



Real beauty begins with safety shaving !



A Lot of women are shaving their faces & bodies.

Google

women face shaving



전체

동영상

이미지

뉴스

지도

더보기

설정

도구

검색결과 약 28,100,000개 (0.30초)



Google

women body shaving



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이미지

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설정

도구

검색결과 약 32,900,000개 (0.42초)



Here's Why.

Advantages of shaving

- It makes your skin glow
- It's a Great Exfoliant
- It's anti-aging
- Smoother makeup application
- Increased effectiveness of skin care products

Disadvantages of metal razor shaving

- Risk of Razor Bumps
- Ingrown hairs are possible
- Beware of Razor Burn

Cerazor solved the disadvantages of metal razor blade

- Horizontal contact ceramic blade to prevent of skin damage
- Prevention of Metal allergic skin trouble, no-rust, clean ceramic razor blade



Cerazor

for women



Cerazor
= **Ceramic** + **Razor**

Trademark registration

Registration No. 40-1039447(2014.05.27)

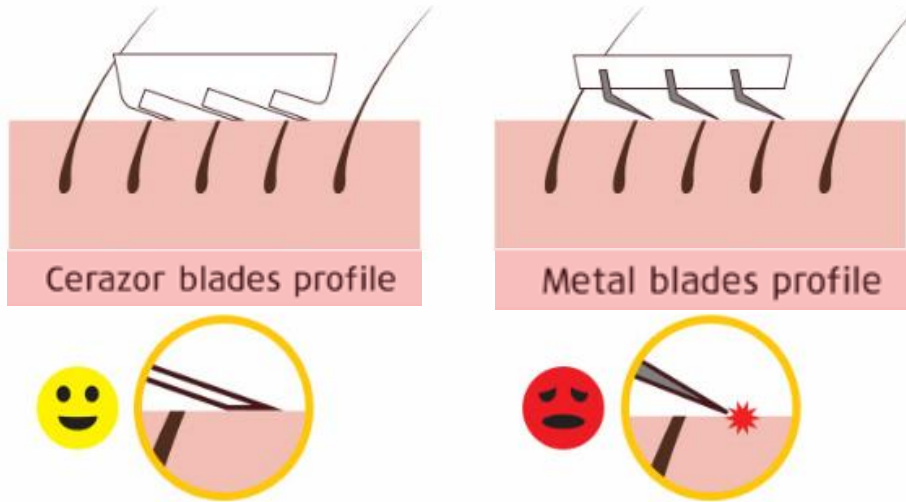
International
trademark application

Registration No. 1219840(2014.08.19)

Madrid of agreement 37 countries

☞ Prevention of skin damage

Horizontal contact of ceramic razor blade



☞ Prevention of Metal allergic skin trouble

No-rust, clean ceramic razor blade



Solved the disadvantages of metal razor blade

All-in-one multiple razor blades and thereof manufacturing method

Patent registration
Korea (Registration No. 10-1532244 / 2015.06.23), US, Japan, Canada.

PCT international patent application 47 countries
PCT/KR2014/002018
2014.03.10 Application
WO 2014/208866
2014.12.31 Laying-Open

Real beauty begins with safety shaving !

👉 Innovative beauty icon ! **Cerazor**

**Safety shaving
beautiful skin**

**Prevention of
skin damage &
metal allergic**

얼굴 습식제모 팔 습식/건식제모
겨드랑이 습식제모 비키니라인 습식제모
다리 습식/건식 제모

No metal allergy.
Minimizing skin irritation.



The Future has started with **iNFINO**

Thank You



The following are reference materials

Existing nonmetal cutters



Click to open expanded view

Shomer-Tec Ceramic Razor Blade

by Shomer-Tec

★★★★☆ 24 customer reviews

Price: **\$16.25** & **FREE Shipping** on orders over \$35.

[Details](#)

Only 4 left in stock (more on the way).

Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, Oct. 14? Order within 12 hrs 40 mins and choose **One-Day Shipping** at checkout. [Details](#)

- Totally non-metallic, made from Zirconia ceramic, a super-hard material that is extremely wear-resistant
- Designed as a hide-out blade for cutting tape, ropes, plastic cuffs, etc.
- Blade has a lanyard hole so that it can be sewn into clothing or attached via a lanyard to your belt or gear
- Size: 1.25 x 0.4 (30mm x 10mm)
- Black Color



ASR Tactical Rust Proof
Folding Ceramic Razor
Escape Tool Knife

★★★★☆ 11

\$16.99 ✓ **Prime**



BOKER PLUS Cera-Neck
Fixed Blade Knife, Black

★★★★☆ 33

\$30.55 ✓ **Prime**



Enlarge Order



FK - 075 - WH-GR

Paring knife, Green (7,5 cm blade)

Enlarge Order



FK - 075 - WH-YL

Paring knife, Yellow (7,5 cm blade)

Enlarge Order



FK - 110 - WH-RD

Utility Knife with Red Handle

Enlarge Order



FK - 110 - WH-YL

Utility Knife with Yellow Handle

Enlarge Order



FK - 110 - WH-GR

Utility Knife with Green Handle

Characteristics of razor industry



- **High-tech, high value-added industry** : Razor is a commonplace living product used on a daily basis by more than 2 billion adult males around the world, but it is a high-tech, high value-added product requiring competitive technological development unlike general expectation. Women's razor market relating to women's hair removal is rapidly growing.
- **High entry barrier and oligopoly market structure** : Massive capital invested in product development and marketing makes it difficult for competitors to advance into the market, and only 2 or 3 businesses dominate the market under oligopoly based on huge capital and achieve huge profits.
- **Continuously stable, profitable industry** : Razor holder is rather low-priced from several thousand won to about 15,000 won), but razor blade (consumable product) can be sold additionally after razor is sold, ensuring steady sales profits.
- **Industry securing stable sales market by high brand loyalty (customer loyalty)** : Razor is an only living product that directly contacts the skin once daily. Also, it has stronger loyalty of customers than any products once they are accustomed to shaving. Accordingly, razor market is a highly profitable market maintaining high profits once a certain company becomes a market leader unlike other products.
- **High market potential and growth potential** : Industrial value of razor is on the rise in that it becomes a product inducing consumption of other beauty products. Beauty consumer product for men accounts for about 16 billion dollars of beauty consumer product market around the world (about 140 billion dollars), which is an industry having enormous market potential currently showing high growth.

Copetitor's technology development Status of Non-metal Razor

Gillette

미국 특허공보 US5018274(1991.05.28.) 1부.

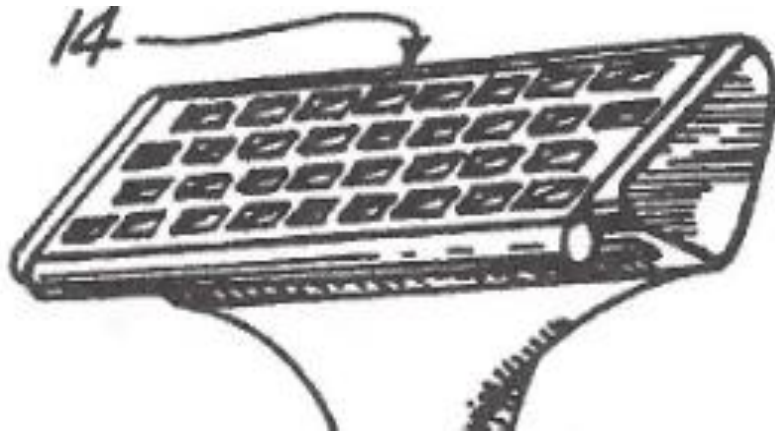
United States Patent [19] [11] Patent Number: 5,018,274
Trotta [45] Date of Patent: May 28, 1991

