

## Cleanliness that renews.

# With 48 years of heritage, LisBlanc transforms its protective philosophy into "proactive cleansing", releasing two new skincare products.

Water-based cleanser and dense-foam enzyme facial wash, formulated with plant-based retinol\*<sup>1</sup> – elevate “removing impurities” into “setting the stage for future” | Available from June 19, 2026

At the end of a busy day, as a moment of “cleansing care” that frees both skin and mind. LisBlanc is a skincare brand that advocates for “Proactive choices for sensitive skin” and strives towards providing new answers for its customers. Drawing on 48 years of accumulated expertise since the brand’s inception, and now as a part of AXXZIA Inc., LisBlanc transitions its focus towards a new concept of “proactive cleansing”. As a part of this transition, AXXZIA Inc. is pleased to announce the launch of two new products, available from June 19, 2026: “LisBlanc MILD CLEANSING WATER” and “LisBlanc CLEAR POWDER WASH”.



As the first step of any skincare routine, “washing” has always left consumers with a choice of whether to remove impurities thoroughly or to retain skin moisture. LisBlanc set out to resolve this contradiction, having formulated cleansing experience that is both gentle and deeply nourishing. After 48 years of research, LisBlanc noticed that a perfectly cleansed, yet still hydrated, skin surface becomes a “zero zone”, reaching the state of maximum receptivity. This insight drives the brand’s new approach of “proactive cleansing”.

# Cleansing as “Embracing the Future”, not just “Neutralizing Damage”

LisBlanc’s rebranding in October 2025 introduced the new concept “Proactive choices for sensitive skin”. The brand’s ceramide-infused\*\*4 milk-like texture cleanser “LisBlanc MILD CLEANSING” and its amino acid-based facial wash “LisBlanc MILD WASH” already support a healthy skin foundation while enabling positive skincare. To deepen the brand philosophy in the cleansing step of the skincare and to address increasingly diverse skin concerns, LisBlanc developed these two new products.

To remove dead skin cells and oxidized sebum while preserving the skin’s natural moisture, LisBlanc used moisture-locking ingredient\*\*5, two fermentation-derived enzymes\*\*6, and a unique cleansing formula\*\*7. While staying true to the original “protective” care philosophy, LisBlanc has elevated it into “proactive cleansing” – preparing sensitive skin from its foundation to better absorb subsequent care. With every wash, skin is conditioned and made more receptive to hydration. LisBlanc now enters a new phase, expanding the possibilities of skincare.

## Products Overview

### LisBlanc MILD CLEANSING WATER

< Cleanser >

Content : 250mL

Price : JPY ¥2,750 incl.tax

Where to Find : AXXZIA official online shop, AXXZIA stores

How to Use : with hands: take an appropriate amount in your palm, blend with makeup, then rinse with water or lukewarm water.  
with cotton pad: apply an appropriate amount to a cotton pad, blend with makeup, then gently wipe off with smooth, stroking motions.

Common ingredients : Firming ingredients: 3 types of plant-based retinol\*1 | Skin conditioning ingredient: Amino acid-mineral blend\*2

Humectant : Moisturizing ingredient: Dihydroxypropyl Arginine HCl

Other supporting ingredients : Moisturizing ingredients: Glyceryl Glucoside, Glycosphingolipids, Ceramide NG, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Dipotassium Glycyrrhizate | Skin conditioning ingredients: Prunus Yedoensis Leaf Extract, Angelica Acutiloba Root Extract | Firming ingredient: Sophora Angustifolia Root Extract



\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*2 Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate \*\*4 Moisturizing ingredients: Liposomal nano-ceramide (display name: Glycosphingolipids), Ceramide NG \*\*5 Moisturizing ingredient: Dihydroxypropyl Arginine HCl \*\*6 Cleansing agents: Protease (protein decomposition), Lipase (sebum decomposition) \*\*7 As defined by AXXZIA

## LisBlanc CLEAR POWDER WASH

< Facial Wash >

Content : 0.4g × 30 sachets

Price : JPY ¥2,750 incl.tax

Where to Find : AXXZIA official online shop, AXXZIA stores

How to Use : Empty one sachet into wet hands, work into a dense, creamy foam, then cleanse the face. Use one sachet per wash.

