

AXXZIA to Exhibit at "Beauty Shanghai 2026 AW" International Beauty Exhibition That Brings Together Global Beauty Brands

AXXZIA Group Brands Lineup Presented to
Generate Fresh Business Opportunities and Customer Touchpoints

AXXZIA Inc. is pleased to announce its participation in the international beauty exhibition "Beauty Shanghai 2026 AW", held in Shanghai from October 14 to Saturday, October 17, 2026.



About "Beauty Shanghai 2026 AW"

"Beauty Shanghai" is an international beauty exhibition that brings together beauty and lifestyle brands. Being held for the third time in Autumn 2026, it will be centered around "Ascending Beauty" theme, featuring over 150 beauty brands from China and abroad. With a focus on cultivating multi-dimensional connections among premium brands, distribution channels and end consumers, "Beauty Shanghai 2026 AW" aims to bridge industry and retail, establishing an efficient platform for exchange.

"Notes Shanghai 2026 AW", an international exhibition specializing in fragrance, will also be held at the same time. Both exhibitions create an opportunity for beauty industry professionals around the globe to gather, allowing for new brand discoveries and meaningful connections.

As a Japanese beauty brand pursuing global business expansion, AXXZIA will use this exhibition to provide overseas customers with an opportunity to experience its products firsthand. AXXZIA also aims to communicate the appeal of its brands and products to a wider audience as well as create new brand touchpoints in the Chinese market.

Event Overview

Event Title : Beauty Shanghai 2026 AW
Date : October 14, 2026 – October 17, 2026 *Open to General Public on Oct.16-17 only
Opening Hours : 10:00~18:00 (Extended Hours on Oct.16: 10:00~21:00) *Local Time in Shanghai
Venue : West Bund International Convention and Exhibition Center, Shanghai
Booth No. : K09-L09

AXXZIA's Products to be Displayed

AXXZIA will exhibit its signature products, with a focus on skincare that supports everyday beauty.

The exhibition will include the "AXXZIA BEAUTY EYES ESSENCE SHEET" series, featuring promotion materials with newly appointed Asia-Pacific brand ambassador Wu Jinyan, as well as collaboration items commemorating AXXZIA's 15th anniversary with M / mika ninagawa. Additionally, fragrances from "BELLE BAI", the signature brand developed by AXXZIA Group subsidiary M&D CO.,LTD. will also be featured.



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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