

Cure Aqua Gel, Best Selling Exfoliator Brand, wins World Branding Award 2022-2023



Los Angeles, California Jan 5, 2023 ([Issuewire.com](https://www.issuewire.com)) - Toyo Life Service Co. Ltd., the makers of Japan's #1 facial exfoliator Cure Aqua Gel, is the recent recipient of the 2022-2023 "Brand of the Year Award" in the Health and Beauty Category at the World Branding Awards. This is the 5th consecutive year the brand has received this prestigious award. The event was held at Kensington Palace in London, England. [Cure Natural Aqua Gel - World Branding Awards \(brandingforum.org\)](https://brandingforum.org)

The Awards recognizes and celebrates some of the best global, regional, and national brands for their work and achievements. Uniquely, winners are judged through three streams: brand valuation, consumer market research, and public online voting. Over 100,000 consumers from around the world voted for their favorite brands, in 45 countries, across 6 continents. This year, more than 3,500 brands were nominated by the public, but only 206 were named “Brand of the Year” As consumer votes constitute seventy percent of the final score, winners of the Awards must have a strong brand recall, top-of-mind awareness, and trust among their consumers. Those brands truly resonate with the public.

To date, Cure Aqua Gel maintains a 4.5 out of 5 stars and over 6,300 customer ratings on Amazon. As the #1 exfoliator in Japan, also sold in over 22 countries worldwide. Its legendary reputation has spread throughout Asia and continues its growth around the globe. Cure's status as a cult hit and Japanese beauty product legend stems from the simple fact that Cure does what it promises: Achieve youthful and silky skin instantly without stress to the skin.

The immense success of Cure Aqua Gel stems from unique ingredients, activated Hydrogen water. Because water is a crucial component of our bodies. Cure Natural Aqua Gel was created with such concerns in mind. Over 90% of Cure Natural Aqua Gel's formula consists of activated hydrogen water. It promotes, oxidation-reduction easily. Activated hydrogen water occurs naturally in five locations around the world, and has earned a global reputation as a “miracle water.” We have succeeded in producing activated hydrogen water using special technology, without the use of electrical power such as electromagnetic power or electromagnetic waves.

According to the CEO of Toyo Life Service International Inc. Koji Kamoda, “We are honored to once again be the recipient of the World Branding Awards. My company has worked tirelessly to create, market, and produce skin care products with the most advanced technology and finest ingredients.”

How to use Cure Aqua Gel

Cure Aqua Gel is remarkably simple to use—just wash and towel dry your face, apply Aqua Gel to your skin, and gently massage it in a circular motion. As you massage, the gel becomes a liquid that reacts with dry, dead skin, creating a visible residue and a change in your skin that you can feel. After rinsing completely with water, you will immediately notice the moist and smooth feeling of your skin, as well as the improved effectiveness of your regular skincare routine afterward.

About Toyo Life Service International, Inc.

Toyo Life Service International, Inc. is the U.S. subsidiary of Toyo Life Service Co., Ltd., a Japanese company that manufactures high-end skin care products providing comfort, recovery, and results with each product. Current brands include Cure Aqua Gel, Cure Water Treatment, and Cure Bathtime. The company has successfully built #1 selling brands, winning countless awards in the cosmetic industry. They are sold in over 22 countries around the world. <https://cureaquagel.com/>

About the World Branding Awards

The World Branding Awards is the premier awards event from the World Branding Forum. The Awards recognize the achievements of some of the best brands in the world. Winners are selected based on brand valuation, market research, and online public voting. The World Branding Forum is headquartered in London. For more information, visit <https://awards.brandingforum.org/>

Natural Aqua Gel
Cure



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