

AXXZIA's Eye Care Series "AXXZIA BEAUTY EYES ESSENCE SHEET" Surpasses 7 Million Units Sold*¹

AXXZIA Inc. is pleased to announce that cumulative sales of the signature "AXXZIA BEAUTY EYES ESSENCE SHEET" series from "AXXZIA BEAUTY EYES" eye care line has surpassed 7 million units*¹. Since its launch in October 2016, the series has remained an essential part of eye care, having been chosen by customers for nearly a decade.



About "AXXZIA BEAUTY EYES ESSENCE SHEET" Series

Born from the vision of "Essence of Professional Eye Care Brought Home", "AXXZIA BEAUTY EYES" is the brand's signature eye care line. Within this line, since its launch in 2016 "ESSENCE SHEET" series has earned widespread recognition for its solutions for the aging signs*² and many-sided concerns of the eye area: dryness-induced dullness, fine lines and loss of firmness. Its continuous popularity has resulted in cumulative sales having exceeded 7 million units*¹ and secured "ESSENCE SHEET" series as the brand's signature.

*¹ Cumulative sales of the "ESSENCE SHEET" series from its launch in October 2016 to the end of July 2026 (according to AXXZIA's data) *² Skin concerns such as dryness and lack of firmness associated with aging

Evolution of “AXXZIA BEAUTY EYES ESSENCE SHEET”

Since launch in 2016, the series has constantly evolved, undergoing multiple renewals to meet the changing needs and expectations of AXXZIA's customers.

2016 Series Launch



Essence of Professional
Eye Care
Brought Home.

AXXZIA BEAUTY EYES
ESSENCE SHEET

2023 Series Renewal



Targeted Eye Care
for Beginners.

AXXZIA BEAUTY EYES
ESSENCE SHEET +

2026 New Product Launch



Awaken
your Glow.

AXXZIA BEAUTY EYES
ESSENCE SHEET
Premium Glow



Premium Care from
All Directions.

AXXZIA BEAUTY EYES
ESSENCE SHEET
Premium



Comprehensive
Eye Care.

AXXZIA BEAUTY EYES
ESSENCE SHEET
Premium +

Product Lineup

Focus on Ease of Use,
Targeted Eye Care for Beginners

Eye sheet focused on skin tightening

Bacillus Ferment^{*3} Centella Cyanus Flower Extract^{*4}

AXXZIA BEAUTY EYES ESSENCE SHEET +

Focus on Active Ingredients,
360° Comprehensive Care

Eye sheet focused on comprehensive aging care^{*5},
most advanced line

Triple Mineral Complex^{*6} Vitamin K Complex^{*7}

AXXZIA BEAUTY EYES ESSENCE SHEET Premium +

Focus on Radiance and Glow
360° Radiance Care

Eye sheet focused on dryness-related fine lines,
brings radiance and firmness to the skin

Triple Mineral Complex^{*6} Multi-CICA Complex^{*8} Glyceril Glucoside^{*9}

AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow

■ AXXZIA BEAUTY EYES ESSENCE SHEET +

< Eye Sheet Mask >

Content : 60 sheets Price : JPY ¥7,040 incl.tax

For those seeking firmer, more youthful-looking eyes.

■ AXXZIA BEAUTY EYES ESSENCE SHEET Premium +

< Eye Sheet Mask >

Content : 60 sheets Price : JPY ¥9,900 incl.tax

For those wanting comprehensive care for multiple age-related concerns.

■ AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow

< Eye Sheet Mask >

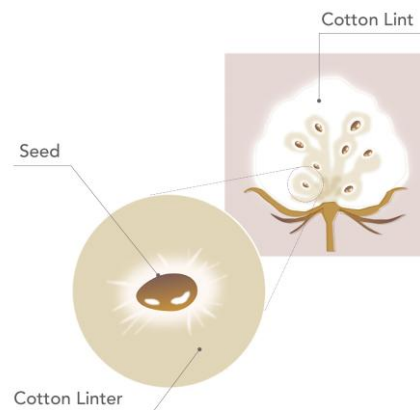
Content : 20 sheets Price : JPY ¥3,300 incl.tax

For those starting to notice first signs of dryness-related fine lines and wish to elevate their radiance.

