



Nemko
Digital



CASE STUDY

Setting a New Standard for AI Trust in Beauty

Independent verification of
trustworthy AI for next-generation
beauty technology



Executive summary

APR successfully achieved certification against the Nemko AI Trust Mark, demonstrating its commitment to developing and deploying AI-enabled technologies in a trustworthy, transparent, and responsible manner.

Through an independent assessment of its AI governance practices, risk management processes, transparency measures, and technical controls, APR demonstrated alignment with key principles of trustworthy AI. The certification reinforces confidence among consumers, business partners, and other stakeholders while supporting the company's continued innovation and international growth.

CERTIFICATION JOURNEY



Section 01

Situation

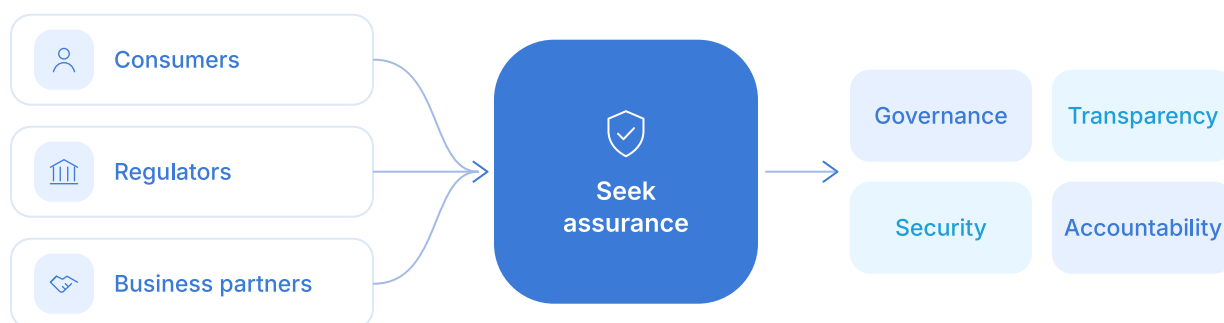
01

APR is a leading beauty technology company that leverages artificial intelligence to enhance consumer skincare experiences and deliver more personalized product recommendations and services.

As AI capabilities become increasingly integrated into consumer-facing products, expectations regarding responsible AI development continue to grow. Consumers, regulators, and business partners increasingly seek assurance that AI technologies are developed with appropriate governance, transparency, security, and accountability measures in place.

To demonstrate its commitment to responsible innovation and strengthen market confidence, APR pursued independent assessment against the Nemko AI Trust Mark certification framework.

GROWING EXPECTATIONS FOR RESPONSIBLE AI



Section 02

The Challenge

02

As AI-enabled consumer products become more sophisticated, organizations face growing expectations to demonstrate that their AI systems are trustworthy, reliable, and responsibly governed.

APR sought an objective and internationally recognized method for validating its AI practices and providing assurance to customers and stakeholders that appropriate controls and governance mechanisms were in place. The organization also wanted to proactively prepare for an evolving regulatory landscape while maintaining a strong focus on innovation and customer experience.

1

Objective validation

Validating its AI practices and providing assurance to customers and stakeholders

2

Regulatory readiness

Proactively preparing for an evolving regulatory landscape while maintaining a strong focus on innovation

The challenge was clear:

How can APR provide independent evidence that its AI-enabled beauty products is trustworthy?

Section 03

The Solution

To demonstrate its commitment to responsible AI, APR partnered with Nemko to pursue certification under the Nemko AI Trust Mark program.

