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RIGENERA & XAIKONIX

The Evolution of Skin Regeneration.

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Rigenera is a professional skincare brand built around the science where repair and advanced aesthetic protocols, regeneration is treated as a precise, controlled, and measurable process. XAIKONIX represents its contemporary evolution, translating the same regenerative philosophy into a gentler, needle-free approach designed for daily use.

To better understand the vision behind these two brands and the science that connects them, I spoke directly with Raul Paronetto, CEO of Maison Group, which produces Rigenera and XAIKONIX, who guided us through the philosophy, research, and long-term ambition of both lines.

Rigenera was born from a precise need: to support the skin at the moments when it is most vulnerable—and at the same time most receptive. “Rigenera was created to develop a high-performance professional skincare line designed to support the skin during and after the most advanced aesthetic treatments,” explains Paronetto. The project is rooted in a clear vision of skin regeneration, understood not as an abstract promise, but as a biological process that can be stimulated in a targeted, safe and effective way.
At the core of the Rigenera philosophy lies needling, a treatment that uses micro-needles to create controlled micro-perforations in the skin, activating its natural repair mechanisms. “Rigenera was specifically formulated to be used during and after needling, when the skin requires pure, biocompatible actives capable of

accelerating regeneration and reducing post-treatment sensitivity," Paronetto notes. The goal is to improve tone, elasticity, and luminosity while delivering visible, immediate results.

XAIKONIX, Smooth Me range, Courtesy Press Office

From this research emerges XAIKONIX, a new interpretation of regeneration designed for those seeking needling-like benefits without micro-needles. Here, mechanical stimulation is replaced by a next-generation complex of alpha-hydroxy acids that gently exfoliate, stimulate cellular turnover, and renew the skin surface. "XAIKONIX represents a natural evolution—an approach that is non-invasive, sensorial, yet highly effective," says Paronetto.

The two lines follow distinct, non-complementary protocols. Rigenera is conceived for professional needling treatments, cosmetic biorevitalisation, and intensive regeneration, while XAIKONIX is designed for a daily regenerative ritual without needles. This vision also aligns naturally with dermopigmentation, a discipline that shares Rigenera's values of precision, care, and respect for skin integrity.

With an increasingly international outlook, Rigenera and XAIKONIX are now expanding into the Middle East, appointing a dedicated agent in Dubai to strengthen their presence in aesthetic clinics, luxury spas, and beauty hubs, bringing Italian excellence in skin regeneration to one of the world's most dynamic beauty markets.