

Apollo Dion

At the core of Apollo Dion’s technologies and products is one characteristic feature: They are modeled on nature. Their mechanisms of action are biomimetic, replicating nature’s proven solutions to problems. These mechanisms form the basis of all products – from body care to detergents, cleaning agents, and hygiene solutions. All current products are integrated into the natural circular economy, 100 per cent biodegradable, and re-enter the natural resource cycle.



PRODUCTS/BRANDS

HYPOGEN CARE® – natural medical cosmetics for allergy sufferers
bebomed® – the natural way to healthy baby skin
DOCTR®s pet care – highly innovative, hypoallergenic pet care
DYNADION® athleceuticals – turn your skin into a performance organ!

LOCATION

Stuttgart (headquarters)
Research & development, performance testing and production at other locations in Germany

OWNER

Apollo Dion GmbH, a family-run German SME

SALES

Europe, Middle-East, Africa

hypogen.de
bebomed.de
doctr-care.de
dynadion.de

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Circular Management:
Permanent Circular Design

Apollo Dion’s Circular Design is not only multi-perspective approach, but also a circular one in terms of design processes: With continuous evolution as a constant pursuit of improvement, nature sets standards here too. As a company, Apollo Dion applies a management system akin to natural evolution, which creates innovations and continuously improves or generates new ideas from existing what already exists. Apollo Dion’s Circular Management comprises four design levels:

Level 1 – Creating innovations or the “Big Bang”: Initially, the development of technologies and their application in a basic product range is paramount. After its establishment, Apollo Dion focused on mimicking the cell membrane complex of skin and hair, aiming to implement HYPOGEN CARE® as medical cosmetics people with allergies and sensitive skin.

Level 2 – Transfer: Transferring technologies and know-how to other areas. The innovative technologies and mechanisms of actin of HYPOGEN CARE® are adapted to help solve other problems. For instance, the unique properties of the cell membrane complex of developing baby skin are replicated using special complexing agents.

Level 3 – Evolution: Innovation through technological expansion. The human medical care technologies of HYPOGEN CARE® also serve as a basis for DOCTR®s pet care products for use in veterinary medicine. However, due to the specific needs of animal skin, technological modifications are required. With athleceuticals by DYNADION®, athletes can harness their skin as a performance organ in various ways. For example, the products allow for a precise increase or reduction of the skin temperature by 1°, 3°, or 5°C over 3–5 hours, creating an individual thermal system in the outer skin layer that supports and protects the athlete’s body.

Level 4 – Optimisation or “Survival of the Fittest”: Even existing products undergo continuous improvement. For each brand, a continuous performance testing process has been established, which is supplemented with brand-specific user or expert panels.

With this Circular Management approach, Apollo Dion successfully aligns the goals of environmental protection and product design, providing optimal solutions for the user.

