

# BENGJOOYA

PRODUCT CATALOG

JEJUGOLDLARVA 2020

JEJU PREMIUM

**BENG  
J OO  
YA —**

BENGJOOYA found out a solution  
to the future foods & health  
in the nature of Jeju Island.

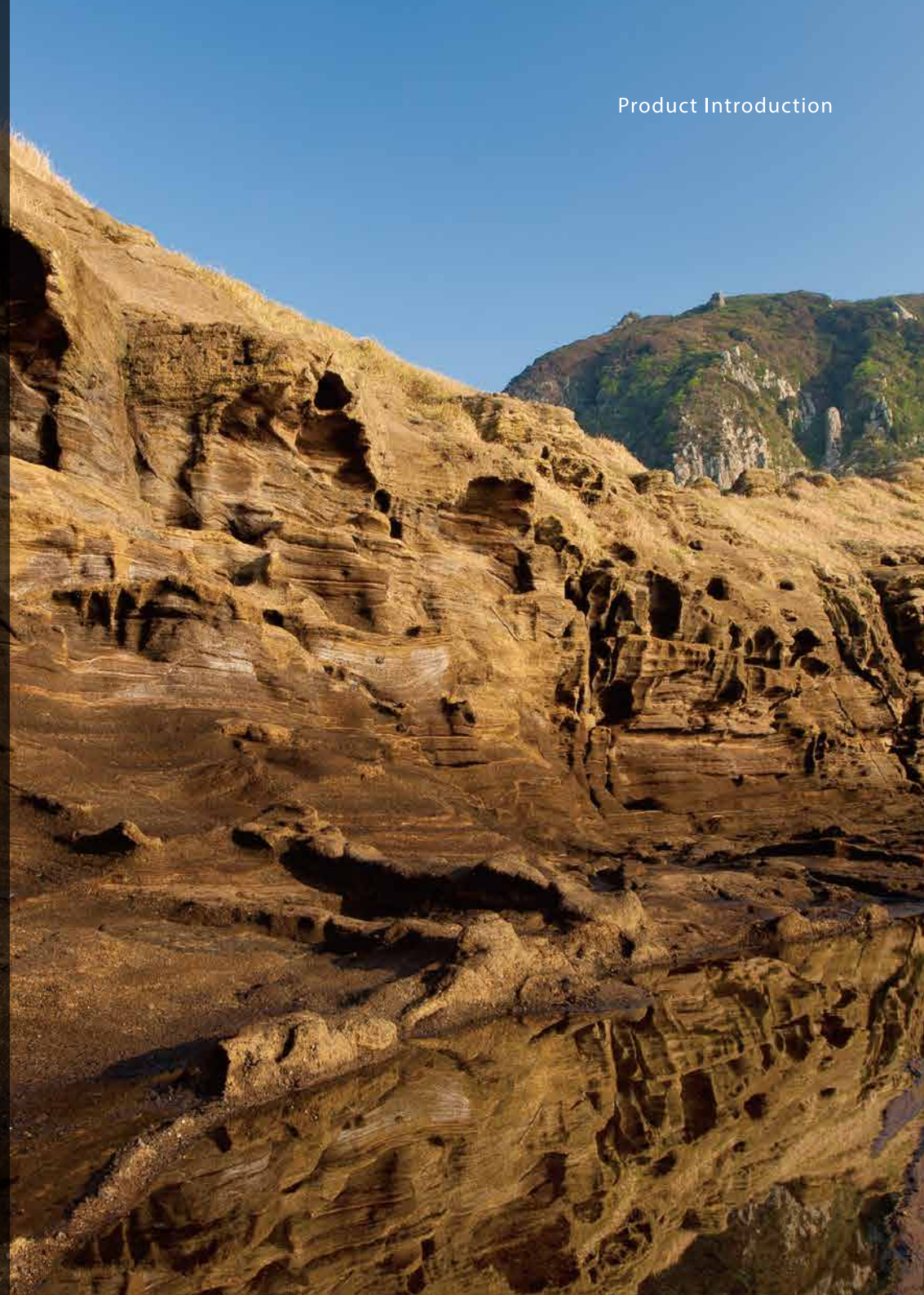


ABOUT JEJU  
Clean Jeju

Product Introduction

# BENGJOOYA delivers the natural benefits of the clean Jeju

Jeju, the largest island located in the southernmost part of South Korea, takes pride in its **unique natural environments** including fresh air and pure water.





