

March 3, 2026

Introducing "AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow", Latest Addition to Best-Selling Eye Sheet Series with Over 6 Million Units Sold*¹

Highly Anticipated New Addition to Beloved Eye Sheet Mask Series | Available from May 18, 2026

AXXZIA is pleased to announce the launch of the "AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow", a new eye sheet mask designed for intensive radiance and hydration. As a part of the AXXZIA BEAUTY EYES series, this sheet mask will be available for purchase starting May 18, 2026. Through reducing the appearance of fine lines caused by dryness*² in eye area, the eyes become more luminous and glowing



AXXZIA BEAUTY EYES series embodies the vision of delivering salon-quality eye care for at-home luxury. Distinguished by its unique 360° sheet design, ESSENCE SHEET eye mask series has emerged as iconic products, accumulating over 6 million units sold*¹ since its debut in 2016.

Delicate Skin around Eyes is Prone to Showing Early Signs of Aging such as Dryness

Recent changes in lifestyle, marked by shift in daily habits and increased smartphone usage, have made eye care a priority for consumers across all generations. AXXZIA's research reveals that over 80% of people agree that "eye care should begin at a young age", with usage rates particularly high among those in their 20s and 30s*³.

However, eye area concerns vary largely by age group. While problems like dryness-related dullness and fine lines are universal, lack of firmness becomes a growing priority after 40. Despite this, many consumers feel overwhelmed, unsure which products to choose or how to fit an effective skincare into their busy lives. As a result, there is a significant gap between intention and action.

*³ AXXZIA Eye Care Awareness Survey, May 2025 (n=1,000)

*¹ Cumulative sales of the ESSENCE SHEET series from its launch in October 2016 to the end of October 2024 (according to AXXZIA's data) *² Helps minimize the appearance of fine lines caused by dryness (efficacy evaluation test completed) *³ AXXZIA Eye Care Awareness Survey, May 2025 (n=1,000)

In response to both market shift and growing consumer needs, AXXZIA has leveraged years of research and expertise to develop "AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow". Specifically designed for those who have yet to begin eye care, ESSENCE SHEET Premium Glow offers an accessible 20-sheet set (JPY ¥3,300 incl.tax) as an entry point into proper eye care. Delivering uncompromising AXXZIA quality, this sheet mask offers an eye treatment experience that brings radiance, firmness and a luminous glow.

AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow Product Overview

Featuring AXXZIA's signature 360° sheet design, this eye sheet mask delivers serum throughout the whole eye area. The serum has been formulated with AXXZIA's proprietary "Triple Mineral Complex"^{*4}, "Multi-CICA Complex"^{*5} as well as "Glyceryl Glucoside"^{*6} to intensively moisturize skin and minimize the appearance of fine lines caused by dryness^{*2}. In combination with additional carefully selected supporting ingredients, eye area is guided toward radiant, firm and luminous state. The 20-sheet set offers a convenient, trial-friendly size perfect for first-time users.

AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow

< Eye Sheet Mask >

Content : 20 sheets

Price : JPY ¥3,300 incl.tax

Sales Locations : AXXZIA official online shop, AXXZIA stores

How to use : Take one sheet at a time with tweezers and adhere the sheet around both eyes for 10 to 15 minutes. After removing the sheet, blend any remaining serum around the eye area.



Awaken your Glow. Making Proper Eye Care Accessible.



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^{*2} Helps minimize the appearance of fine lines caused by dryness (efficacy evaluation test completed) ^{*4} Firming ingredients: Magnesium Aspartate, Copper Gluconate, Zinc Gluconate ^{*5} Skin conditioning and radiance ingredients: Centella Asiatica Leaf Extract, Centella Asiatica Extract, Madecassoside, Asiaticoside ^{*6} Moisturizing ingredient

Meticulously Selected Ingredients for Multi-Faceted Eye Concerns

Triple Mineral Complex^{*4}: Unlocking Skin's Natural Beauty

Featured in "AXXZIA BEAUTY EYES ESSENCE SHEET Premium+", this proprietary to AXXZIA complex combines three minerals essential for skin health: magnesium, copper, and zinc. By optimizing the skin's condition, these active ingredients unlock skin's beauty and build the foundation for lasting radiance.



