

AXXZIA to Exhibit for the First Time at “Vietbeauty x Cosmobeauté Vietnam 2026”, Vietnam's Largest International Beauty Exhibition

Accelerating Market Expansion in Southeast Asia

AXXZIA Inc. is pleased to announce its participation at the international beauty exhibition "Vietbeauty x Cosmobeauté Vietnam 2026", to be held in Ho Chi Minh City, Vietnam during July 23-25, 2026.



About “Vietbeauty x Cosmobeauté Vietnam 2026”

"Vietbeauty x Cosmobeauté Vietnam" is Vietnam's largest international beauty exhibition, encompassing the entire supply chain of the beauty industry: from raw materials and packaging to finished products such as cosmetics, skincare and beauty devices.

Over 750 companies are expected to exhibit this year, with more than 3,500 beauty brands represented. Beauty industry professionals from both domestic and international markets will attend, making the event a key platform for creating business opportunities and building connections in the Southeast Asian market.

Guided by the philosophy of presenting “Asian Beauty” from Japan to the world, AXXZIA will use this exhibition as an opportunity to increase brand awareness and create customer touchpoints in the Southeast Asian market.

Event Overview

Event Title	: Vietbeauty x Cosmobeauté Vietnam 2026
Date	: July 23, 2026 – July 25, 2026
Opening Hours	: 9:00~17:00 *Local time in Vietnam
Venue	: Saigon Exhibition & Convention Center (SECC)
Booth No.	: Hall B BE15

AXXZIA's Products to be Displayed

AXXZIA will exhibit its "BEAUTY EYES ESSENCE SHEET" series, "AGTHEORY" skincare line, inner-care drinks and "LisBlanc" skincare products. In addition, visitors will also have an opportunity to discover BELLE BAI, a fragrance brand from AXXZIA Group subsidiary M&D CO.,LTD..

AXXZIA aims to create concrete negotiation opportunities and accelerate business development in the local market through participation in this exhibition.

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 ShinQs by TOKYU DEPARTMENT STORE 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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