Common ingredients : Firming ingredients: 3 types of plant-based retinol\*1 | Skin conditioning ingredient: Amino acid-mineral blend\*2

Enzymes : Cleansing agents: Protease (protein decomposition), Lipase (sebum decomposition)

Other supporting ingredients : Moisturizing ingredients: Glycosphingolipids, Ceramide NG, Sodium Hyaluronate, Dipotassium Glycyrrhizate



## Brand Philosophy

**Cleansing is not subtraction – it is the beginning of renewal.**

LisBlanc's 48-year-old heritage has revealed that the perfectly bare moment, the moment when skin is free of impurities, is the "golden moment" for the most effective and deep\*<sup>8</sup> absorption of active ingredients. By gently breaking down dead cells and oxidized sebum, skin becomes more receptive than ever. LisBlanc believes that cleansing is not subtraction, but rather an essential "preparation" to unlock skin's fullest potential.

AXXZIA's scientific expertise built up on top of LisBlanc's philosophy towards gentleness gave birth to the unique mix of plant-based retinol\*<sup>1</sup>, two fermentation-derived enzymes\*<sup>6</sup> and moisture-locking ingredient\*<sup>5</sup>.

"Cleansing" and "renewal" resonate together, leaving skin more hydrated than before, firmer with each wash.

Going beyond the dilemma cleansing always brought about, LisBlanc introduces new cleansing, focused on "proactive care". Each drop, each sachet gently open the door towards a radiant skin.

## Products Description

■ **Confidence through cleansing. Reminiscent of serum**

**Cleanser with frictionless, high-viscosity formulation**

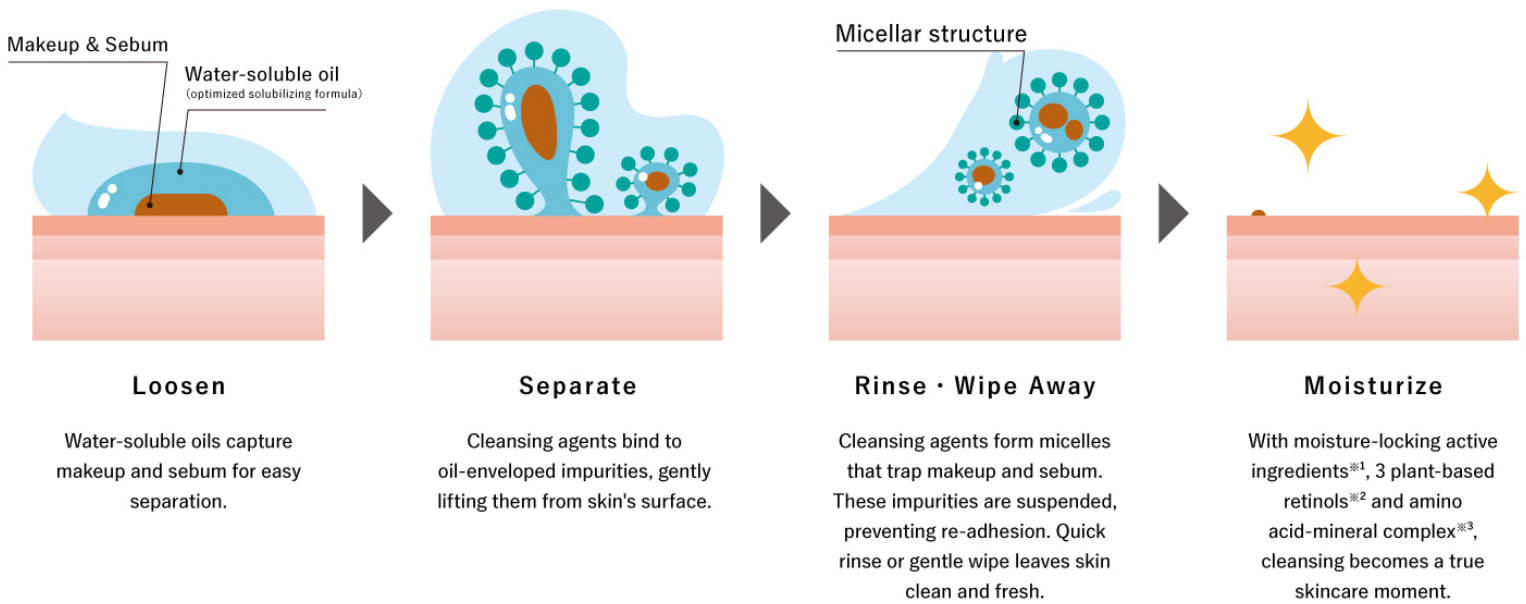
Water-based but serum-rich cleanser that creates a soft cushion layer on the skin's surface. This way, it dramatically reduces irritation from friction while thoroughly removing makeup and pore impurities. Infused with plant-based retinol\*<sup>1</sup> and an amino acid-mineral blend\*<sup>2</sup>, it pursues true functionality of cleansing and aging care\*<sup>3</sup> in one step.