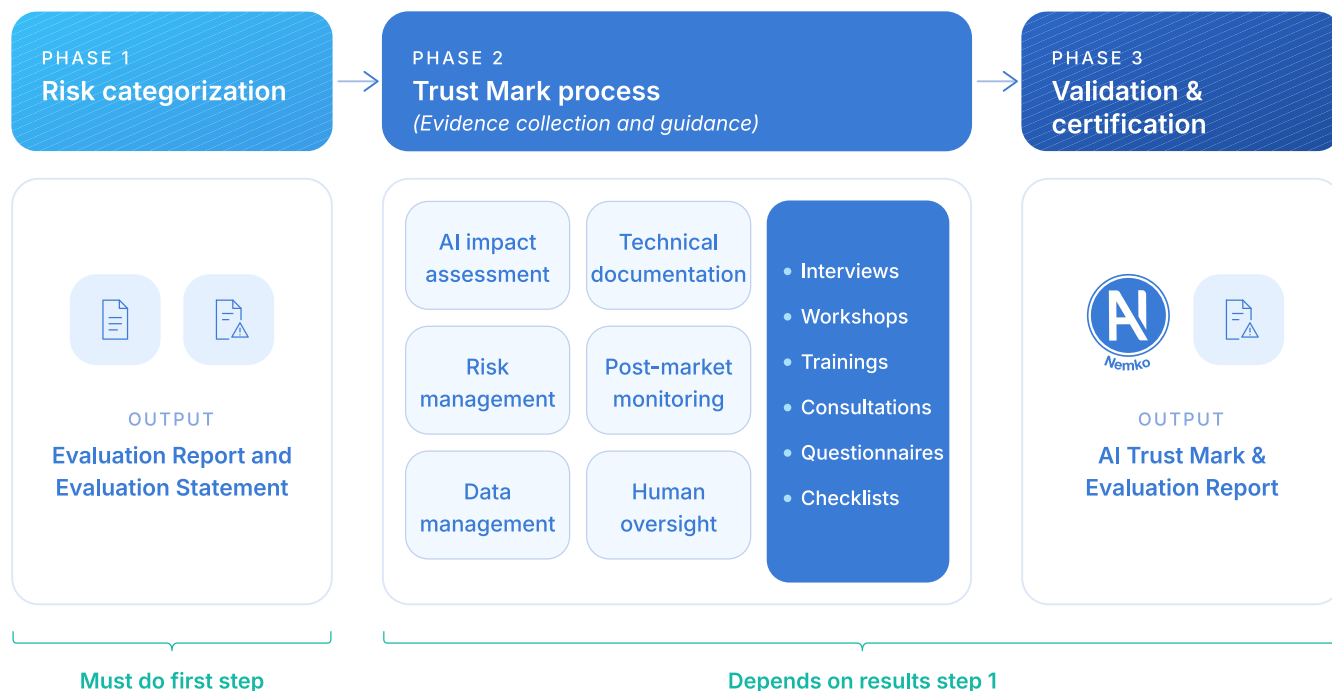
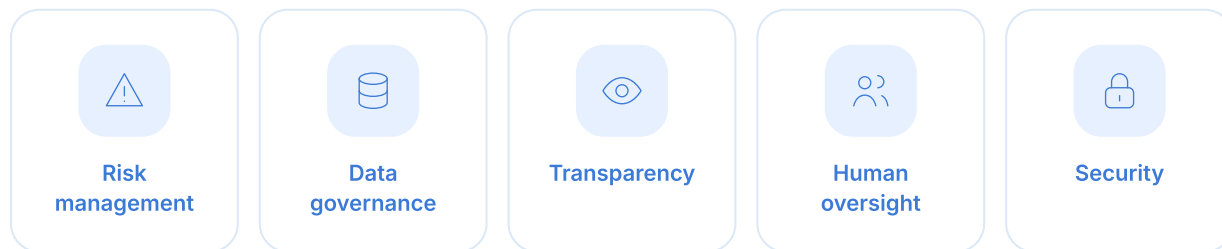


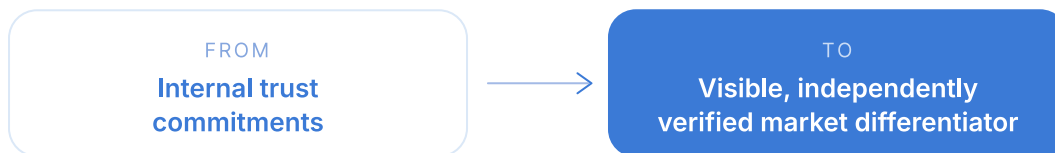
Figure 1. End-to-end process for Nemko Trust Mark certification. Phase 1) Risk categorization, Phase 2) Evidence collection and evaluation, Phase 3) Validation and Certification.

