

# Revolutionizing Morning Beauty Routine

## Eye Care Series Sold Over 5 Million Units\*<sup>1</sup> has been Renewed

Beauty Eyes "Essence Sheet Plus" and "Essence Sheet Premium Plus"  
Set to Launch on September 22, 2023

AXXZIA Inc. is excited to announce the release of "Essence Sheet Plus" and "Essence Sheet Premium Plus" from the renowned eye care series "Beauty Eyes" on September 22, 2023.



AXXZIA Inc. was established in 2011 as an exclusive salon brand. "Beauty Eyes" series has evolved to bring professional eye care to homes. With a commitment to addressing eye concerns comprehensively, the series offers a three-step eye care regimen including eye serum, eye sheets, and eye cream. Among these, the "Essence Sheet" series (eye sheet) has gained immense popularity, with over 5 million units\*<sup>1</sup> sold, making it a representative product of our company.

However, the changing landscape of our environment and lifestyles, including the impact of the pandemic and increased exposure to digital devices, has elevated the need for effective eye care solutions. A recent survey conducted by our company in April revealed that "eyes" were overwhelmingly identified as the most important facial feature when forming impressions, garnering approximately 90% of responses. Furthermore, about 90% of women expressed skin concerns related to their eye areas. Paradoxically, However, only about 10% of all respondents actually use eye care items, which is symbolized by the fact that "under the eyes" ranked first among the facial parts that women regret having started aging-care earlier, and that they would like to (or continue to) focus on in the future. Additionally, "eyelids" also ranked high in the same ranking as well. In light of these insights, AXXZIA has embarked on a significant reevaluation of the product design, ingredients, and user experience to comprehensively address complex eye concerns and has undertaken a major evolution to the "Essence Sheet" series, and debut a new series as "Essence Sheet Plus" and "Essence Sheet Premium Plus."

\*<sup>1</sup> Cumulative sales of Essence Sheet and Essence Sheet Premium from launch in October 2016 to the end of October 2022 (according to our research)

### ■ Targeted Eye Care for Beginners - Addressing Fundamental Eye Concerns with Precision

#### Essence Sheet Plus

"Essence Sheet Plus" has been developed with an emphasis on providing intensive care for eye concerns. It contains extracts from microorganisms that enhance skin elasticity and radiance (elasticity ingredient: bacillus fermentation ingredient), along with botanical extracts. The slightly larger crescent-shaped sheet offers versatility and can be applied to areas such as the laughter lines. Simply applying the sheet under the eyes imparts a convenient and thorough eye care routine. This item is recommended not only for existing users but also for those new to eye care.

#### ○ Bacillus Fermentation ingredient enhances skin elasticity

Bacillus, a bacterium widely found in air, water, soil, etc., was used in the form of fermentation extract obtained from extremophile microorganisms living in salt-tolerant plants in Mallorca, Spain. This extract imparts a firm and supple texture to the skin, while the crescent-shaped point care sheet targets specific concerns like dryness and lack of elasticity under the eyes.

#### ○ Arnica Flower Extract tightens the skin

Extracted from vibrant blue flowers, this extract tightens the skin around the eye area to counteract morning puffiness and leads to bright and growing skin.



### ■ Comprehensive Eye Care - Addressing Aging Signs Around the Eyes with Our Unique "360° Sheet"

#### Essence Sheet Premium Plus

"Essence Sheet Premium Plus" has been specially formulated to address concerns like loss of firmness, dryness, and dullness around the eye area, which can contribute to a tired appearance. Alongside the Triple Mineral Complex\*<sup>2</sup>, this version incorporates multiple oils rich in Vitamin K. The AXXZIA-original sheet shape, which covers the entire eye area including eyelids, outer corners, and under the eyes, remains intact. The product contains abundant essence, equivalent to 6 bottles\*<sup>3</sup> of beauty serum, making it the most concentrated offering in the series (90mL). Providing essential moisture to the delicate eye area helps achieve a radiant and youthful appearance.

#### ○ Triple Mineral Complex\*<sup>2</sup> enhances skin firmness

For the sensitive and thin skin around the eyes, we've formulated the Triple Mineral Complex\*<sup>2</sup> consisting of Magnesium, Copper, and Zinc. These minerals, essential for the human body, are believed to have close ties to skin health, particularly Magnesium, Copper, and Zinc. Balancing these three minerals optimally reveals the skin's inherent beauty.

