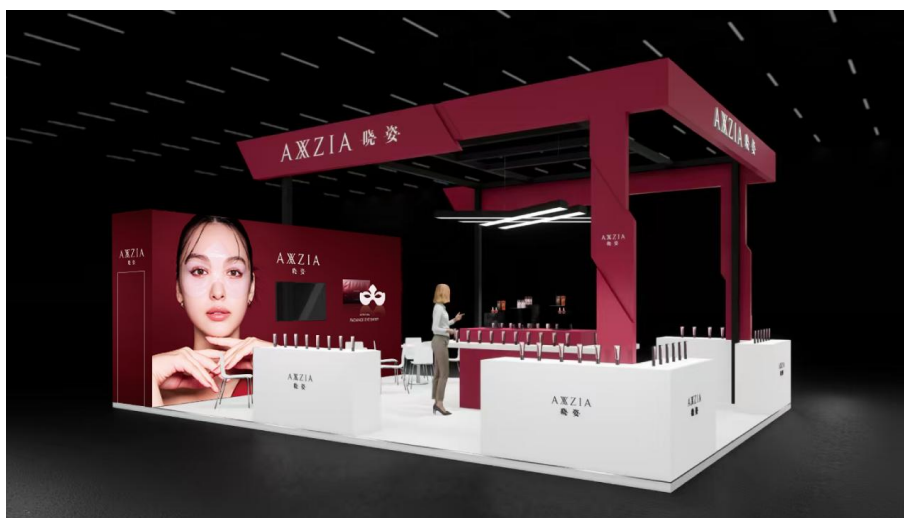


AXXZIA to Exhibit at 30th “China Beauty Expo” (CBE), One of China's Largest Beauty Exhibitions

New Product “AGTHEORY RADIANCE EYE SHEET” Making Its Debut

AXXZIA is pleased to announce its participation in the 30th "China Beauty Expo" (CBE), held in Shanghai from May 12 to May 14, 2026.



About China Beauty Expo (CBE)

Held in Shanghai, the China Beauty Expo is one of the largest beauty exhibitions in Asia and around the world. Last year, it welcomed over 2,800 exhibitors and more than 310,000 visitors from 117 countries and regions. The event brings together not only finished products such as cosmetics, beauty devices, and fragrances but also OEM manufacturers, packaging suppliers, and raw material producers. This exhibition serves as a vital platform connecting beauty professionals from across the globe.

Guided by the philosophy of presenting “Asian Beauty” (ASIA=AZIA) from Japan to the world, AXXZIA has expanded from a salon-exclusive brand to international markets and global e-commerce channels since its establishment in 2011. Recognizing that many of AXXZIA’s fans reside in Asia, this exhibition is a key initiative to convey the appeal of AXXZIA’s products to customers around the world.

Event Overview

Event Title : China Beauty Expo (CBE)
 Date : May 12, 2026 – May 14, 2026
 Opening Hours : 9:00~18:00 (Closing day until 15:00) *Local Time in Shanghai
 Venue : Shanghai New International Expo Center
 Booth No. : E7 Hall C09



Revealing the Newest Product from "AGTHEORY", Brand Beloved across Asia

"AGTHEORY" is a brand designed for women aspiring to maintain their radiant beauty over time. Its inner-care drink "AGDrink XI" has been exceptionally well-received, especially in China, with cumulative series sales exceeding 2 million boxes*1. For this exhibition, AXXZIA will present the new "AGTHEORY RADIANCE EYE SHEET", specialized eye mask formulated with ingredients that synergize with "AGDrink XI".

■ AGTHEORY RADIANCE EYE SHEET

Featuring AXXZIA's uniquely designed shape, this mask covers not only the entirety of the eye area, but also T-zone. Each sheet is generously soaked in viscous serum that gently stretches as it's applied. Having been formulated with common "AGTHEORY" active ingredients, the serum includes "Flower Mix"*2 with botanical extracts blend alongside Alpine Rose Active, six types of peptides*3 and AXXZIA's unique Triple Collagen*4 formula including Type 17 Collagen. As a result, this sheet mask adheres perfectly to the eye area, delivering active ingredients deep into the stratum corneum and guiding the eyes toward a firm, radiant, and youthful appearance.



*1 Cumulative sales of "AGDrink" series from August 2016 to January 2026 (according to AXXZIA in-house survey) *2 "Flower Mix" refers to botanical ingredients derived from a plant producing sweet blossoms, which is the common ingredient of "AGTHEORY" series. Firming 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 *3 Firming ingredients: Acetyl Hexapeptide-8, Dipeptide-2, Acetyl Tetrapeptide-5, Hexapeptide-9, Carnosine, Diaminobutyroyl Benzylamide Diacetate *4 Moisturizing ingredients: Type 17 Collagen (Collagen), Fish Collagen (Soluble Collagen), Atelocollagen (Soluble collagen)

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, AXXZIA Shibuya Hikarie ShinQs, and AXXZIA NAMBA CITY—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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