucent, and profoundly plump complexion.

Key Ingredients | Scutellaria Baicalensis Root Extract, Sophora Angustifolia Root Extract (firmness ingredients), Centella Asiatica Extract, Angelica Acutiloba Root Extract (skin conditioning ingredients)  
Formulated Without | Mineral Oils, Silicones

\*<sup>1</sup> Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc Mild Face Mask) \*<sup>8</sup> Firming ingredients: Scutellaria Baicalensis Root Extract, Sophora Angustifolia Root Extract. Skin conditioning ingredients: Centella Asiatica Extract, Angelica Acutiloba Root Extract \*<sup>10</sup> Moisturizing ingredients: Squalane, Simmondsia Chinensis (Jojoba) Seed Oil, Olea Europaea (Olive) Fruit Oil \*<sup>11</sup> Moisturizing ingredients: Butyrospermum Parkii (Shea) Butter, Camellia Japonica Seed Oil, Argania Spinosa Kernel Oil



### **LisBlanc MILD FACE MASK\*7**

< Sheet Mask > 7 sheets JPY ¥ 3,080 incl.tax

### **Intensive Moisture Mask for Skin Firmness**

This face mask is formulated with four types of moisturizing ingredients\*12. The smooth sheet, generously infused with a hydrating serum, adheres closely to the skin to guide it towards a noticeably elastic and firmer complexion.

Key Ingredients | Royal Jelly Extract, Hydrolyzed Royal Jelly Protein, Hydrolyzed Swiftlet Nest Extract, Soluble Proteoglycan (moisturizing ingredients)

Formulated Without | Parabens, Mineral Oils, Silicones

\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) (Excludes the LisBlanc MILD FACE MASK) \*7 Does not contain plant-based retinol\*1 \*12 Moisturizing ingredients: Royal Jelly Extract, Hydrolyzed Royal Jelly Protein, Hydrolyzed Swiftlet Nest Extract, Soluble Proteoglycan

## **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.

## **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/](https://www.instagram.com/axxzia_jp/)

<For further questions about this news release>

AXXZIA Inc.

Tel: 03-6304-5840 Fax: 03-6911-3898

email: [info-media@axxzia.co.jp](mailto:info-media@axxzia.co.jp)