
AXXZIA Celebrates 15th Anniversary with Special Edition of “AXXZIA BEAUTY EYES ESSENCE SHEET Premium +”, Increased by 10 Additional Sheets

Featuring "Unframed" Collaboration Packaging with M / mika ninagawa,
Directed by Artist Mika Ninagawa. Available from August 21, 2026.

AXXZIA Inc. is pleased to announce the launch of the Special Edition of the eye sheet mask "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +", featuring 10 additional sheets, in celebration of its 15th anniversary. The product will be available from August 21, 2026.

*Advance sale will begin at AXXZIA brand stores on August 11, 2026.



Highly acclaimed "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +", as a part of the "AXXZIA BEAUTY EYES ESSENCE SHEET" series with cumulative sales have surpassed 6 million items*¹, will be launched in a special edition packaging.

The Special Edition packaging is a part of the "Unframed", AXXZIA's 15th anniversary collaboration project. Centered around the artwork of Mika Ninagawa, the packaging expresses vibrant colorful flowers blooming and intertwining.

To express gratitude towards AXXZIA's loyal customers and allow them enjoy the eye care to full extent, the special edition of the "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +" will feature 70 eye sheets instead of the 60 in the regular version.

*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)

AXXZIA BEAUTY EYES ESSENCE SHEET Premium + M / mika ninagawa Collaboration Package



< Eye Sheet Mask >

Content : 70 sheets (98mL of serum)

Price : JPY ¥9,900 incl.tax

Release Date : 21 August 2026

*Advance sales will begin at AXXZIA brand stores on August 11, 2026.

■ AXXZIA × M / mika ninagawa Collaboration Special Site : <https://axxzia.co.jp/unframed/>

■ AXXZIA 15th Founding Anniversary Special Site : <https://axxzia.co.jp/15th/>

About “AXXZIA BEAUTY EYES ESSENCE SHEET” Series

Inspired by the concept of "bringing professional eye care into your daily routine", the “AXXZIA BEAUTY EYES ESSENCE SHEET” series has become AXXZIA's signature eye care line.

The most advanced within the series "Premium +" line has been formulated with AXXZIA's proprietary mineral complex "Triple Mineral Complex"*² and "Vitamin K Complex"*³ along with other active ingredients specifically designed for the thin, delicate skin of the eye area. It addresses dullness caused by dryness, guiding the eye area towards a brighter appearance. AXXZIA's signature 360° sheet covers the entire eye contour, from lids and outer corners to under-eyes, offering seamless luxurious care.

*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 Firming ingredients: Magnesium Aspartate, Copper Gluconate, Zinc Gluconate *³ Firming ingredients: Persea Gratissima (Avocado) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Rosa Canina Fruit Oil, Helianthus Annuus (Sunflower) Seed Oil, Natto Gum

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>

AXXZIA Inc.

Tel: 03-6304-5840 Fax: 03-6911-3898

email: info-media@axxzia.co.jp