# Jeju Island recognized by UNESCO

2002



Designated as  
a biosphere reserve

2007



Registered as  
a world natural  
heritage

2010



Certified as a world  
geological park

**BENGJOOYA** is the reliable food with the naturally-derived ingredients from pure Jeju.



We raise the main ingredient, edible larvae directly  
with eco-friendly farming on Jeju island.

(Manufactured, under OEM deals, by Hanmi Natural Nutrition Co., Ltd., a company specializing in health supplements)

**JEJUGOLDLARVA**

White-spotted flower chafer larva

Product Introduction

**Safer food!**  
with faith-based system



HACCP certified



GMP certified

You can have faith in our product since it is manufactured  
at **GMP and HACCP** certified facilities.

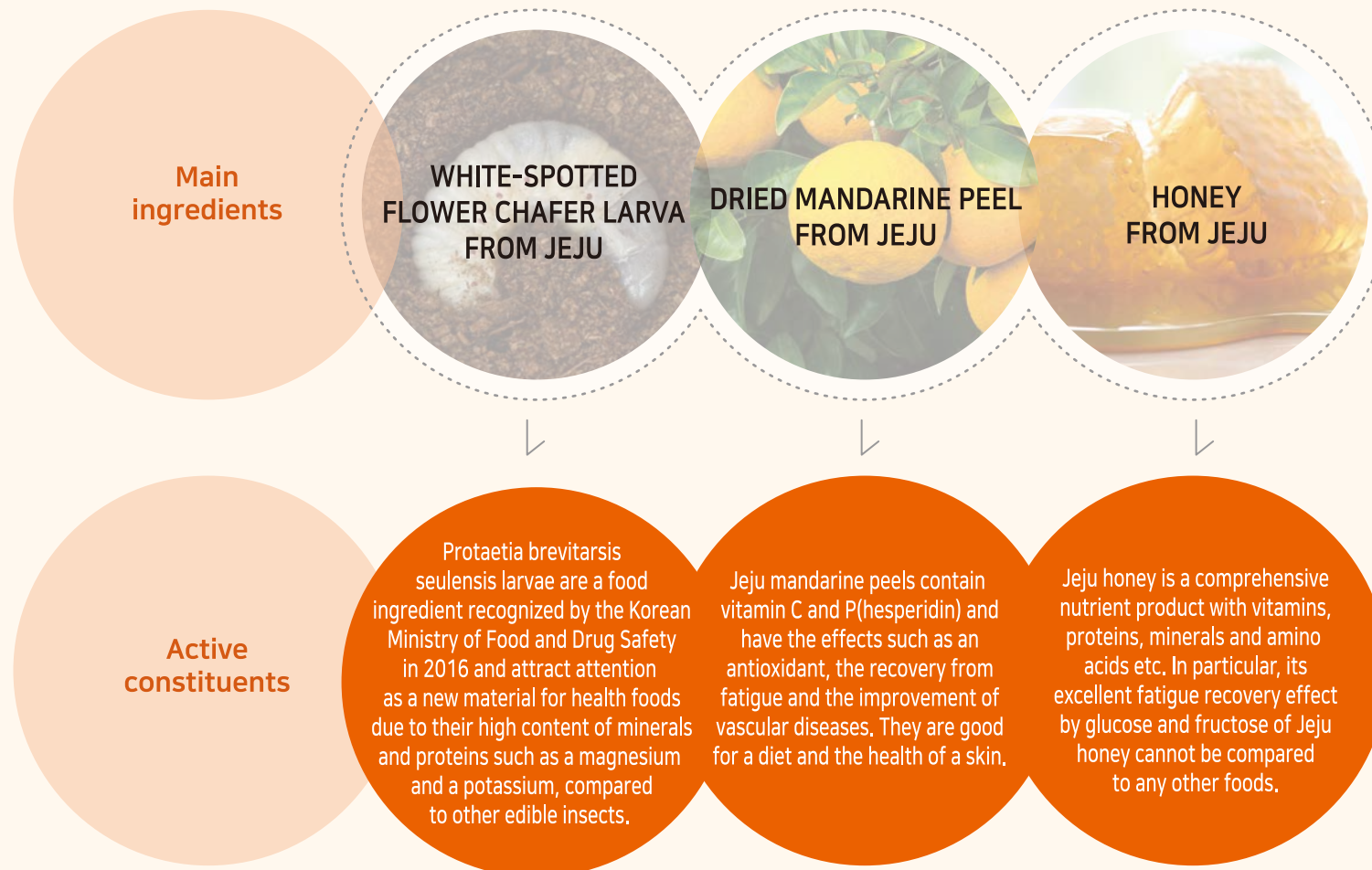


## PRODUCT

Key ingredient

Product Introduction

“ White-spotted flower chafer(*Protaetia brevitarsis seulensis*) larva is a healthful ingredient with the records of various medicinal effects such as treatment for a liver cancer, a liver cirrhosis and a hepatitis (recorded in the Korean historical medical book called Donguibogam), improvement of a non-alcoholic fatty liver and enhancement of the function of a liver (Korea Institute of Oriental Medicine), antithrombosis effect (No. 10-0006297 by patented Rural Development Administration) and anti-obesity effect (No. 10-0080577 by patented Rural Development Administration). ”



## The other ingredients are also beneficial to health!



Turmeric root powder



Capillary worm-wood powder



Licorice



Oriental raisin tree powder



Adhesive Rehmannia



Astragalus membranaceus Bunge



Cinnamon



Dried five flavor magnolia vine



Japanese Cornel Powder



Korean ginseng



Harts horn

“ They are functional constituents rich in vitamins, amino acids and minerals etc. certified by Korean Ministry of Food and Drug Safety. They not only relieve hangovers but also help the recovery from fatigue, improvement of a liver and a blood circulation. ”



# 1,690 hours of devotion

*Protaetia brevitarsis seulensis* larvae, the main ingredient of BENGJOOYA, feed fermented oak sawdusts in an eco-friendly and safe indoor breeding space and grow for 1,690 hours until imagos lay eggs and they get to the 3rd instar larvae.