\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*2 Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate \*3 Age-appropriate care \*5 Moisturizing ingredient: Dihydroxypropyl Arginine HCl \*6 Cleansing agents: Protease (protein decomposition), Lipase (sebum decomposition) \*8 Up to stratum corneum

○ AXXZIA's Unqie Cleanser Formulation\*7

Made possible by solubilization formula\*7, water-soluble oil quickly blends with makeup and sebum loosening them from the skin. Then cleansing agents envelop the impurities, forming stable micelles that gently lift everything unnecessary away. As a result, an efficient cleansing mechanism that removes only what is unneeded, while preserving essential moisture.



\*1 Skin conditioning ingredients: Dihydroxypropyl Arginine HCl \*2 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*3 Skin conditioning ingredients : Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate

○ Rich Cushion Texture

While retaining the lightness of a water-type formula, its considerable thickness adheres well to the skin, lifting away dirt and makeup. The common worries consumers face while using currently available cleansers include, “Water cleansers are gentle, but can I trust them to remove makeup?” or “Oils remove impurities well, but I dislike the greasy feel”. Having addressed these and narrowed the gap between the ideal and reality, LisBlanc formulated this cleanser to work even on waterproof eyeliner and mascara with focus on lightness, efficacy, and comfort.



○ Water-based but Serum-rich Cleanser

The formulation includes LisBlanc’s signature active ingredients: three plant-based retinols\*1 and amino acid-mineral blend\*2. With every cleanse, these ingredients lead skin to a more firm, clear state\*9, turning the “cleansing” step into true skincare time.

A unique moisture-locking ingredient\*5 clings to the skin, locking in hydration even after rinsing. Glyceryl Glucoside improves moisture retention, and Prunus Yedoensis Leaf Extract\*10 calms and conditions. Formulated without alcohol, synthetic fragrances, dyes, or parabens.



\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*2 Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate \*5 Moisturizing ingredient: Dihydroxypropyl Arginine HCl \*7 As defined by AXXZIA \*9 Due to moisture \*10 Skin conditioning ingredient

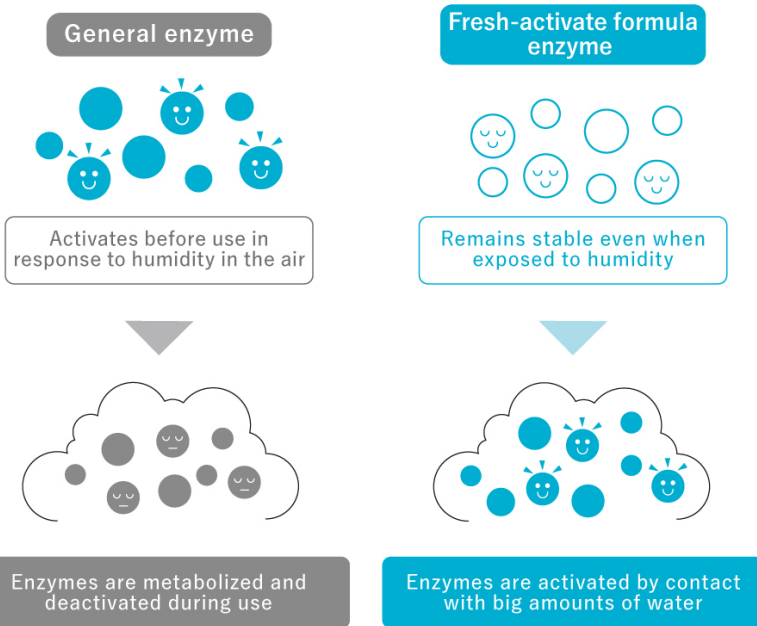
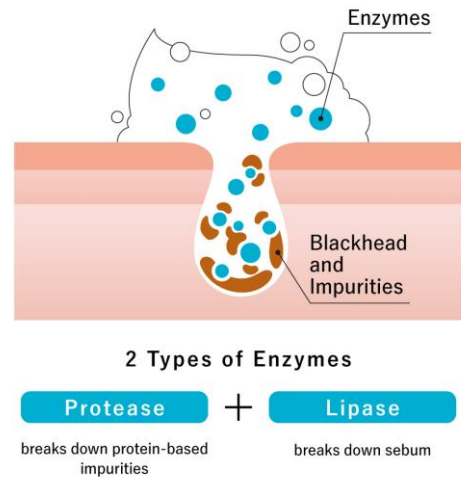


**Enzymes\*6 × Plant-Based Retinol\*1 bring Pore Care and Aging Care\*3 With Each Wash**

Each sachet holds extra fine, reminiscent of fresh snow powder. As soon as you add water, two enzymes\*6 activate. The dense, cushiony foam sweeps away pore impurities and strengthens skin's foundation with the power of enzymes\*6 and plant-based retinol\*1. Wash after wash, dullness disappears, replaced by firmness and translucence\*9, making you look forward to this gentle and pleasurable experience.