The assessment included an independent review of the APR AGE-R BOOSTER PRO X2 against the Trust Mark requirements, focusing on risk-based principles of trustworthy AI, including risk management, data governance, transparency, human oversight, and security.

RISK-BASED PRINCIPLES OF TRUSTWORTHY AI IN SCOPE



APR's objective was not only to validate their product against relevant AI controls but also to transform internal trust commitments into a visible and independently verified market differentiator.



Following the successful completion of the assessment, Nemko issued the AI Trust Mark certification on **September 10, 2026**.

Section 04

04

The Results

Certification provided independent verification that the APR AGE-R BOOSTER PRO X2 aligns with key principles of trustworthy AI.

Other key outcomes included:

Independent verification of trustworthy AI



Demonstrated commitment to transparency and accountability



Strengthened consumer confidence in AI-enabled functionality



Enhanced market differentiation through third-party assurance

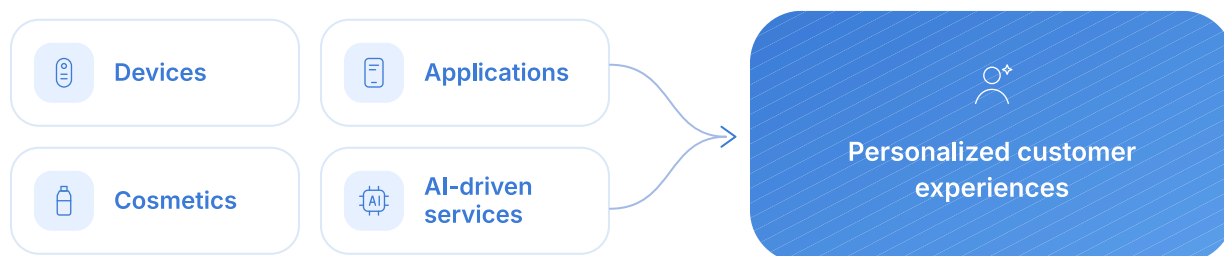


Reinforced APR's position as an innovator in beauty technology

As AI becomes increasingly common across consumer products, independent trust verification provides an additional level of assurance for consumers, business partners, and other stakeholders.

The certification also supports APR's long-term vision of building an integrated beauty ecosystem that combines devices, applications, cosmetics, and AI-driven services into personalized customer experiences.

APR'S INTEGRATED BEAUTY ECOSYSTEM



Building Trust Across Industries

APR now joins a growing number of organizations that have chosen independent assessment to demonstrate their commitment to trustworthy AI. For additional information about the Nemko AI Trust Mark certification framework and its application in practice, read our Samsung AI Trust Mark case study.

[Read the Samsung case study →](#)

Section 05

One Team Collaboration

05

The project also demonstrates the value of collaboration across the Nemko Group.

Throughout the certification journey, **Nemko Korea** and **Nemko Digital** worked together from customer engagement and planning through assessment, technical review, and certificate issuance.

By combining local market expertise with specialized AI Trust assessment capabilities, the teams delivered a seamless and efficient certification process while ensuring close cooperation and clear communication throughout the project lifecycle.

NEMKO GROUP COLLABORATION ACROSS THE PROJECT LIFECYCLE



Close cooperation and clear communication throughout the project lifecycle

Ceremony and Certification



Representatives from APR and Nemko Korea (Samgeun Gwack) pose for a commemorative photo during the Nemko AI Trust Mark certificate presentation ceremony held at APR headquarters on September 15, 2026.

About APR

Medicube is a beauty technology brand operated by APR, one of Korea's leading beauty and lifestyle technology companies. Through its AGE-R product portfolio, APR combines advanced technology and skincare expertise to deliver innovative at-home beauty solutions to consumers around the world.

The company continues to expand the use of AI technologies to provide more personalized beauty experiences and develop a connected ecosystem across devices, cosmetics, applications, and digital services.

About the Nemko AI Trust Mark

The Nemko AI Trust Mark provides independent assessment and verification of AI-enabled products against key principles of trustworthy AI. The program is designed to help organizations demonstrate responsible AI practices and build confidence among consumers, partners, regulators, and other stakeholders. For more information, visit <https://digital.nemko.com/ai-trust-mark>

