

Around the eyes, and Radiant

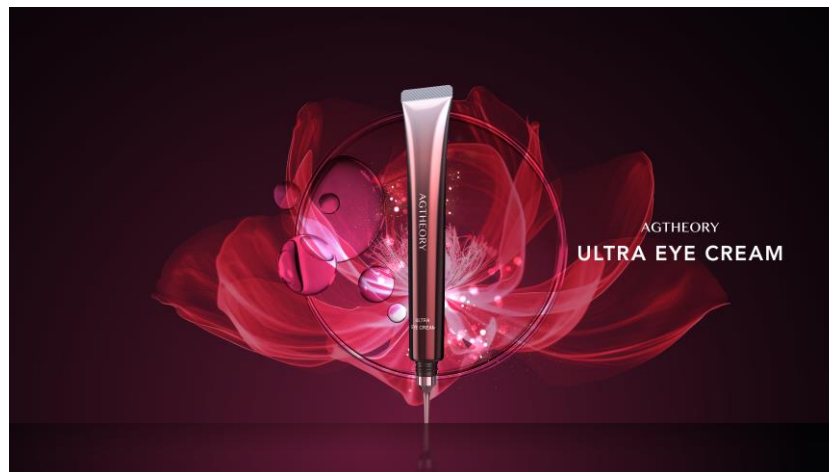
“Science × Flower^{*1}” Transforming Accumulated Time into Radiance

The long-awaited eye cream from “AGTHEORY” skincare series

Formulated with peptides^{*2} conceptualized by aesthetic dermatology and “Type 17 Collagen”^{*3} for 360° radiant eyes

Available from September 1, 2025

AXXZIA Inc. launches the eye cream “AGTHEORY ULTRA EYE CREAM” formulated to address the eye area concerns, as part of its “AGTHEORY” series designed for women aspiring to maintain their radiant beauty over time. The official launch of the sales start on September 1, 2025. Additionally, the product will be available for a pre-sale at the AXXZIA’s stores in Japan from August 20, 2025.



The “AGTHEORY” series, launched in 2016, is a skincare and supplement line crafted for women who aspire to maintain their beautiful glow over time. This April marks the sixth renewal of the popular “AGTHEORY AGDrink XI,” a beauty drink that has surpassed total sales of 1.8 million boxes^{*4}. With this launch, the “AGTHEORY” skincare line expands, aiming to promote both internal and external beauty alongside the “AGDrink XI,” by introducing the “AGTHEORY ULTRA EYE CREAM.” This eye cream addresses firmness, combats dullness^{*5}, and provides hydration around the eye area—all within one formulation.

Containing 6 Types of Peptides^{*6}, the “AGTHEORY ULTRA EYE CREAM” boosts firmness in the eye area, resulting in smoother skin texture. Additionally, it incorporates AXXZIA’s exclusive Triple Collagen^{*7} featuring Type 17 Collagen that provides deep hydration to the skin’s core^{*8}. Featuring “Flower Mix”^{*9}, a botanical blend alongside Alpine Rose Active a hallmark of the AGTHEORY skincare series, it effectively targets dullness^{*5}. This formulation transforms accumulated time into radiant beauty, guiding the eyes to refined elegance.

^{*1} “Flower” refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient in “AGTHEORY” series.

^{*2} Firmness ingredients : Acetyl Hexapeptide-8, Dipeptide Diaminobutyryl Benzylamide Diacetate ^{*3} Moisturizing: Collagen ^{*4} Total sales of all “AGDrink” renewals: from the launch in August 2016 till the end of January 2025 (according to AXXZIA’s data) ^{*5} Due to dryness ^{*6} Firmness ingredients : Acetyl Hexapeptide-8, Dipeptide-2, Acetyl Tetrapeptide-5, Hexapeptide-9, Carnosine, Dipeptide Diaminobutyryl Benzylamide Diacetate