[54] SAFETY RAZOR BLADE 4,011,071 3/1977 Siegmund 30/346.53

미국 특허출원공개공보 US2004/0118250호(2004.06.24.) 1부

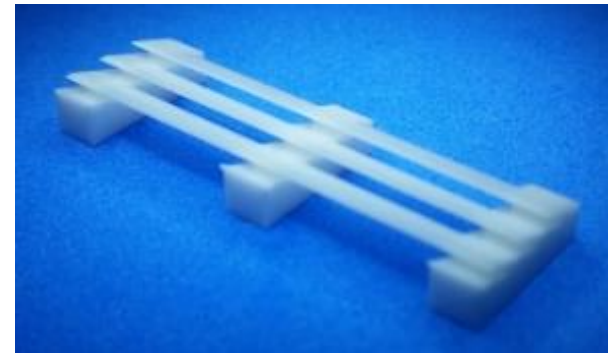
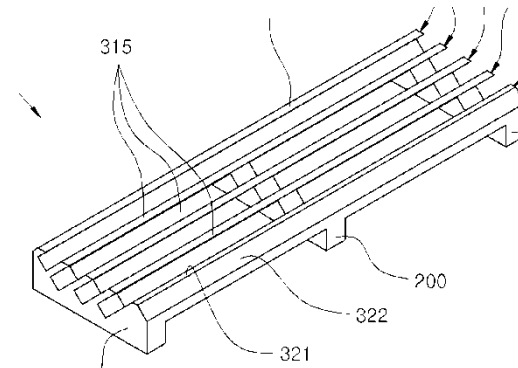


(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2004/0118250 A1
White et al. (43) Pub. Date: Jun. 24, 2004



INFINO

All-in-one Multiple Razor Blade and
Method for Manufacturing the Same
10-2013-0111279 (2013.09.16)



It is a type of chef's knife with the razor blade concept based on single crystal silicon deposition technique.

Single crystal silicon has insufficient hardness for razor blade use.

Razor blade-connecting bridge that is in between razor blades reduces contact area during hair removal, which causes pain by pressing hair root . (Gillette patent rejection)

Gillette couldn't commercialize it due to the problems of material hardness and structural issue.

Copetitor's technology development Status of Non-metal Razor



FAQ

- What are ceramic knives made of?
- How do I sharpen ceramic knives?
- Will a ceramic knife break or shatter if I drop it?
- How can I damage a ceramic knife?
- Can I put my ceramic knife in the dishwasher?
- Do Kyocera knives come with a warranty?
- Where should I store my Kyocera ceramic knife?
- Where are Kyocera knives made?
- How are Kyocera knives made?
- How should I use my Kyocera ceramic knife?
- What is the difference between a black-HIP blade and a white blade?
- The peeler is great! How come you don't make a shaver?
- How do I say "Kyocera" correctly?

How do I sharpen ceramic knives?

You cannot resharpen your ceramic knife by yourself as this requires specialised equipment and training. Please send your knives to SHP the appointed Kyocera Knives Distributor.



<http://www.kyoceraceramics.co.za/faq.asp>

<http://www.mingspantry.com/kyoccerkniff.html#q12>

If you click the link on the left, you can see the Contents of F.A.Q No.12 in 2008 regarding Ceramic Knife of Kyocera which is world's No.1 Company in Ceramic Materials and components.

The peeler is great! How come you don't make a shaver?

Too dangerous! A metal razor blade has a relatively "rounded" edge (under the microscope) which prevents the blade from cutting into the skin. A ceramic razor blade, however, does not have a rounded edge and slices into the skin. Thus, a ceramic shaver would be too dangerous to use. Several engineers in Sendai who tested prototypes can confirm this painful fact!

: KYOCERA give up development by reason of ceramics crystal structure problem.



Copetitor's technology development Status of Non-metal Razor

<http://blogs.wsj.com/scene/2011/08/19/is-this-razor-worth-100000/>
<http://www.etoday.co.kr/news/section/newsview.php?TM=news&SM=3099&idxno=474897>

THE WALL STREET JOURNAL. LIFE & STYLE

SCENE

ARTS & CULTURE

FASHION

FOOD & DRINK

HOMES

LIFE

HOT TOPICS: SCENESTYLE LUXURY FASHION WEEK PRADA SHOPPING MENSWEAR HI

12:20 pm HKT
Aug 19, 2011

FASHION

Is This Razor Worth \$100,000?

ARTICLE

COMMENTS (51)

FORD GILLETTE HAYDEN HAMILTON LUXURY VALUATIONS ZAFIRRO

Email Print

f t g+ in

By KRISTIANO ANG



— Zafirro The Zafirro Iridium razor has sapphire blades, an iridium handle and a \$100,000 price tag.

