

AXXZIA to Exhibit at First "Beauty Shanghai 2025 AW" International Cosmetics Exhibition

Creating Touchpoints in China at Hybrid B2B & B2C Exhibition

AXXZIA Inc. is pleased to announce its participation in the international cosmetics exhibition "Beauty Shanghai 2025 AW", held in Shanghai from October 16 to October 19, 2025.



Making its debut in Shanghai, China's cosmopolitan hub, "Beauty Shanghai 2025 AW" is an international cosmetics exhibition centered around the theme "Standards of Beauty". Coinciding with the biannual international fragrance exhibition "Notes Shanghai 2025", the synergy of two exhibitions creates an opportunity for beauty brands and customers from around the world to come together.

With over 100 domestic and international brand-participants, the exhibition is designed to forge multi-faceted connections among premium brands, distributors and consumers, creating an effective communication bridge. The key feature of "Beauty Shanghai 2025 AW" is hybrid B2B and B2C format, welcoming both corporate participants as well as general public.

Guided by the philosophy of presenting "Asian Beauty" (ASIA=AZIA) from Japan to the world, AXXZIA operates globally and has been particularly well-received in China. Recognizing that many of AXXZIA's fans in China discover our products through cross-border e-commerce, this exhibition is an initiative to bridge the gap—allowing customers to physically experience the quality of AXXZIA's products for themselves.

Moving forward, AXXZIA remains committed to global growth, driving brand awareness and sales expansion.

Event Overview

Event Title : Beauty Shanghai 2025 AW
Date : October 16, 2025 - October 19, 2025 *Open to General Public on Oct.18-19 only
Opening Hours : 10:00~19:00 (Extended Hours on Oct.18: 10:00~21:00) *Local Time in Shanghai
Venue : West Bund International Convention and Exhibition Center, Shanghai
Booth No. : G05

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>

AXXZIA Inc.

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

email: info-media@axxzia.co.jp