

APHROZONE

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'APHROZONE' is a portmanteau word of 'Aphro' for the Greek Goddess of Beauty and 'Zone' meaning area or domain. Also, the pronunciation of the word 'APHROZONE' is very similar to a Korean word that means 'Everything is going well', The mark in the middle of the APHROZONE logo is the double helix DNA shape, representing the Key ingredient that is the company's pride in pursuit of a healthy and beautiful lifestyle. In addition, the mark expresses a limitless curve extending health and beauty

MAIN COLOR

SUB COLOR



PANTONE
301C



PANTONE
2995C



BLACK



GRAY



GOLD



WHITE

Ruby-Cell

Ruby-Cell

Ruby-Cell is The first APHROZONE brand for leading a healthy and beautiful lifestyle. Ruby-Cell 4U is another portmanteau word of 'ruby', the luxurious gem, and 'cell', which is related to Human Stem Cell Conditioned Media cosmetics '4U' is a simplified word meaning 'for you'. This brand name expresses our resolution to beautify skin and care it like a precious gem. Ruby-Cell 4U is a body-friendly cosmetic brand made from Human Stem Cell Conditioned Media.

ATO樂

ATORAK

The second APHROZONE brand influencing a healthy and beautiful life style is ATORAK And it is also a portmanteau word of 'ato' from 'atopy', the medical term for specific skin conditions, and the Chinese symbol 'rak' (樂) meaning pleasure. This brand name tries to convey our wish to reduce inconvenience and give pleasure to skin problems. ATORAK products are specifically designed for allergy-prone skin.