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"Longevity" Concept Brought to Eye Care.

Science x Flower*¹ Skincare Series "AGTHEORY" Launches Eye Oil Serum "AGTHEORY LUMINOUS EYE OIL"

Targeting the Corneocyte Level. Formulated with Tetrahedral DNA*² for Advanced Approach to
Eye Area Beauty. Available from November 6, 2026

AXXZIA Inc. is pleased to announce the launch of the "AGTHEORY LUMINOUS EYE OIL" eye oil serum rooted in the concept of longevity, as a part of its "AGTHEORY" series designed for women aspiring to maintain their radiant beauty over time. The product will be available for purchase starting November 6, 2026, at the official online shop and AXXZIA brand stores.



Ever since its founding, AXXZIA has been devoted to furthering eye care research. Thus, being uniquely positioned in the field, AXXZIA is proposing new value for one of the most impactful facial features, the eye area.

The "AGTHEORY" series, launched in 2016, is a skincare and supplement line crafted for women who aspire to maintain their beautiful glow over time. In expanding this philosophy into eye care, AXXZIA has focused on the unique characteristics of the skin around the eyes. With fewer oil and sweat glands than the rest of the face, the eye area is naturally prone to dryness and oil deficiency, yet the market is mainly dominated by creams and gels. Recognizing the customers' need for moisturizing that creams alone cannot provide, AXXZIA has embarked on developing the series' first-ever eye oil serum.

In addition, "AGTHEORY LUMINOUS EYE OIL" also adopts the concept of "longevity", the forward-looking beauty philosophy focused on maintaining the skin's innate health with age. Guided by this idea, AXXZIA has incorporated advanced active ingredients, including "Tetrahedral DNA"*², which targets the stratum corneum cells.

*¹ "Flower" refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient in "AGTHEORY" series

*² Firming and moisturizing ingredient: DNA

“AGTHEORY LUMINOUS EYE OIL” Product Overview

“AGTHEORY LUMINOUS EYE OIL” is an eye oil serum born from the "Longevity" concept, a forward-looking approach to the eye area beauty. Main active ingredients include "Flower Mix"^{*3}, AXXZIA's proprietary ingredients shared across the "AGTHEORY" series, and "Tetrahedral DNA"^{**2}, a next-generation^{*4} nucleic acid ingredient targeting stratum corneum cells. While delivering the rich moisture unique to oils, it offers a lightweight, non-greasy texture that will not interfere with makeup application, guiding the eye area to a firm, vibrant appearance.

AGTHEORY LUMINOUS EYE OIL

< Eye Oil Serum >

Content : 15 mL

Price : JPY ¥8,800 incl.tax

Where to Find : AXXZIA official online shop, AXXZIA stores

How to Use : Take an appropriate amount into your hands
and gently apply it around the eye area and other areas of concern.



Why Oil Serum for Eye Area?

The eye area has fewer oil and sweat glands than other parts of the face, making it inherently prone to deficiencies in both moisture and oil. By sealing in the moisture from the skincare with an “oil veil”, skin can retain hydration more effectively.

"AGTHEORY LUMINOUS EYE OIL" has been formulated with 8 botanical oils^{*5}, replenishing oils in the dryness-prone eye area and providing moisture. Its sophisticated delivery system also serves as a "carrier", ensuring that serum active ingredients are smoothly delivered to and absorbed by the skin.

Oil serums tailored specifically for eye area remain rare in the skincare market. That is precisely why "AGTHEORY LUMINOUS EYE OIL" introduces a new option for eye care that does not rely solely on emulsion or creams.

Focus on Stratum Corneum Cells with "Tetrahedral DNA"^{**2}

One of the key features of "AGTHEORY LUMINOUS EYE OIL" is its formulation with DNA^{*2}, a next-generation^{*4} nucleic acid ingredient designed with a tetrahedral structure. While DNA as a serum ingredient has been used in other cosmetics too, AGTHEORY eye oil serum uses advanced DNA technology engineered into a tetrahedral structure. Its design, which blends easily into the stratum corneum, delivers moisture to its cells. This technology has been patented* in China (Patent No. 201711213058.4).

*Chinese Patent No. 201711213058.4 (patent regarding the technology for nucleic acid raw material; it does not guarantee the product's effectiveness)



^{*2} Firming and moisturizing ingredient: DNA ^{*3} "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, Houltuynia 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 ^{**4} For AXXZIA ^{*5} Moisturizing ingredients: Simmondsia Chinensis (Jojoba) Seed Oil, Olea Europaea (Olive) Fruit Oil, Macadamia Ternifolia Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Argania Spinosa Kernel Oil, Vitis Vinifera (Grape) Seed Oil, Passiflora Edulis Seed Oil, Rosa Canina Fruit Oil