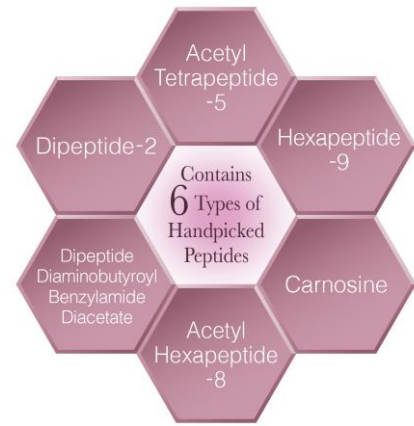
^{*7} Moisturizing Ingredients: Type 17 Collagen (Collagen), Fish Collagen (Soluble Collagen), Atelocollagen (Soluble collagen) ^{*8} i.e. Stratum corneum

^{*9} “Flower” refers to botanical ingredients derived from a plant producing sweet blossoms, which is the common ingredient of “AGTHEORY” series. Firmness and radiance ingredients: Rhododendron Ferrugineum Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Plantago Major Seed Extract, Saxifraga Sarmentosa Extract, Houttuynia Cordata Extract, Crataegus Cuneata Fruit Extract, Vitis Vinifera (Grape) Fruit Extract, Anthemis Nobilis Flower Extract, Morus Alba Root Extract, Foeniculum Vulgare (Fennel) Oil, Poria Cocos Sclerotium Extract

"Cell-Lift" Eye Cream that Defies Change

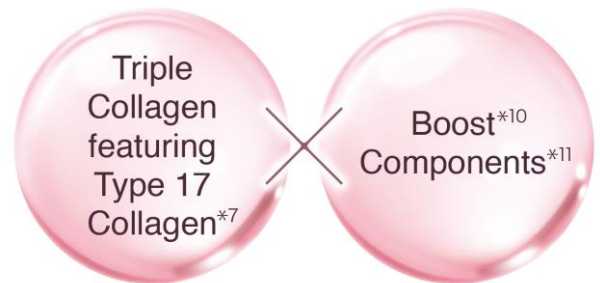
Bounce-boosting carefully handpicked 6 Types of Peptides*⁶

Incorporating peptides*² derived from aesthetic dermatology, this formulation contains 6 distinct Types of Peptides aimed at supporting the structure of firmer skin. It specifically targets the eye area, known for showing age signs, to achieve a more youthful, firm look.



Featuring Type 17 Collagen, the one-of-a-kind Triple Collagen*⁷ formulation deeply hydrates down to the skin's foundation*⁸

AXXZIA's unique Triple Collagen*⁷ formula includes Type 17 Collagen together with "Boost*¹⁰ Components*¹¹" that deliver collagen deep into the stratum corneum aiming for a hydrated and healthy skin.



Enriched with luxury supportive ingredients to deliver brightness and radiant look for the eyes

Since its launch, the "AGTHEORY" series has focused on the botanical ingredient known as "Flower"*¹. The "AGTHEORY ULTRA EYE CREAM" features a unique "Flower Mix"*⁹, combining ten types of common "Flower"*¹ ingredients with "Poria Cocos Sclerotium Extract". This formulation provides free from dullness*⁵, bright and clear appearance around the eyes. Additionally, it is enhanced with caffeine for skin conditioning and double hyaluronic acid—Sodium Hyaluronate and Hydrolyzed Hyaluronic Acid—to create a fresh look around the eyes.



*¹ "Flower" refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient of "AGTHEORY" series.

*² Firmness ingredients: Acetyl Hexapeptide-8, Dipeptide Diaminobutyryl Benzylamide Diacetate *⁵ Due to dryness *⁶ Firmness ingredients: Acetyl Hexapeptide-8, Dipeptide-2, Acetyl Tetrapeptide-5, Hexapeptide-9, Carnosine, Dipeptide Diaminobutyryl Benzylamide Diacetate *⁷ Moisturizing Ingredients: Type 17 Collagen (Collagen), Fish Collagen (Soluble Collagen), Atelocollagen (Soluble collagen) *⁸ i.e. Stratum corneum *⁹ "Flower" refers to botanical ingredients derived from a plant producing sweet blossoms, which is the common ingredient of "AGTHEORY" series. Firmness and radiance ingredients: Rhododendron Ferrugineum Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Plantago Major Seed Extract, Saxifraga Sarmentosa Extract, Houttuynia Cordata Extract, Crataegus Cuneata Fruit Extract, Vitis Vinifera (Grape) Fruit Extract, Anthemis Nobilis Flower Extract, Morus Alba Root Extract, Foeniculum Vulgare (Fennel) Oil, Poria Cocos Sclerotium Extract *¹⁰ Up to the stratum corneum *¹¹ Moisturizing: Bis-Ethoxydiglycol Cyclohexane 1,4-Dicarboxylate

Groundbreaking Sensory Delight

Melting gelato-like texture

With a texture reminiscent of melting gelato, this luxurious formula spreads smoothly over the skin, adhering beautifully. Even immediately after application, it feels non-sticky, providing a hassle-free finish.

