Press Release

AXXZIA

AXXZIA Inc.

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AXXZIA to Exhibit at One of Asia's Largest BtoB Beauty Exhibitions "COSMOPROF Asia Hong Kong 2026"

Showcasing AXXZIA's Appeal at International Exhibition
That Draws Beauty Professionals from Around the World

AXXZIA Inc. is pleased to announce its participation in the international beauty exhibition "COSMOPROF Asia Hong Kong 2026", held in Hong Kong from November 11 to November 13, 2026.



About "COSMOPROF Asia Hong Kong"

"COSMOPROF Asia Hong Kong" is one of Asia's largest BtoB international beauty exhibitions, attracting beauty industry professionals from around the world, with a particular focus on the Asia-Pacific region. It brings together cosmetics, beauty devices, cutting-edge technologies, innovative products, and new beauty solutions within a single venue. The event explores the latest beauty trends while serving as a platform for networking, business negotiations, and the creation of new business opportunities among industry professionals.

In 2025, the event welcomed 64,761 visitors and 2,688 exhibitors, with many beauty industry professionals attending from around the world. However, "COSMOPROF Asia Hong Kong 2026" is expected to reach a larger scale with over 78,000 visitors and more than 2,900 exhibitors.

Guided by the philosophy of presenting "Asian Beauty" from Japan to the world, AXXZIA will use this exhibition as an opportunity to increase its brand awareness and communicate the appeal of its products.

Event Overview

Event Title ：COSMOPROF Asia Hong Kong 2026
Date ：November 11 - November 13, 2026
Opening Hours：9:30～18:30　*Local Time in Hong Kong
Venue ：Hong Kong Convention & Exhibition Centre
Booth No. ：1E-C2A

AXXZIA’s Products to be Displayed

The exhibition will feature AXXZIA's signature products, including "AXXZIA BEAUTY EYES ESSENCE SHEET" series, beloved by many across Asia with cumulative sales exceeding 7 million products*; inner care and skincare items from "AGTHEORY", and collaboration items with M / mika ninagawa commemorating AXXZIA’s 15th anniversary. Exhibition visitors will also be able to experience AXXZIA's newly launched inner care supplement and eye oil. In addition, fragrances from "BELLE BAI", the signature brand developed by AXXZIA Group company M&D CO.,LTD., will be displayed.



* Cumulative sales of the ESSENCE SHEET series from its launch in October 2016 to the end of July 2026 (according to AXXZIA‘s data)

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