

## AXXZIA to Exhibit at the Middle East's Largest Beauty Event “Beautyworld Middle East 2024” in Dubai

- New “AGTHEORY” skincare line will be on display -

Tokyo, Japan, 21 October 2024 – AXXZIA Inc. is thrilled to announce its participation in the Middle East's largest beauty exhibition, "Beautyworld Middle East 2024," taking place from Monday, October 28 – Wednesday, October 30, 2024, in Dubai. We will continue to strengthen our global expansion to enhance brand awareness and expand sales.



### 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. In 2023, the event recorded more than 65,000 visitors from 156 countries and regions. 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 2024  
Dates : October 28<sup>th</sup> – October 30<sup>th</sup>, 2024  
Opening Hours : 10a.m. to 6p.m. \*local time  
Location : Dubai World Trade Centre  
AXXZIA Booth : International Pavilion, Hall 2 Japan Pavilion  
Booth No. : Z2-D25

## AXXZIA's Exhibits

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We will be showcasing the renewed "AGTHEORY" skincare line, which was updated this June, as well as the brand's popular beauty drink, "AGTHEORY AGDrinkX." In addition, we will also display our popular eye care series, "AXXZIA Beauty Eyes," and professional beauty device series "AXXZIA MATE", offering customers the opportunity to try them firsthand.



## 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, launched 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, our products are available not only in Asia, but also in North America, Europe, the Middle East, and so on. In Japan, our products can be found in numerous locations, including our flagship stores—AXXZIA GINZA SIX, AXXZIA Daimaru Shinsaibashi, and AXXZIA Keio Department Store Shinjuku—as well as in various department stores and specialty shops.

## AXXZIA Official Website • SNS

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- Official Website : <https://axxzia.co.jp/>
- Stores Information : <https://axxzia.co.jp/stores/>
- Official Instagram account : @axxzia\_jp [https://www.instagram.com/axxzia\\_jp/?hl=ja](https://www.instagram.com/axxzia_jp/?hl=ja)

<For further questions about this news release>

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