

## AXXZIA to Exhibit at One of Asia's Largest BtoB Beauty Exhibitions “COSMOPROF Asia Hong Kong 2024”

- Showcasing a Wide Range of Products from Skincare and Beauty Devices to Inner Care -

Tokyo, Japan, 5 November 2024 – AXXZIA Inc. is thrilled to announce its participation in Global BtoB Beauty Exhibition, “COSMOPROF Asia Hong Kong 2024,” taking place from Wednesday, November 13 – Friday, November 15, 2024, in Hong Kong.



### About COSMOPROF Asia Hong Kong

“COSMOPROF Asia Hong Kong 2024” is a BtoB event for professionals in the cosmetics industry. Known as one of the largest beauty exhibition in Asia, it is divided into two main sections: “Cosmoprof Asia” for finished products and “Cosmopack Asia” for suppliers of raw materials and packaging. Last year’s event, the first in-person gathering in four years, featured approximately 2,500 exhibitors and attracted over 65,000 visitors. AXXZIA, with a mission to present “Asian Beauty” from Japan to the World, will also be participating in this global gathering of beauty industry professionals.

### Event Details

Event Name : COSMOPROF Asia Hong Kong 2024  
Dates : November 13th to November 15th, 2023  
Opening Hours : 9:30 AM to 6:30 PM (local time)  
Location : Hong Kong Convention & Exhibition Centre (HKCEC)  
Booth No. : 1E-C2A

## AXXZIA's Exhibits

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We will primarily showcase AXXZIA's leading products, including the "AXXZIA Beauty Eyes Essence Sheet" series of eye masks and the "AGTHEORY" series, designed to support beauty from the inside and out. Additionally, we will feature our skincare line "AXXZIA Beauty Force," inner care lines "Venus Recipe" and "RevWell," and our 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>

AXXZIA Inc.

Tel: 03-6304-5840 Fax: 03-6911-3898

email: [info-media@axxzia.co.jp](mailto:info-media@axxzia.co.jp)