## Breeding for 70 days

A temperature of 26 °C ~ 28 °C and a humidity of 40% ~ 50% are maintained to prevent the infection by pathogens.



## 72-hour fasting

The larvae grown for about 50 to 70 days feed on glutinous rice flour for three days to eliminate waste from the bodies grown for about 50 to 70 days and it is the most nutrient-rich and healthful stage.



## Primary sterilization

They are boiled after getting rid of foreign substances from their bodies.



## Secondary sterilization

They are dried at 50 °C for 50 hours in a dryer machine.



## Grinding / Powdering

After drying, they are powered and sterilized in 95 °C for 30 minutes. And, a microbial test is performed for them. If they pass the test, they are used as an ingredient.



# Healthy Habits for a Better Tomorrow

#Anti-fatigue

#Liver function improvement

#Hangover relief

# Hangover Relief

#Anti-fatigue #Liver function improvement #Hangover relief

## Invention Patent

(The compositions for relieving hangovers and improving liver function)

Hangover  
Remedy

Liver Health



Energetic days

Combat fatigue



# Liver Protection

#Anti-fatigue #Liver function improvement #Hangover relief



Improving  
the liver health

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## Proteacin

The antibiotic substance extracted from the larvae, "Proteacin," helps to restore the function of the liver by reducing the activity of enzymes ( the causes of liver damage ) induced by drinking alcohols.



Relieving  
a hangover

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## Niacin

Acetaldehyde is a by-product of alcohol breakdown and causes hangovers. Niacin promotes the breakdown of acetaldehyde and helps ease the after-effects of drinking.



Recovering  
from fatigue

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## Vitamins

Protein from the main ingredient, larvae and Vitamin C and P from the sub-ingredient - dried tangerine peels and calamansi help recover from fatigue as well as alleviate the morning-after pain.

## THE BENGJOOYA



**Main ingredient :** A complete protein from the larva

The animal protein is the most important essential nutrient for building body tissues such as the muscles of a body. By supplying high-quality complete proteins to the liver damaged by drinking, it promotes the decomposition of acetaldehyde, which causes hangovers and helps detoxify the liver quickly.