Sapphire blades: Zafirro says that the Iridium is the world's first razor with sapphire blades. "The [solid-white] sapphire is made from a single crystal with a finer tip than steel," says Mr. Hamilton. **"We looked at advanced ceramics as well, but the tip was too big."**

If you click the link on the left, you can see the article of THE WALL STREET JOURNAL(2011-08-19) "Is This Razor Worth \$100,000?" and the article of ETODAY(2011-08-31).

살아 움직이는 주식 투자정보를
남들보다 더 빨리 본대!

스탁프리미엄



이투데이

뉴스

증권·금융

기업

오피니언

연예·스포츠

실시간 속보 > 노루페인트 "최대주주 노루홀딩스, 보유주식 145만주 장내 매도"



주식10억과 잠적한 편의점녀, 대낮에 남성들과...충격!

평범한 편의점 알바생으로 시작해 10억의 수익을 올린 숨은 주식 고수가 화제다.

스폰서 하이라이트

뉴스 > 국제 > 일반

인쇄 | 크게 | 작게

[럭셔리 트렌드] 1억원짜리 면도기, 첨단제품 열광하는 부자들의 관심 모아

최종수정 2011-08-31 11:05

f t g+ in

희귀금속 이리듐 손잡이·사파이어 면도날...99개 한정판

[이투데이 배준호 기자]

프리미엄 벤처기업인증 ISO코리아



이미지 원본보기

▲벤처기업인 지파로가 개발한 대당 1억원짜리 럭셔리 면도기가 부자들의 관심을 끌고 있다. 사파이어 면도날과 이리듐 손잡이를 갖춘 이리듐 면도기는 이리듐 면도기의 주요 소재다. 지파로

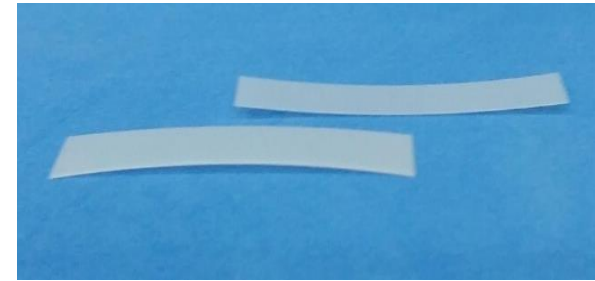
10만달러(약 1억700만원)에 달하는 럭셔리 면도기가 차별화를 추구하는 부자들의 관심을 한 몸에 받고 있다.

Copetitor's technology development Status of Non-metal Razor



- **Other companies failed to develop ceramic razor blade**

Many companies failed to develop ceramic razor blade in spite of enormous investment.

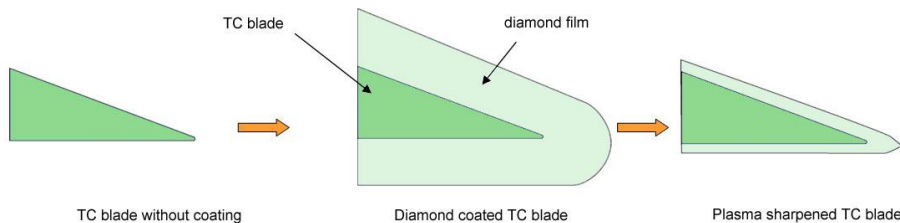


- **The reason why other companies failed to develop ceramic razor blade**

They tried to develop ceramic razor blade as individual blade with the same method as existing steel razor blade.

- ① Irregular bending phenomenon of ceramic razor blade occurred during manufacturing process of individual ceramic blades.
- ② Rough ceramic crystal structure at line contact method of individual razor blade damages the skin.
- ③ Due to the reasons of ① and ②, it damages the skin more than metal razor blade.
- ④ Difficulties in processing process and cost of manufacturing caused loss of merchantability, which made the failure of ceramic razor blade development.

- **Alternative to the failure of ceramic razor blade development of other companies > diamond, ceramic coated blade, etc**



They tried ceramic coating, diamond film coating, titanium coating/deposition method, etc, but,

- ① Coating is easily peeled off by the damage of coating area or oxidation by water inflow, and
- ② Problem that causes low cutting force occurred.
- ③ They couldn't overcome the material and structural limit of metal razor blade basically.



The Future has started with **iNFINO**

Thank You

