

AURAN

MORE THAN SMELL



ABOUT US

Auran: Established in May 2022, our brand operates with the motto More Than Just a Scent. At Auran, we don't just design fragrances; we craft emotions. Our scents, wrapping your soul with every note, aim to create special memories with every breath, adding elegance to your life. For us, every scent is a story, carrying you to unique experiences and leaving unforgettable marks.

VISION

Auran: A Vision That Leaves a Mark Globally At Auran, we go beyond being a brand that designs not just fragrances but also emotions. With a long-term goal of exporting to over 118 countries, we leverage our expertise in brand positioning and deep experience in private label processes to provide comprehensive, competitive, full-service solutions that make a difference in global markets. With our innovative vision and strategic approach, we aim to become a standout player in the global market. While raising the bar in the industry, we remain committed to setting new standards in FMCG branding in Turkey and building sustainable, lasting values for our brands.

MISSION

Our Innovative and Sustainable Mission

We stand out in the cosmetics sector as a distinctive brand by combining our production activities in Turkey with social responsibility projects and an environmentally conscious approach. With values rooted in respect for animals, individuals, and nature, we operate as a conscious and principled team. Our mission goes beyond achieving maximum customer satisfaction; we aim to produce innovative solutions that add meaning and elegance to people's lives. With our More Than Just a Scent philosophy, we don't just create pleasant fragrances; we transform every product into an unforgettable experience. Through our eco-friendly production processes, we contribute to a sustainable future while crafting unique stories with each product.

OUR PRODUCTS

- Essential Fragrance Oil
- Room and Laundry Spray
- Reed Diffuser
- Sleep and Pillow Spray
- Body Spray
- Smart Robot Cleaner Water
- Perfume
- Cologne
- Backflow Incense
- Car Fragrance



Over 90% Customer Satisfaction.

At Auran Cosmetics, customer satisfaction is always our priority. We have achieved a customer satisfaction rate exceeding 90% thanks to our innovative solutions, environmentally friendly production processes, and our efforts to deeply understand our customers' needs. By combining quality, reliability, and elegance in every product, we aim to exceed consumer expectations. This high satisfaction rate is the strongest testament to our deep connection with consumers and our service philosophy.

Auran Cosmetics: Our Digital Power

At Auran Cosmetics, with over 650,000 followers on e-commerce platforms, our strong digital presence is a testament to our customer-focused approach and reliability. Our expansive digital connection with consumers continues to grow, supported by our innovative products and sustainable solutions, as we solidify our position as an active player in the global market. This vast community of thousands who choose Auran reflects the values and vision of our brand.

CONTACT INFORMATION

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