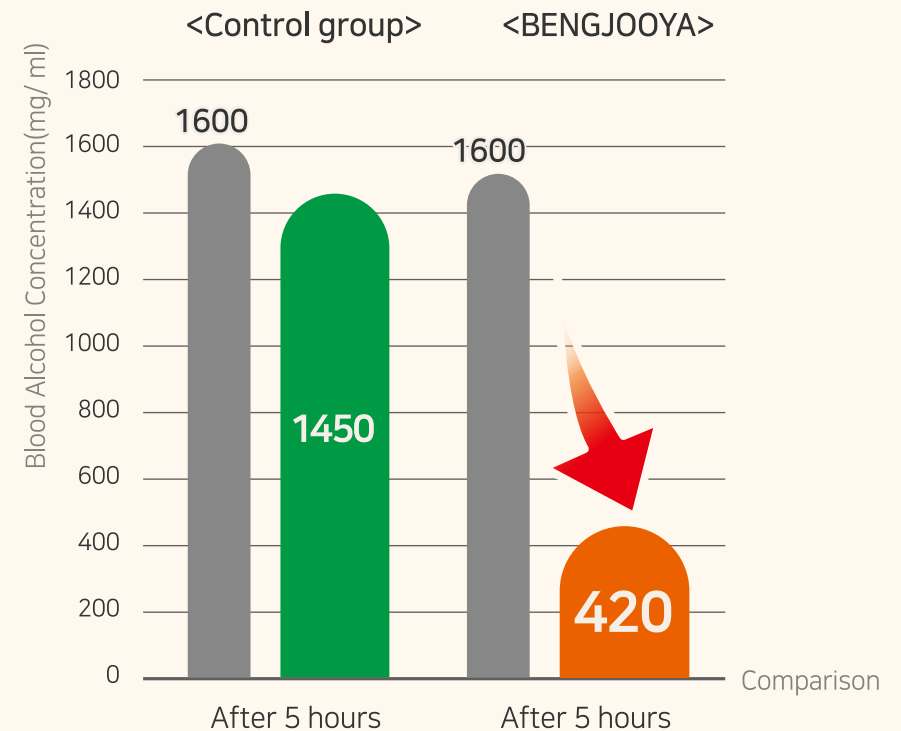
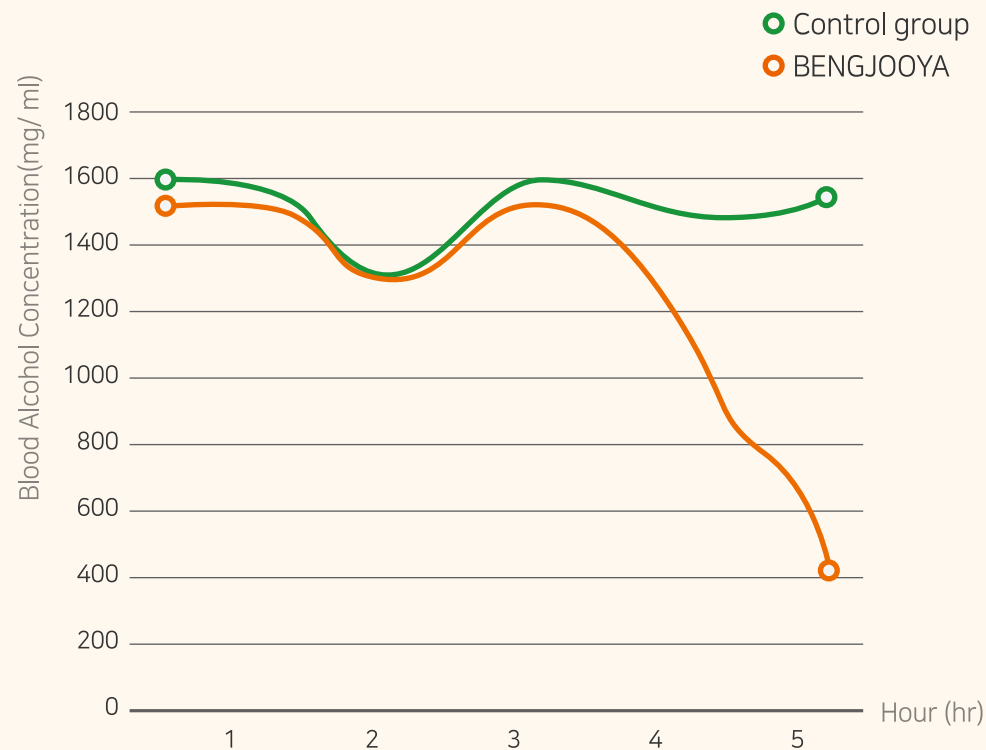
## THE OTHER HANGOVER CURES



**Main ingredients :** Vegetable origin like Oriental raisin tree and Milk thistle etc.

# The unparalleled effect of BENGJOOYA as a hangover remedy

The study shows Blood Alcohol Concentration drops rapidly from 2 hours after taking BENGJOOYA.



