

## AXXZIA to Showcase at the Middle East's Largest Beauty Expo “Beautyworld Middle East 2023”

- A Gathering of Beauty and Wellness Products from Around the World in Dubai -

Tokyo, Japan (July 3, 2023) – AXXZIA, the Japanese cosmetics company, is thrilled to announce its participation in the Middle East's largest beauty exhibition, "Beautyworld Middle East 2023," taking place from October 30th to November 1st in Dubai. This exhibition marks a step towards introducing our Japanese-made products to the Middle East and the global market, paving the way for future business expansion on a global scale.



### About Beautyworld Middle East

"Beautyworld Middle East" is one of the most significant beauty expos held in the Middle East, serving as a vital platform for industry professionals for over two decades. With participation from approximately 1,400 companies representing more than 60 countries and regions, predominantly from Europe and Asia (as of 2022), the exhibition showcases a wide range of beauty and wellness products, including fragrances, makeup, skincare, hair care, and nail products.

### Event Details

Event Name : Beautyworld Middle East 2023  
Dates : October 30<sup>th</sup> - November 1<sup>st</sup>, 2023  
Opening Hours : 10a.m. to 6p.m. \*local time  
Location : Dubai World Trade Centre  
AXXZIA Booth : International Pavilion, Hall 1 Japan Pavilion  
Booth No. : 1-B23

## Featured AXXZIA Products

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Our main exhibits will spotlight the recently renewed "Beauty Eyes Essence Sheet Premium Plus" and "Essence Sheet Plus," launched this September. We will showcase an eye care series "Beauty Eyes", which is from our company's eponymous brand "AXXZIA", offering users around Middle East the opportunity to try out and experience our salon-quality products. Additionally, we will also showcase a diverse range of our products, including the popular beauty drink "AGDrinkX," skincare series such as "The B Maison," "LisBeau" and "Beauty Force," and our supplement series, "Venus Recipe."



## About AXXZIA

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AXXZIA, established in 2011 as an exclusive skincare brand for esthetic salons, has since expanded its presence worldwide. The "Beauty Eyes" series, developed 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, the brand is available in not only in Asia, but also in North America, Europe, the Middle East, and so on. Committed to global expansion, AXXZIA continues to redefine beauty standards through innovation and excellence.

## 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/>
- Official Instagram account : @axxzia\_jp [https://www.instagram.com/axxzia\\_jp/?hl=ja](https://www.instagram.com/axxzia_jp/?hl=ja)  
@the\_b\_maison [https://www.instagram.com/the\\_b\\_maison/?hl=ja](https://www.instagram.com/the_b_maison/?hl=ja)

<For further questions about this news release>

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