#### ○ Vitamin K Complex\*<sup>4</sup> for a brighter and healthier-looking eye area

Derived from five types of plants\*<sup>4</sup> rich in Vitamin K, this natural oil imparts firmness to the skin while toning and tightening it. It effectively addresses concerns related to dryness, revealing a bright and healthy eye area.

#### ○ Centella Asiatica Extract soothes the skin

Calming the skin, this extract helps bring out the radiance and moisture around the eyes.



\*<sup>2</sup> a skin-firming substance: magnesium aspartate, zinc gluconate, copper gluconate \*<sup>3</sup> Compared to one 15mL bottle of AXXZIA Beauty Eyes Routine Care Essence Premium \*<sup>4</sup> a skin-tightening, brightening substance: avocado oil, prunus armeniaca (apricot) kernel oil, rosa canina fruit oil, sunflower seed oil, natto gum

## A Transformation for Your Morning Makeup

Are you using moisturizers and beauty products diligently, yet noticing your makeup doesn't last as it should? Have you started to sense the subtle signs of aging? It could be due to a lack of firmness around the eye area.

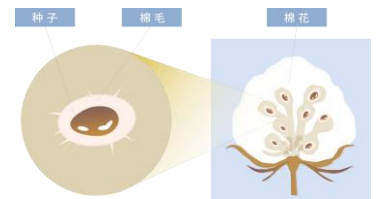
With exceptional adherence and moisturizing power, the "Essence Sheet Plus" and "Essence Sheet Premium Plus" bring you the solution. Just 10 minutes in the morning, and you can achieve skin that feels as rejuvenated as after a spa visit. Designed to seamlessly adhere to even the fine lines around your eyes, the "Essence Sheet" series enables simultaneous care for time-saving—perfect for those busy mornings, using during breakfast or while brushing your teeth. Embrace a beautiful gaze as you start your day – it's the recommended morning beauty routine before applying makeup.



### Common features

#### ○Sheet made of 100% "Cotton Linter"

The sheet employs "Cotton Linter," a delicate fuzz surrounding cotton seeds. This material offers superior moisture retention, prevents essence from dripping, and provides a soft touch against the skin, ensuring optimal adherence. The ultra-thin sheet with a thickness of 0.3mm, crafted from this premium material, perfectly conforms to the delicate and thin skin around the eyes.



#### ○3 types of botanical extract\*5 for protecting and moisturizing skin

We've incorporated select botanical ingredients—Eyebright Extract (skin-soothing ingredient), Chamomile Flower Extract (skin-soothing ingredient), and Rosemary Leaf Extract (firmness ingredient). These ingredients shield the delicate eye area from damage caused by dryness and offer refreshing moisture.



#### ○Vitamin C Derivative\*6 for a refined and luminous complexion

Ascorbyl Glucoside, one of the Vitamin C derivatives, refines the skin, contributing to a radiant complexion.



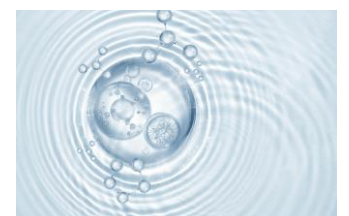
#### ○2 Types of Hyaluronic Acid\*7 for enhanced hydration

Sodium Hyaluronate and Hydrolyzed Hyaluronic Acid deliver rich hydration to the delicate and often dehydrated skin around the eyes.



#### ○Peptides\*8 for a firmer eye area

Acetyl Hexapeptide-1, a type of peptide, enhances hydration for glowing skin, resulting in a supple and firm eye area.



**Beauty Eyes "Essence Sheet Plus"**

< Eye Sheet >

- Content : 60 sheets, 60mL of serum
- Price : ¥7,040 (tax included)
- Available at : Official online shop, AXXZIA stores, and more