< 4-time faster effects of the product than those of other plant-based products >

\* Signed R & D MOU with the department of Food and Nutrition in Jeju National University in December 2019



## PRODUCT STRENGTH

Strong points

Product Introduction

#01

x4

### Relieving hangovers quickly due to high absorption rate

The animal protein from the larvae absorbs four times higher than plant-based origin. When the protein enters the body, it decomposes and turns into a peptide component, which helps detoxify and quickly relieves hangovers.

#02



### Strengthening vitality and enhancing the liver function

This product obtained an invention patent (No. 10-2056108) for a composition to relieve hangovers and improve the liver function. It is a great hangover reliever which even considers the liver health.

#03



### Effective in recovery from fatigue by contained vitamins

Calamansi, dried mandarine peels and Japanese cornel contain vitamin P, which increases the absorption rate of other components and is effective in anti-fatigue.

#04



### Citrusy aroma and refreshing flavor which make it easy to take this product

Dried mandarine peels, honey from clean Jeju make it feel softer and refreshing. this product is easier to have than other pill-type hangover relievers.

# VERIFIED BENGJOOYA

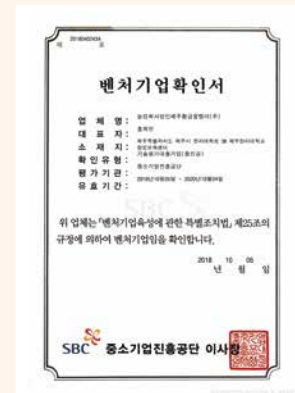
The product recognized and certified by the Republic of Korea.



Small and Medium  
Business Certificate



R & D department  
certificate



Venture Business  
Confirmation



Brand K Selection  
Certificate



Invention patent  
certificate



Invention patent  
certificate



Trademark Registration  
Certificate



Trademark Registration  
Certificate



Trademark Registration  
Certificate

# BENGJOOYA obtained the Invention Patent

We acquired the invention patent on relieving hangovers and improving the liver function which was given by the Korean Intellectual Property Office in December 2019



<Invention Patent No. 10-2056108>



## BENGJOOYA obtained the Invention Patent

We acquired the invention patent on **relieving hangovers and improving the liver function** which was given by the Korean Intellectual Property Office in December 2019



### (57) Summary

The composition according to this invention has an effect of controlling the alcohol concentration in the blood by assisting the activity of the alcohol degrading enzyme, has an excellent effect on protecting liver cells through its powerful antioxidant action, and has the effect of restoring fatigue after drinking, so this is expected to help the health of modern people who have frequent drinking.

<Invention Patent No. 10-2056108>

# KOREA REPRESENTATIVE BRAND THE PRODUCT SELECTED AS BRAND K



NATIONAL BRAND

**Brand K**

**The first** Jeju company!

**The only** Jeju corporation  
which has obtained this mark

**BENGJOOYA is**

the only commodity selected as brand K, a national brand trademark,  
among the Jeju local items.

# KOREA REPRESENTATIVE BRAND THE PRODUCT SELECTED AS BRAND K



<Introduction of BENGJOOYA at  
Brand K launching show (held in Thailand)>

\* Image source: Arirang NEWS



<Brand K Certification >



# BENGJOOYA, The HANGOVER CURE To be EXPORTED to the **WORLD**

The world recognizes the excellences of the product.  
It is distributed to the international markets as well  
as domestic markets.