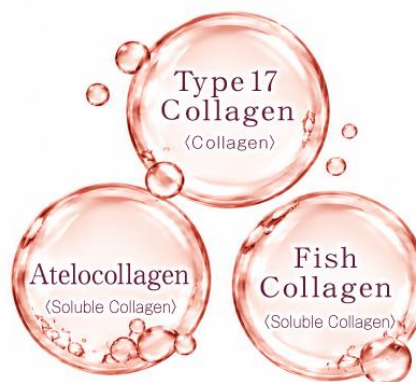
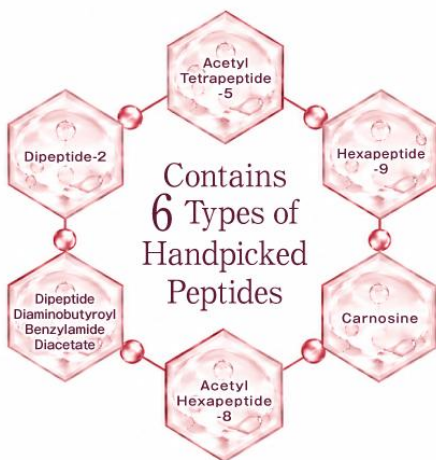
"AGTHEORY" Eye Care Line Common Ingredients "Flower Mix"*3

Since its launch, "AGTHEORY" has built its brand identity around "Flower"*1 concept. Its formula incorporates AXXZIA's unique "Flower Mix"*3 which includes a mix of plant-derived ingredients, such as Alpine Rose that blooms even in the harshest of environments, Plantago Asiatica Seed Extract and Horse Chestnut Seed Extract. When combined, these ingredients moisturize and firm the skin, guiding it to a healthier state.



6 Types of Peptides*6 × Triple Collagen*7 × Hydrolyzed Elastin*8 Supporting Firmer Eyes

Incorporating peptides*9 derived from cosmetic dermatology, this formulation contains 6 distinct Types of Peptides*6 aimed at supporting the structure of firmer skin. Moreover, combined with AXXZIA's unique Triple Collagen*7 design which includes Type 17 Collagen (Moisturizing ingredient: Collagen) and Hydrolyzed Elastin*8, it specifically targets the eye area, known for showing age signs*10, to achieve a more youthful, firm look.



Triple Collagen



Hydrolyzed Elastin

*1 "Flower" refers to botanical ingredients derived from a plant that produce sweet blossoms, which is the common ingredient in "AGTHEORY" series *3 "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 Sarmientosa 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 *6 Firming ingredients: Acetyl Hexapeptide-8, Dipeptide-2, Acetyl Tetrapeptide-5, Hexapeptide-9, Carnosine, Diaminobutyryl Benzylamide Diacetate *7 Moisturizing ingredients: Type 17 Collagen (Collagen), Fish Collagen (Soluble Collagen), Atelocollagen (Soluble collagen) *8 Firming ingredient: Hydrolyzed Elastin *9 Acetyl Hexapeptide-8, Diaminobutyryl Benzylamide Diacetate *10 Skin concerns such as dryness and lack of firmness associated with aging

Dunaliella Salina Extract^{*11}, Algae That Survives in Harsh Salt Lake Environments

Dunaliella Salina is a microalgae that survives in salt lakes with high salinity. Rich in carotenoids accumulated to endure harsh UV environments, it helps protect the skin from dryness caused by external stress. Due to its extraordinary vitality, AXXZIA has incorporated it as a serum ingredient to address the chain of aging signs^{*10}. The formula also features a sustained-release Vitamin C derivative (Ascorbyl Tetraisopalmitate) and Vitamin E (Tocopherol) as skin-conditioning agents. Together, these active ingredients help guide the eye area to a state rich in moisture and radiance.



AGTHEORY LUMINOUS EYE OIL Incorporated into Everyday Routine



■ Easy to Use Before Makeup, Lightweight Despite Being Oil-Based Serum

"AGTHEORY LUMINOUS EYE OIL" is an eye oil that moisturizes the eye area and blends into the skin, making it easy to incorporate into morning skincare routine. It embodies a smooth texture unique to AXXZIA and, despite being an oil, remains non-greasy, lightweight and entirely compatible with makeup.

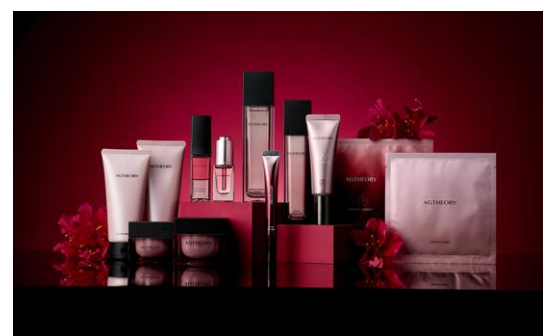
The rose color symbolizing the "AGTHEORY" series has been achieved using only naturally derived pigments. It invites you to transform daily skincare into a moment of delightful, at-home treatment.

■ 6-Free Formula

Free from parabens, silicones, mineral oils, ethanol, synthetic dyes and petroleum-based surfactants, featuring 6-Free Formula for gentle eye care.

About AGTHEORY

"AGTHEORY" is a series for those who aspire to age with grace and with a timeless beauty. By delivering the beauty-promoting power of meticulously selected plant ingredients to the skin, the aging-care^{*12} series commit to supporting future full of beauty.



^{*10} Skin concerns such as dryness and lack of firmness associated with aging ^{*11} Skin conditioning and firming ingredient ^{*12} Age-appropriate care

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