

AXXZIA Records Over JPY 100 Million GMV in Only Four Days on Southeast Asia's Leading E-Commerce Platforms

Collaborating with Malaysia's Premier KOLs Ruyuan & Jo to Rise to Platforms' Top Sales Rankings

AXXZIA Inc. has collaborated with Malaysia's top content creator sister duo Ruyuan & Jo on the country's leading e-commerce platforms, Lazada and Shopee, during May 24-27, 2026. As a result, the collaboration achieved a record Gross Merchandise Volume (GMV) exceeding 3.2 million Malaysian ringgit (approximately 130 million Japanese yen*1). This achievement has secured #1 sales ranking in Lazada's "LazMall Health" category*2 for "AXXZIA Malaysia Official Store".

AXXZIA

Collaboration with Malaysia's Top KOLs, Ruyuan & Jo

Ruyuan & Jo are among Malaysia's most prominent beauty and wellness KOLs, with numerous #1 sales records in live commerce on major platforms. AXXZIA recognized their high level of expertise and unparalleled affinity to fans, beauty-conscious women in their 20s and 30s. This collaboration became the first touchpoint with AXXZIA and its products for many new users, significantly contributing to local brand awareness and customer base development.



#1 Sales Record on E-Commerce Platform Lazada

In a short period of time AXXZIA's official brand store on Lazada managed to climb up the "LazMall Health" category, ranking first place*2, together with AXXZIA products claiming the top three places in the category's product-level sales leaderboard*3.

Among AXXZIA's products the inner-care drinks "AGTHEORY AGDrink XI" and "Venus Recipe The Pure Drink" performed particularly well. Multiple bundle sets combining these drinks strongly contributed to the sales, demonstrating the rise in influence of the "Beauty × Wellness" lifestyle trend in the Southeast Asian market.

Looking Ahead

Moving forward, AXXZIA will continue enhancing its customers' beauty and wellness experiences in Malaysia and the broader Southeast Asian market through superior product development, highly specialized content creation and the cultivation of locally rooted partnerships. To do so, AXXZIA will further strengthen collaboration with leading platforms and local partners, delivering premium beauty solutions that combine quality and expertise to an even wider audience.

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 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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