# 2019

Exported the samples  
to Malaysia

Got involved in the  
antenna shop,  
Jeu Plaza at Banhan Mall  
of Ho Chi Minh in Vietnam

Exported  
to Hong Kong

Exported to China

# 2020

Contracted with a  
American partner and  
obtaining FDA approval

Make approval process  
for the product by  
a Vietnamese partner

Sign the export contract  
with a Malaysian partner

Launch our commodity  
at the exclusive shop  
for Korean products  
in Hanoi, Vietnam

## <Overseas online malls to have this product>

- **Kmall24** The online mall to be operated by KITA
- **Taobao** World's largest shopping mall
- **Shopee Singapore** Online shopping mall representing Southeast Asia's markets
- **Qoo10 Singapore** Global shopping mall
- **Alibaba** World's largest online B2B trading platform

## <Goals of entering into overseas online malls>

- **Lazada Singapore** Southeast Asia's No. 1 Online Shopping Mall
- **Lazada Indonesia** Winning No. 1 for visiting rate in Indonesia
- **Shopee Taiwan** Taiwan's leading online shopping mall



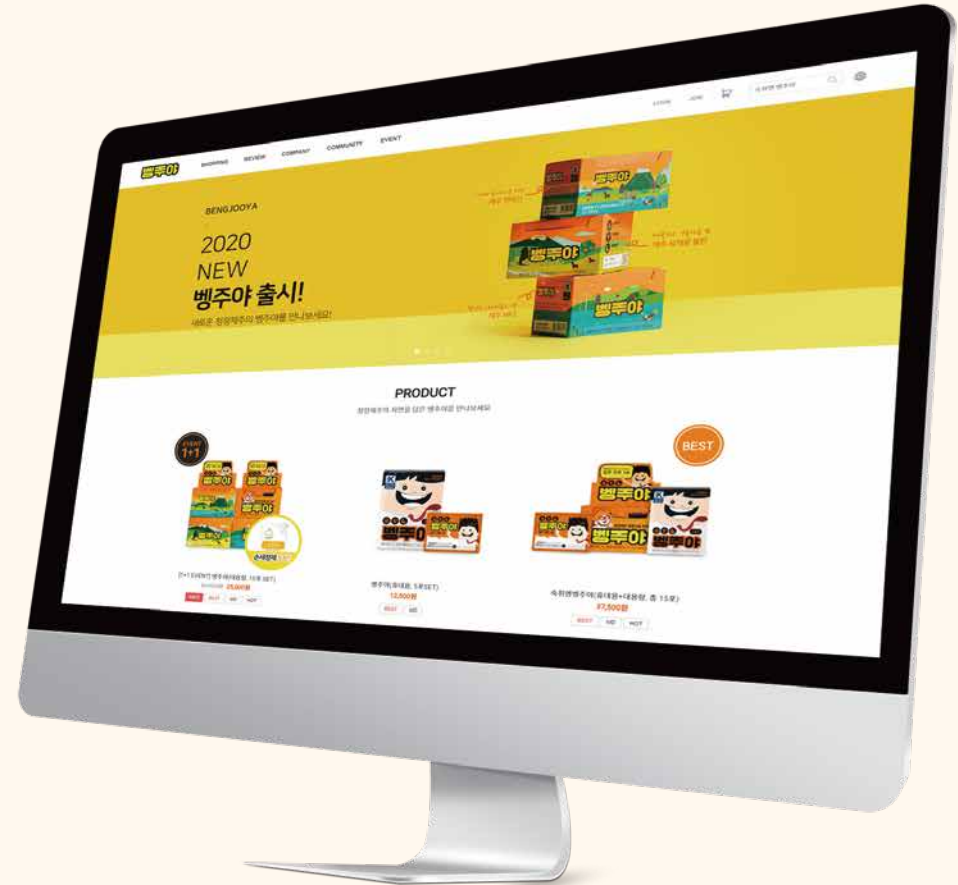
2020, the 3rd restocking completed

**BENGJOOYA**  
has achieved  
**100,000 sales!**

(\* Domestic sales as of March 31, 2020)

# Now, let's use a delivery service to have BENGJOOYA!

BENGJOOYA is actively sold through the online,  
going beyond offline sales.





# THE FAST-GROWING BENGJOOYA

The goal in 2020 : Being entered into 20,000 offline stores in South Korea!