○ Two Enzymes\*6 for Clear Skin with Minimized Pores

Formulated with two enzymes: protease (protein-degrading) and lipase (sebum-degrading). They deal not only with roughness caused by dead skin cells but also stubborn blackheads and oily residues. In addition, the skin-conditioning ingredient Dipeptide-15 refines skin texture, making pores less noticeable.



○ Fresh-activate Formula - Enzymes Activated by Water and Warmth

Having delicate nature, enzymes require moisture and the right temperature to operate optimally. However, once exposed to water, their activity gradually declines over time. AXXZIA confronted this challenge and used “fresh-activate” formula to harness the enzymes’ power at the moment of the use only. Each wash uncovers sheer bright skin that emerges after shedding dullness. The enzymes are gently encapsulated in moisturizing agents that first absorb ambient moisture so that when you add water the enzymes are at their peak strength.

○ Approaching Cleansing as “Nurturing Time”

This facial wash was also formulated with LisBlanc’s signature ingredients: three plant-based retinols\*1 and amino acid-mineral complex\*2. By smoothing the skin’s surface with enzymes, the formula allows active ingredients to penetrate every corner of the stratum corneum, supporting firmness from the skin’s foundation. The fine, fluffy foam created by amino-acid-based cleansing agents acts as a cushion, delivering a finish that is surprisingly moist and soft, unlike any typical enzyme wash. Free from ethanol, synthetic fragrances, synthetic dyes or parabens, this facial wash comes in comfortable one-month supply package, containing 30 sachets.

\*1 Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*2 Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate \*3 Age-appropriate care \*6 Cleansing agents: Protease (protein decomposition), Lipase (sebum decomposition) \*9 Due to moisture

## Lisblanc Series Common Characteristics

Retinol (vitamin A derivative) is known for supporting skin turnover and addressing firmness and elasticity. However, some people experience irritation with conventional retinol formulations. LisBlanc chose three plant-derived active ingredients\*<sup>1</sup> that gently deliver retinol-like effects. Vigna Aconitifolia Seed Extract supports turnover, Pistacia Lentiscus (Mastic) Gum also helps improve moisture levels, and Stevia Rebaudiana Leaf/Stem Extract targets firmness. By combining these three, LisBlanc multi-directionally addresses age-related concerns while maintaining a gentle touch.

### Three types of plant-based retinol\*<sup>1</sup>



Vigna Aconitifolia Seed Extract



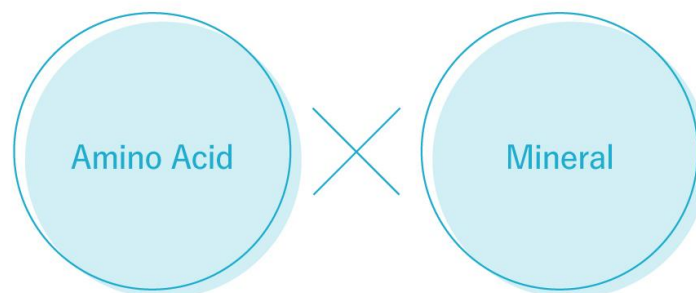
Pistacia Lentiscus (Mastic) Gum



Stevia Rebaudiana Leaf /Stem Extract

### ○ Amino Acid-Mineral Blend\*<sup>2</sup>

A unique amino acid-mineral blend of active ingredients\*<sup>2</sup> containing Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate and Magnesium Aspartate. These active ingredients gently care for stress-induced skin fluctuations and restore the skin's condition to a healthy state. LisBlanc unique formula designed to soothe not only your skin but also your mood.



### ○ Commitment to Gentleness

All products have been patch-tested. Free from ethanol, synthetic fragrances, synthetic dyes, and parabens, these products are designed for daily use even on sensitive skin.

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 packaging – a global standard that promotes responsible use of forest resources.

\*<sup>1</sup> Ingredients with retinoid-like effects (firming ingredients: Vigna Aconitifolia Seed Extract, Pistacia Lentiscus (Mastic) Gum, Stevia Rebaudiana Leaf/Stem Extract) \*<sup>2</sup> Skin conditioning ingredients: Sodium Cocoyl Amino Acids, Sarcosine, Potassium Aspartate, Magnesium Aspartate

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, AXXZIA Shibuya Hikarie ShinQs, and AXXZIA NAMBA CITY—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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