
Notice of Price Revision for Select Products

We would like to express our sincere gratitude for your ongoing support of AXXZIA products.

Due to significant increase in raw material and logistics costs, AXXZIA will implement price revisions on select products as of December 1, 2026.

While AXXZIA has made every effort to maintain the current pricing, we have made a hard decision to implement a price revision in order to improve product quality and ensure stable supply. Please note that for certain product subscription customers, prices will remain unchanged. For details on eligible products and revised pricing, please refer to the following page.

AXXZIA remains committed to delivering products and services that satisfy our customers, and we sincerely appreciate your understanding and continued support.

Price Revision Overview

■ Price Revision Date

Orders shipped on or after December 1, 2026

■ Brands and Products Subject to Revision

- "AXXZIA BEAUTY EYES" select products
- "Venus Recipe" select products
- "AGTHEORY" select products

*Certain professional-use products will also be subject to price revisions. Details on affected products and revised pricing will be provided separately to AXXZIA's business partners.

■ Customers Using Product Subscription Service

The subscription price of "AXXZIA BEAUTY EYES ESSENCE SHEET Premium +" will remain unchanged at ¥8,910 (tax incl.) even after the price revision.

■ Customer Inquiries

<https://axxzia.co.jp/contact/contact-c/>

03-6304-5840 (10:00–18:00, excluding weekends, national holidays and New Year holidays)

List of Products Subject to Price Revision (as of December 1, 2026)

Product Name	Contents	Current Price	Revised Price
AXXZIA			
AXXZIA BEAUTY EYES ESSENCE SHEET Premium +	60 sheets	JPY ¥9,900	JPY ¥11,000
AXXZIA BEAUTY EYES ESSENCE SHEET +	60 sheets	JPY ¥7,040	JPY ¥7,700
Venus Recipe			
Venus Recipe The Pure Drink	30mL × 15 bottles	JPY ¥10,584	JPY ¥11,880
Venus Recipe The Pure Drink Food with Functional Claim	30mL × 15 bottles	JPY ¥10,584	JPY ¥11,880
Venus Recipe PQ Drink plus	30mL × 15 bottles	JPY ¥10,800	JPY ¥11,880
AGTHEORY			
AGTHEORY AGDrink XI	25mL × 30 bottles	JPY ¥31,104	JPY ¥34,560
AGTHEORY AGDrink XI (10 bottles)	25mL × 10 bottles	JPY ¥10,692	JPY ¥11,880
AGTHEORY DEEP CLEANSING GEL	120g	JPY ¥5,280	JPY ¥6,600
AGTHEORY CLEAR WASH FOAM	100g	JPY ¥5,280	JPY ¥6,600
AGTHEORY MOISTURIZING LOTION	100mL	JPY ¥6,820	JPY ¥7,700
AGTHEORY BALANCING OIL ESSENCE	30mL	JPY ¥9,240	JPY ¥9,900
AGTHEORY SILKY EMULSION	55mL	JPY ¥6,600	JPY ¥7,700
AGTHEORY RICH CREAM	30g	JPY ¥14,080	JPY ¥14,850
AGTHEORY SMOOTH MASK	5 sheets	JPY ¥4,400	JPY ¥5,500
AGTHEORY PERFECT GEL MASK	50g	JPY ¥9,680	JPY ¥11,000
AGTHEORY UV PROTECTION CREAM	40g	JPY ¥7,150	JPY ¥7,920
AGTHEORY ULTRA EYE CREAM	15g	JPY ¥7,480	JPY ¥8,800
AGTHEORY RADIANCE EYE SHEET	7 sheets	JPY ¥6,600	JPY ¥7,700

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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