**Beauty Eyes "Essence Sheet Premium Plus"**

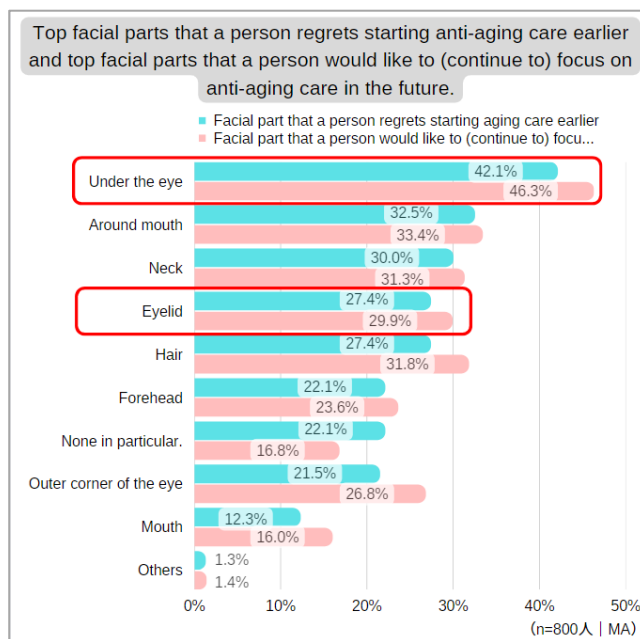
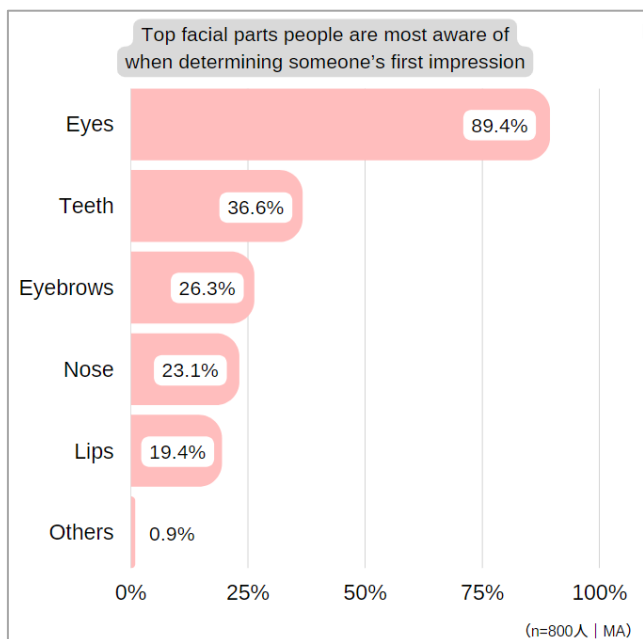
< Eye Sheet >

- Content : 60 sheets, 90mL of serum
- Price : ¥9,900 (tax included)
- Available at : Official online shop, AXXZIA stores, and more



**Survey on "Eye Area Concerns"**

Our recent survey revealed that when forming impressions, "eyes" were identified as the most crucial facial feature, with 89.4% of participants choosing it as the primary focus. Despite this, 96.6% of women reported having concerns related to their eye areas, yet only about 14% of individuals were using eye care products. The top area of regret for delayed aging care was "under the eyes", and similarly, the top area for future attention was also "under the eyes". The "eyelids" also ranked highly in both categories of regret and areas to prioritize, highlighting the significance of eye care in enhancing facial impressions.



Survey Details:

Target Audience: 800 women in Japan aged 20 to 50

Survey Method: Online survey conducted by AXXZIA

Survey Period: April 14, 2023 (Friday) to April 17, 2023 (Monday)

※The numerical results of the survey have been rounded to the nearest whole number, so there may be discrepancies when calculating totals.

※When presenting the survey results, please include the citation 'Conducted by AXXZIA'



## About AXXZIA Inc.

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AXXZIA was established in 2011 as a skincare brand designed specifically for use in beauty salons. In 2016, the company launched the Beauty Eyes series, to deliver the essence of beauty salon eyecare to consumer homes. It has proven a massive hit in China and across the entire Asia region.

Today, you can find AXXZIA in China, Singapore, and other Asian countries, as well as the U.S., Canada, and Australia. In Japan, the company's highly popular brands are available in AXXZIA stores, department stores, and cosmetics and beauty variety stores; these include AXXZIA GINZA SIX, AXXZIA Haneda Airport Garden, and AXXZIA Daimaru Shinsaibashi.

## AXXZIA Official Website • SNS

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- Official Website : <https://axxzia.co.jp/>
- Stores Information : <https://axxzia.co.jp/stores/>
- Official ONLINE SHOP : <https://axxzia.co.jp/online-shop/>
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<For further questions about this news release>

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