



## CHARMZONE

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### Company Overview

Cosmetics which are necessary but not everyone can create. Charmzone has been paving a way leading where no one has ever gone before. With a strong awareness of "We will not make it if it is not different," Charmzone's 30-year history has always been a series of consecutive 'new challenges,' which reflects the "Green Frog Spirit."

Charmzone is the first Korean cosmetics brand to be registered as in-flight duty-free product and also to receive the Q mark.

Charmzone will continue to be with our customers in ways to beautify both skin and life.

### History

**1984** Buhan Cosmetics was established / The first product was released from a brand, Charmzone

**1988** Released the nation's first Cleansing Water

**1991** Built a factory at Wonju-si

**1992** Became nation's first cosmetics company to receive permission to sell cosmetics from the Japanese Department of Health and Human Services

**1993** Changed the company name to Charmzone Co.

**2004** Established Charmzone Technology Institute

Listed as one of the top 100 cosmetics companies in the world for two consecutive years

**2007** Launched CCS, a 1:1 direct trade system between Charmzone and customers

**2013** Started selling in-flight duty-free products on China's four major airlines

**2016** Launched Cosmetics Convergence Laboratory, under Charmzone Technology Institute (Headquarters at Seoul)

## Performance

- 1993. 12** Achieved 1 million \$ exports / The green frog TV commercial received the 13th Korea Broadcasting Advertisement Awards
- 1996. 12** Acquired the “Q” mark, a certificate of guarantee of product quality
- 1999. 04** Received a Citizen’s Skin Health Improvement citation commemorating Health Day (prime minister)
- 2008. 09** The ‘Jian Bohwasun Cream’ received the Championship BEPPA (Beauty Expo & Prokos Products Award) at the ‘World of Beauty & Spa 2008’ Cosmetics Expo held in Czech
- 2012. 12** Received the Ten Million Dollar Export Tower Award at the 49th Trade Day celebration
- 2014. 04** Charm In Cell Cream received the <IR52 Jang Young Sil Award>  
Charmzone received the <Republic of Korea Customer Loyalty 1st Prize> (Korean CEO Association)
- 2015. 03** Acquired Standards for Manufacturing and Quality Control of International Excellent Cosmetics (ISO-22716:2007) (certificate number: CA-C-15023)
- 2016. 06** Charmzone, 2016 Awarded as an Excellent Enterprise for the House

## Patented technology

- Patent (Registered: 32, Applied: 2)
- Sanitation Approval from China (105 products in total)
- FDA Approval from the U.S. (2 products)