Triple Mineral Complex

Multi-CICA Complex^{*5}: Leading towards Radiant, Luminous Skin

Going beyond mere protection, this complex focuses on improving the skin's foundation^{*7}. AXXZIA's proprietary "Multi-CICA Complex"^{*5} combines four types of high purity CICA extracts: Madecassoside, Centella Asiatica Leaf extract, Asiaticoside, and Centella Asiatica extract. These active ingredients take a multi-faceted approach by targeting three key aspects: skin barrier function, skin condition, and structural integrity support. As a result, eye area, being particularly susceptible to external stressors like dryness, is led toward smooth, refined skin with a luminous, radiant finish.



Multi-CICA Complex



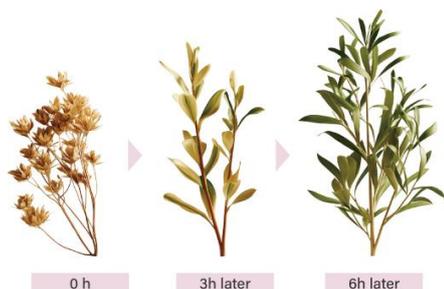
Hydration Inspired by Extreme Environments in Nature: Glyceryl Glucoside^{*6}

"ESSENCE SHEET Premium Glow" is formulated with Glyceryl Glucoside^{*6}, an active ingredient found in "Revival Tree", a plant known for thriving in harsh desert environments by locking in moisture.

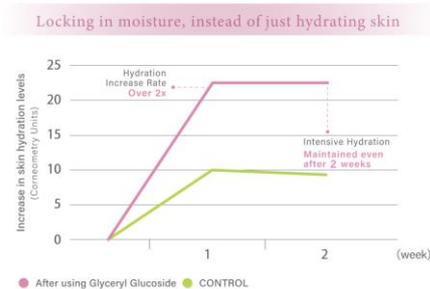


Glyceryl Glucoside

Glyceryl Glucoside^{*6} works by supporting "filaggrin", a key protein responsible for skin's barrier function and natural moisturizing factor (NMF), both of which are essential for the delicate skin in the eye area. As a result, it does not just provide temporary hydration, it enhances the skin's ability to retain moisture for long-lasting results, making the area around eyes moisturized and firmer.



※Illustration Image



^{*4} Firming ingredients: Magnesium Aspartate, Copper Gluconate, Zinc Gluconate ^{*5} Skin conditioning and radiance ingredients: Centella Asiatica Leaf Extract, Centella Asiatica Extract, Madecassoside, Asiaticoside ^{*6} Moisturizing ingredient ^{*7} To the stratum corneum

7 Supporting Ingredients for Comprehensive Care

In addition to the key ingredients above, AXXZIA has carefully selected seven supporting ingredients that enable a multi-faceted approach to firming, radiance, hydration, and skin conditioning. This comprehensive blend addresses complex concerns from every angle, elevating the overall appearance of the eye area.

