

AXXZIA Appoints Popular Actress Wu Jinyan as Asia-Pacific Brand Ambassador

AXXZIA Inc. is pleased to announce the appointment of actress Wu Jinyan as the Asia-Pacific brand ambassador for its signature eye sheet mask series "AXXZIA BEAUTY EYES ESSENCE SHEET" from August 10, 2026.



Wu Jinyan is one of China's most beloved actresses, adored by fans of all ages. She first captivated audiences across Asia with her lead role in the 2018 "Story of Yanxi Palace" as Wei Yingluo, and since then, has remained a leading figure in the industry. Her delicate emotional expression, dignified presence, and captivating eyes resonate deeply with the "mesmerizing eyes" concept of the "AXXZIA BEAUTY EYES ESSENCE SHEET" series, which has led to her being appointed as the series' Asia-Pacific ambassador.

While serving as brand ambassador, key visuals featuring Wu Jinyan will be released across the Asia-Pacific region, including China and Japan, as well as on various social medial platforms such as RED and TikTok. AXXZIA together with Wu Jinyan will bring forward the unique appeal of "AXXZIA BEAUTY EYES ESSENCE SHEET" to customers in the Asia-Pacific region.

Comment from Wu Jinyan

I am truly honored to have been appointed as the Asia-Pacific ambassador for the "AXXZIA BEAUTY EYES ESSENCE SHEET" series. It is a great joy to be able to share this special milestone for AXXZIA, its 15th anniversary, with all of you.

To me, AXXZIA's eye sheets are an essential part of daily life, supporting the beauty and confidence around my eyes, even during the busiest days. I am looking forward to sharing the appeal of this beloved series with people across the Asia-Pacific region.



Actress

Born on 16 August, 1990 (36 y.o.)

Born in Dujiangyan, Sichuan Province, Wu Jinyan began her acting career in 2010. She became famous with performance in the acclaimed drama "Story of Yanxi Palace" and has since appeared in a wide array of works, earning a devoted fanbase both in China and across Asia.

Notable Roles

2013 Beauties at the Crossfire (as Qingping/Hongyu)
2015 Mr. Six (as Zheng Hong)
2017 Forever Young (as Lin Huiyin)
2018 Story of Yanxi Palace (as Wei Yingluo)
2019 The Legend of Haolan (as Li Haolan)
2022 Royal Feast (as Yao Zijin)
2022 Legacy (as Yi Zhongyu)
2024 The Double (as Xue Fangfei)
2026 Yu Ting Yao (as Meng Tinghui)

Major Awards

2014 20th Shanghai TV Festival Magnolia Awards - Most Popular Actress (Nominated)
2018 24th Huading Awards - Best Actress (Ancient-Themed TV Series)
2019 5th The Actors of China Awards - Best Actress (Web Series)
2019 Forbes China (30 Under 30)
2019 6th Hengdian Film Festival Festival's Wenhong Awards - Best Actress
2019 TV Series of China Quality Ceremony - Online-Favorite Actress of the Year
2021 TV Series of China Quality Ceremony - Audience-Favorite Quality Drama Star
2022 TV Dramas Awards Made in China (2021) - Excellent Actress of the Year
2024 29th Asian Television Awards – Best Actress in Leading Role (Nominated)

“AXXZIA BEAUTY EYES ESSENCE SHEET” Series Products Overview

"AXXZIA BEAUTY EYES ESSENCE SHEET" series is AXXZIA signature eye sheet mask line that has surpassed cumulative sales of 6 million products*. Its products address concerns such as dryness and loss of firmness around the eyes, and are widely beloved by customers across Japan, China, and throughout Asia.

■ AXXZIA BEAUTY EYES ESSENCE SHEET +

<Eye Sheet Mask>

Content : 60 sheets (60mL of serum)

Price : JPY ¥7,040 incl.tax

Sales Locations : AXXZIA official online shop, AXXZIA stores



■ AXXZIA BEAUTY EYES ESSENCE SHEET Premium +

<Eye Sheet Mask>

Content : 60 sheets (90mL of serum)

Price : JPY ¥9,900 incl.tax

Sales Locations : AXXZIA official online shop, AXXZIA stores



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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