Convenience Stores  
and  
Supermarkets



- Convenience store, 7-Eleven
- Convenience store, CU
- Nonghyup Hanaro Mart
- Small and medium-sized supermarkets on Jeju island

Duty Free Shops  
and  
Souvenir Stores



- Incheon airport duty free shop
- The Shilla duty free Jeju
- Jeju souvenir stores

Health and  
Beauty Stores



- LOTTE LOHB's
- CJ OLIVE YOUNG

<BENGJOOYA Original Ver. >



BENGJOOYA, 10packets per box



BENGJOOYA, 5packets per box

<BENGJOOYA JEJU Edition Ver. >



BENGJOOYA, 10packets per box  
(Canola flower, Mt.Halla, Jeju Sea)



BENGJOOYA, 3packets per box  
(Canola flower, Mt.Halla, Jeju Sea)



<The directing cuts of BENGJOOYA>

BENGJOOYA  
BENGJOOYA

Product Introduction



# JEJU PREMIUM BENG J OO YA—

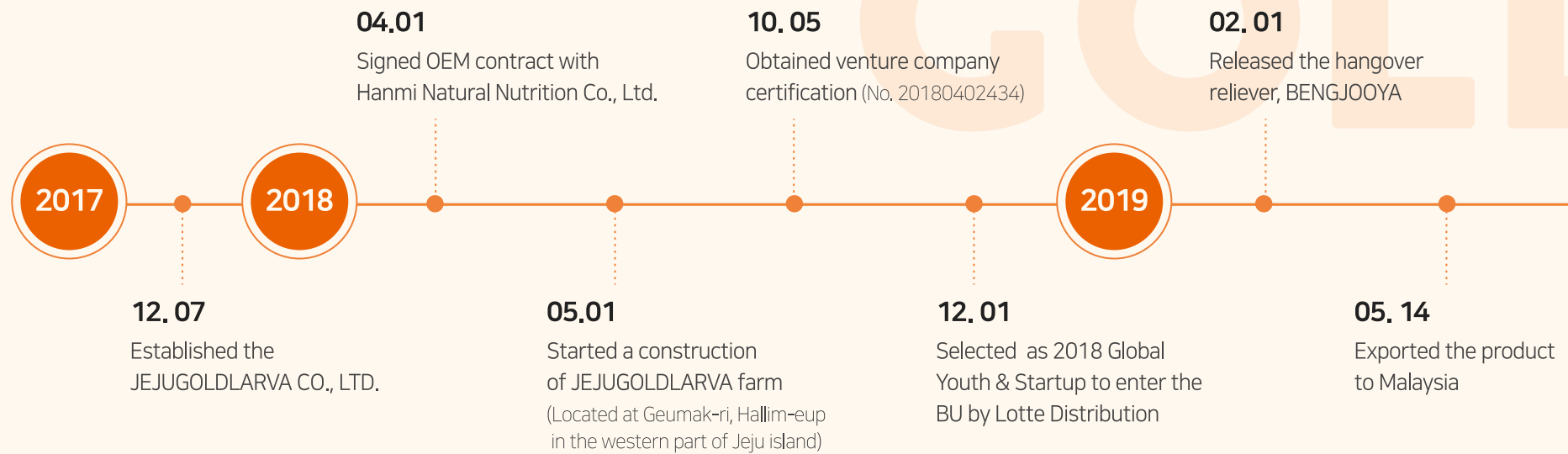
The habit for an energetic tomorrow,  
**1 pouch a day** for health  
**1 packet before and after drinking**  
to prevent hangovers



# BENGJOOYA SPEC

Product Type	Other processed product
HS CODE	2106.90
Product Form	Globular (Pill) type
Product Color	Golden Brown
Ingredients	Protaetia brevitarsis seulensis larvae powder, Mixed plants extract powder, Honey, Calamansi concentrated powder, Protaetia brevitarsis seulensis larvae enzyme treated complex composition ELC40
Contents	1 packet=3g / 3g*3packets=9g / 3g*5packets=15g / 3g*10packets=30g
Storage	Store in room temperature, dry place, not under direct light
Shelf Life	24 months from a date of manufacturing

# JEJU GOLD



LARVA

**07. 06**

Exported the product  
to Hong Kong

**08. 05**

Selected as BRAND K,  
the Korea representative brand

**12. 10**

Obtained the invention  
patent ( No. 10-2056108 )

**01. 08**

Entered into the  
convenience store, 7-Eleven

**03. 10**

Contracted with  
the American partner

2020

**07. 06**

Exported the product  
to Vietnam

**09. 04**

Registered trademarks  
(three cases excluding No. 40-1517905)

**01. 23**

Recognized as  
a R&D department( No. 2020150466 )