■ Achieve Resilient Firmness



Anthemis Nobilis



Rosemary Leaf Extract



Hydrolyzed Collagen

■ Towards Luminous, Hydrated Eyes



Raffinose



Euphrasia
Officinalis Extract

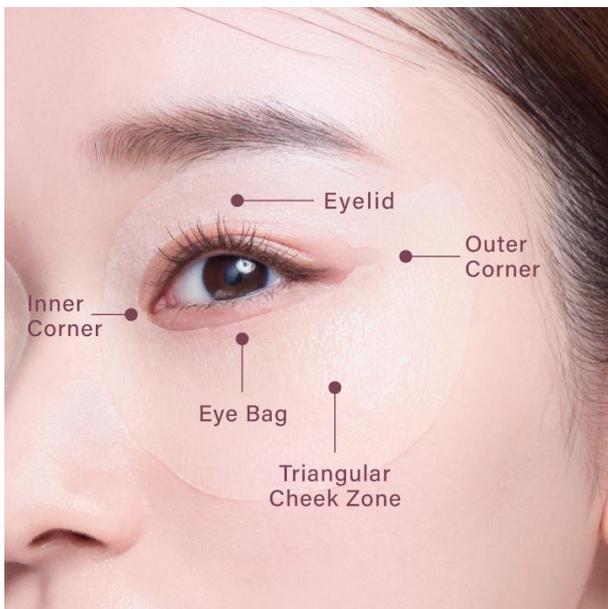


Ascorbic Acid



Acetyl
Hexapeptide-1

Signature 360° Sheet Ensures Perfect Fit and Carefully Selected Materials Provide Maximum Moisture Retention

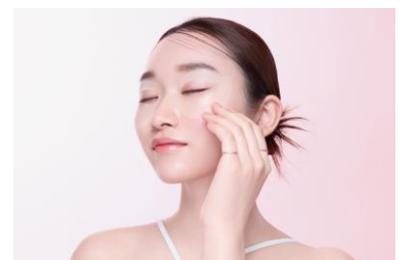


Having become iconic within "BEAUTY EYES" series, AXXZIA's unique 360° shape sheets seamlessly cover the entire eye area from the eyelids to the outer corners and the triangular cheek zone. These are the places where signs of aging like dryness often appear, so such eye sheet shape ensures comprehensive, all-around care.

Ultra 0.3mm thin yet incredibly absorbent, the sheet is made from rare "cotton linter", the softest part surrounding cotton seeds. Not only does it feel gentle against the skin but also holds an abundant amount of serum. In addition to that, the sheet perfectly fits to every subtle curve of the eye area, delivering active ingredients into the skin.

Minimizes the Appearance of Dryness-Induced Fine Lines*²

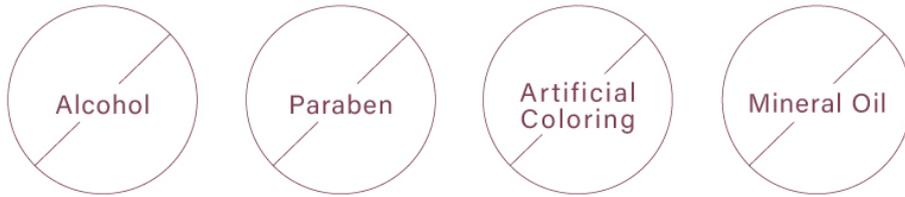
Real results for the dryness-induced fine lines. This eye sheet mask has been validated through an "Anti-Wrinkle Efficacy Test," demonstrating its effectiveness in minimizing the appearance of fine lines caused by dryness. With daily use, it guides the eye area toward a firmer, smoother, and more youthful-looking look.



*² Helps minimize the appearance of fine lines caused by dryness (efficacy evaluation test completed)

“4 Free” Composition

Due to delicate nature of the eye area, ESSENCE SHEET Premium Glow was formulated with “4 Free” Composition in mind, without alcohol, parabens, artificial colorings, and mineral oil.



AXXZIA BEAUTY EYES ESSENCE SHEET Series Comparison

Awaken your Glow	Comprehensive Eye Care	Targeted Eye Care for Beginners
 <p>moisturizing/ dewy skin</p> <p>AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow JPY ¥ 3,300 incl.tax</p>	 <p>Firming/ Addressing Dullness</p> <p>AXXZIA BEAUTY EYES ESSENCE SHEET Premium + JPY ¥ 9,900 incl.tax</p>	 <p>Skin Tightening</p> <p>AXXZIA BEAUTY EYES ESSENCE SHEET + JPY ¥ 7,040 incl.tax</p>
20 Sheets (40mL)	60 Sheets (90mL)	60 Sheets (60mL)
Recommended		
For those starting to notice first signs of dryness-related fine lines and wish to elevate their radiance and bring firmness to their skin.	For those wanting comprehensive care for multiple age-related concerns.	For those seeking firmer, more youthful-looking eyes.

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 Instagram account : @axxzia_jp https://www.instagram.com/axxzia_jp/

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