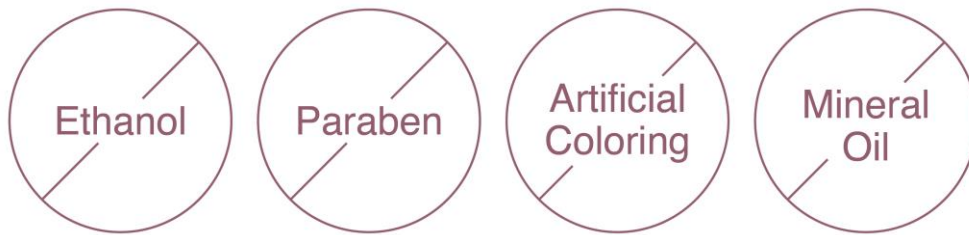


Scent that nurtures the heart

The “AGTHEORY” skincare series features a sophisticated rose scent that adds a hint of elegance into your skincare routine transforming it into a gentle, heart-lifting experience.

“Four Free” Composition

In pursuit of providing salon-quality cosmetic products, AXXZIA paid attention to the smallest details, meticulously choosing the ingredients to achieve the “Four Free” composition: without ethanol, parabens, artificial colorings and mineral oil.



AGTHEORY ULTRA EYE CREAM Product Overview

This eye cream boasts a thoughtfully selected combination of six types of peptides*⁶ together with the AXXZIA's distinctive Triple Collagen*⁷ featuring Type 17 Collagen, delivering exceptional firmness and hydration to the eye area. With added supportive ingredients like “Flower Mix”*⁹ that targets dullness*⁵, ULTRA EYE CREAM transforms the accumulated time into radiance and guides the eyes toward refined elegance.

AGTHEORY ULTRA EYE CREAM

<Eye Cream>

Content : 15g

Price : JPY ¥7,480 incl.tax

Where to Find : AXXZIA official online shop, AXXZIA stores

How to use : As the final step in your morning and evening skincare routine, take a small pearl-sized bead, amount onto your fingertips and gently apply it around the eye area and other concerned areas.



*⁵ Due to dryness *⁶ Firmness ingredients: Acetyl Hexapeptide-8, Dipeptide-2, Acetyl Tetrapeptide-5, Hexapeptide-9, Carnosine, Dipeptide Diaminobutyroyl Benzylamide Diacetate *⁷ Moisturizing Ingredients: Type 17 Collagen (Collagen), Fish Collagen (Soluble Collagen), Atelocollagen (Soluble collagen) *⁹ “Flower” refers to botanical ingredients derived from a plant producing sweet blossoms, which is the common ingredient of “AGTHEORY” series. Firmness and radiance ingredients: Rhododendron Ferrugineum Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Plantago Major Seed Extract, Saxifraga Sarmetosa Extract, Houltuynia Cordata Extract, Crataegus Cuneata Fruit Extract, Vitis Vinifera (Grape) Fruit Extract, Anthemis Nobilis Flower Extract, Morus Alba Root Extract, Foeniculum Vulgare (Fennel) Oil, Poria Cocos Sclerotium Extract

About AGTHEORY

AGTHEORY is a series for those who aspire to age with grace and with a timeless beauty. By delivering the beauty-promoting power of meticulously selected plant ingredients to the skin, the series commit to your future with full of beauty.



About AXXZIA

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, AXXZIA Keio Department Store Shinjuku, and AXXZIA Shibuya Hikarie ShinQs—as well as in various department stores and specialty shops.

AXXZIA Official Website • SNS

- Official Website : <https://axxzia.co.jp/english/>
- Stores Information : <https://axxzia.co.jp/english/stores/>
- Official Online Shop : <https://axxzia.jp/>
- Official Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

<For further questions about this news release>

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