

Actress Hikaru Takahashi Appointed as LisBlanc Brand Ambassador

Embodying luminescence along with inner strength. Commercial “I Won’t Waver” | Released May 21, 2026

AXXZIA Inc. is pleased to announce the appointment of Ms. Hikaru Takahashi, an actress and model active across a wide range of fields, as the brand ambassador for LisBlanc, a skincare brand that offers novel choices during times when skin is prone to fluctuation. At the same time, May 21, 2026, a commercial featuring Ms. Takahashi titled “I Won’t Waver”, is released.



Ambassador’s Alignment with LisBlanc Brand Values

LisBlanc is a skincare brand built on the concept “Proactive choices for sensitive skin”. Its key ingredients are plant-based retinol*2 and amino acid-mineral complex*3, enabling aging care*1 even when skin condition is fluctuating – allowing to approach skincare with a positive, proactive mindset.

As a celebrity who excels both as an actress and a model, Ms. Hikaru Takahashi has been appointed as a brand ambassador for LisBlanc. Her unique luminescence, soft yet unmistakably present, is paired with an inner strength and beauty that does not rely on sweetness. This aura perfectly embodies what LisBlanc aspires to: an honest, committed relationship with one’s own skin.

Ms. Takahashi’s attitude of never fearing challenges and always facing herself with sincerity deeply resonates with LisBlanc’s brand belief: even skin’s fluctuations can be embraced positively, nurturing one’s own unique beauty. Together with Ms. Hikaru Takahashi, who combines inner strength with graceful flexibility, AXXZIA aims to faithfully convey LisBlanc’s new values.

■ LisBlanc Brand Page : <https://axxzia.jp/pages/lisblanc-mcw-cpw>



Narrative of the Commercial

Through the message “My skin may [fluctuate], but I won’t waver!”, this commercial depicts a new kind of beauty that embraces sensitive skin. Ms. Hikaru Takahashi, with her luminescent beauty and inner strength, expresses LisBlanc’s philosophy: offering not just gentleness but “proactive choices” for skin that is easily affected by seasonal, environmental or lifestyle changes.

The commercial opens with multiple versions of Ms. Hikaru Takahashi appearing one after another, voicing various skin concerns – dryness, sensitivity and roughness. Each of them with distinct expressions and gestures symbolizes “fluctuating skin”^{*4}, skin that changes daily and resists control. Facing these “alter egos”, Ms. Takahashi stands with a composed expression and declares, “I won’t waver!” – powerfully conveying the strength to choose “proactive choices” for sensitive skin.



^{*4} Changes in skin condition experienced during seasonal changes

Commercial Overview

Title : "I Won't Waver"
Featuring : Hikaru Takahashi
Released on : Web
Release Date : 21 May, 2026
CM URL : <https://bit.ly/41N2ilk> (30 sec. ver.) / <https://bit.ly/4sYH59u> (15 sec ver.)
Making Of URL : <https://bit.ly/4u0krOH>

About Hikaru Takahashi



Born September 22, 2001 in Shiga Prefecture.
2014: Won the Grand Prix at the 14th All Japan National Beauty Contest
2016: Made her acting debut in the film "A Living Promise"
2017: First TV drama appearance in NHK's Taiga drama "Naotora: The Lady Warlord"
Recent notable works include the drama "Diary of a Surgical Resident : Madoka" (TBS), the films "Akabane Honeko's Bodyguard" and "Romantic Killer". She will star as heroine Shinohara Satsuki in the film "Yamaguchi-kun Isn't So Bad," releasing June 5, 2026. She also appears in variety shows and works as an exclusive model for fashion magazine "Oggi", continuously expanding her range of activities.

About LisBlanc

Since its founding in 1977, LisBlanc has focused on skin's innate strength, consistently pursuing gentleness and providing products with genuine ingredients. At its factory at the foot of Mt. Yatsugatake, known as one of Japan's finest sources of pure water, the brand uses pristine natural water drawn from 200 meters underground as the base for its products*5.

In 2024, an aging care*1 line formulated specifically for sensitive skin*4, fusing AXXZIA's salon-quality expertise with LisBlanc's gentle touch, was introduced. The key ingredients include three types of plant-based retinol*2 combined with amino acid-mineral complex*3. These active components offer "proactive choices" for those who hesitated to start aging care*1 due to skin irritation or who experience skin fluctuations with seasonal changes – balancing gentleness with genuine results.

In June 2026, two new facial cleansing items will be added to the lineup based on the concept "Cleanliness that renews". These products do more than remove impurities; they help condition the skin with every wash, offering a new habit that supports sensitive skin*4 through total daily care.

*1 Age-appropriate care *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 *4 Changes in skin condition experienced during seasonal changes *5 Except LisBlanc CLEAR POWDER WASH

<For further questions about this news release>

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