^{*3} Firming ingredient ^{*4} Tightening ingredient ^{*5} Age-appropriate care ^{*6} Firming ingredients: Magnesium Aspartate, Copper Gluconate, Zinc Gluconate
^{*7} Firming and Tightening ingredients: Persea Gratissima (Avocado) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Rosa Canina Fruit Oil, Helianthus Annuus (Sunflower) Seed Oil, Natto Gum ^{*8} Skin conditioning and Radiance ingredients: Centella Asiatica Leaf Extract, Centella Asiatica Extract, Madecassoside, Asiaticoside ^{*9} Moisturizing ingredient

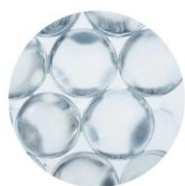
■ Cotton Linter Sheet with Superior Liquid Retention

The "BEAUTY EYES ESSENCE SHEET" series features sheets made from "cotton linter", the rare soft material that envelops cotton seeds. Sheets made from cotton linter show superior serum retention, minimal dripping, and a soft texture that gently conforms to the skin. At just 0.3mm thick, these ultra-thin sheets fit effortlessly to the fine curves and contours of the eye area.



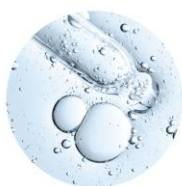
■ Formulated with Supporting Active Ingredients for Complex Needs of Eye Area

Based on research into the sensitive eye area, each ingredient is carefully balanced for ideal efficacy.



Firming

Acetyl Hexapeptide-1



Moisturizing

Hyaluronic Acid*¹⁰



Conditioning

Vitamin C*¹¹



Firming

Anthemis Nobilis



Conditioning

Euphrasia Officinalis Extract

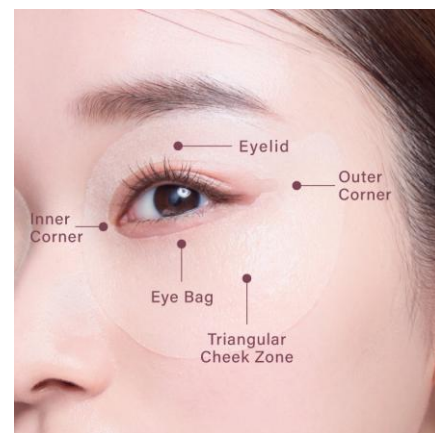


Firming

Rosemary Leaf Extract

■ AXXZIA Signature 360° Sheet Ensures Perfect Fit

The "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +" and "AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow" feature AXXZIA's proprietary 360° Sheet. The shape of the sheet allows to seamlessly cover the entire eye area from the eyelids to the outer corners, and even the triangular cheek zone, where signs of aging*² tend to appear. This wide-coverage shape ensures thorough care for the entire eye area.



AXXZIA 15th Anniversary Special Edition, Increased by 10 Additional Sheets



In celebration of AXXZIA's 15th anniversary, a special edition of the "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +" has been launched in a limited collaboration design with "M / mika ninagawa", upgraded from 60 to 70 sheets.

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

< Eye Sheet Mask >

Content : 70 sheets

Price : JPY ¥9,900 incl.tax

*² Skin concerns such as dryness and lack of firmness associated with aging *¹⁰ Moisturizing ingredients: Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid
*¹¹ AXXZIA BEAUTY EYES ESSENCE SHEET +, AXXZIA BEAUTY EYES ESSENCE SHEET Premium +: Skin Conditioning ingredient Ascorbyl Glucoside; AXXZIA BEAUTY EYES ESSENCE SHEET Premium Glow: Skin conditioning ingredient Ascorbic Acid

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