



꿀드린홍삼

The Manuka Honey & Red Ginseng



Manuka

마누카꿀의 효능

마누카꿀은 뉴질랜드의 오호리키지 앞만 항암작용에서만 자생하는 마누카 나무의 꽃에서 채집되는 깊은 갈색의 특유한 향을 지닌 꿀로, 뉴질랜드 원주민인 마오리족이 수세기 동안 민간요법으로 활용해 왔으며, 독특한 항염, 항암, 항우울 효과가 있어 건강부지 및 농장에 도출이 되는 100% 순수 천연 제품입니다.

Red Ginseng

홍삼의 효능

홍삼은 "피로회복", "면역력 증진", "불수면 증상 완화를 통한 혈액 순환에 도움"과 기능성이 인정된 건강기능 식품입니다. 또한, 운동이나 활동에서 적당한 조건이 충족될 때 홍삼이 근력과 유산소 운동 효과를 증진시킵니다.



COMPANY INTRODUCTION

Manuka Ginseng Co.,Ltd. is a manufacturing and distribution company specialized in Health Functional Food, founded in 2013. We developed a new red ginseng product mixed with Manuka Honey, a natural health food of New Zealand. Manuka Ginseng has a clear management vision, target market and big growth potential.

The stick type product of Manuka Honey & Red Ginseng reduced the bitter taste of Red ginseng greatly by mixing high quality Manuka honey with concentrate of 6 year old Korean Red ginseng. The product is a health functional food and children and foreigners as well as adults can enjoy our product.

Manuka Ginseng performs efficient marketing activities and utilizes various distribution channels including department store, online shopping mall, and home shopping. Exporting to foreign countries such as China, US , Japan and other countries will take a significant part of our sales portfolio. We would like to contribute to enhancing health of people and growth of Red ginseng industry with our high quality product.

Vision



Brand Slogan: Easier to carry, Better Effects & Taste

Brand Introduction

Manuka Ginseng Co.,Ltd is a company name and a trademark named from Manuka, a New Zealand natural honey and Red Ginseng of Korea. Manuka Ginseng is a brand specialized in Red Ginseng with a management vision of contributing to health of mankind.

Management Philosophy

Export driven growth

Sales to world market with combining 6 Year Red Ginseng and New Zealand Manuka honey

Value to consumer

Health and convenience for busy consumers

Globalization of Red Ginseng

Spread Korean Red Ginseng to all over the world

Vision

Innovation of Korean Red Ginseng → Growing as a global company specialized in Health Functional Food

Background of development



Good & bad points of existing Red Ginseng products

	Good	Bad
Ginseng Concentrate	Health Functional Food	Inconvenient to take and carry
Ginseng Pouch	Convenient to take and carry	General Food with high % of water and sugar



Combined merits of Ginseng Concentrate and Pouch

Stick Series





Manuka Honey



Manuka Honey

Manuka Honey is one of major export items of New Zealand. Manuka honey has an antibacterial component and such a big sterilization effects that can heal wounds. This is called 'Active Manuka Honey', which is numbered as UMF(Unique Manuka Factor). Above UMF 10 can be indicated as having medical effects.

Avg. price of Manuka Honey (UMF10), KRW 120 vs. Acacia Honey of Famous Korean Company, KRW 20



Effects of Manuka Honey

A research team of University of Waikato, New Zealand, announced that Manuka honey showed effects in bacteria affected skin illness, ulcer, internal illness, poor digestion. According to a joint research between University of Technology Sydney (UTS) and Combita, anti bacteria and sterilizing effects of Manuka Honey (MGO level; 25~709 mg/kg) is much higher than other general honeys (MGO level; 1~5mg/kg). Besides the natural sterilizing effects, Manuka honey can reduce stomach ulcer or heart burn, thus can be taken before breakfast in the morning.



Korean Red Ginseng



6 Year Red Ginseng

Red Ginseng is a representative health functional food of Korea. It is produced by steaming high quality 6-year old fresh ginseng (unpeeled) and drying for long time.

The color of red ginseng is light yellow or light red-brown.

In the process of producing red ginseng, the chemical structure of Ginsenoside, which has medicinal effects of ginseng, is changed.

New ingredients for anti-cancer, glycosuria, inflammation, oxidization and ingredients for enhancing liver function of counteracting poison are newly made or get larger. These ingredients are unique elements existing only in Red ginseng, not in fresh ginseng or white ginseng.



Benefits of 6 Year Red Ginseng

5 Functions of Red Ginseng (Rg1+Rb1+Rg3=3mg/day)

recognized by Ministry of Food & Drug Safety of Korea

1. Enhancing blood circulation by controlling cohesion of thrombocyte
2. Enhancing power of remembering
3. Enhancing immune system
4. Relieving Fatigue
5. Anti-oxidization Effect



Manuka Honey & Red Ginseng

6 YEAR KOREAN GINSENG



Function

- Enhance blood circulation
- Enhance immune power
- Relieve menopause symptom
- Boost energy & vitality
- Relieve fatigue
- Enhance memory power

New Zealand Manuka Honey



Function

- Cure stomach disease
- Enhance immune power
- Prevent disease of blood vessel
- Anti-inflammation
- Anti-biotic Activity
- Boost growth

Red Ginseng + Manuka Honey

Benefits

- Contain all benefits of Ginseng And Manuka Honey
- Optimize Ratio of Combining Red Ginseng and Manuka Honey
- Reduce bitter taste of Red Ginseng by Manuka Honey not Glycose
- Easy to carry and intake



Manuka Ginseng Co., Ltd



Ingredients of Stick Series



Manuka Ginseng Tour Stick

For adults with high energy consumption:

6 Year Korean Red Ginseng (27%) +
Manuka Honey(18%)

Size (1 Stick/ 11ml)

2ea/33g

5ea/72g

30ea /620g

* Ginsenoside Rg1+ Rb1 + Rg3 = 12mg



Manuka Ginseng King Stick

For men:

6 Year Korean Red Ginseng(18%) + Manuka Honey(13%)
+ Ginseng berry + Coenzyme Q10 + Vitamin B

Size (1 Stick/ 11ml)

2ea/33g

5ea/72g

30ea /620g

* Ginsenoside Rg1+ Rb1 + Rg3 = 8mg



Ingredients of Stick Series



* Ginsenoside Rg1+ Rb1 + Rg3 = 6mg

Manuka Ginseng Queen Stick

For Women:

6 Year Korean Red Ginseng(13%) + Manuka Honey(22%)
+ Chinese medical ingredients (Polygonum extract, Jujube extract and etc.)

Size (1Stick/ 11ml)

2ea/35g

5ea/72g

30ea/610g



* Ginsenoside Rg1+ Rb1 + Rg3 = 4.8mg

Manuka Ginseng Junior Stick

For Teenagers:

6 Year Korean Red Ginseng(10%) + Manuka Honey(34%)
+ Seaweed Calcium + Concentrate of Deer Antlers

Size (1Stick/ 11ml)

5ea/72g

30ea/610g



Stick Series : 2. 5. 30 sticks per case



2 5 30 sticks



5 2 sticks



5 sticks



Approved by Ministry of Food and Drug Safety of Korea



30 sticks (610 grams)



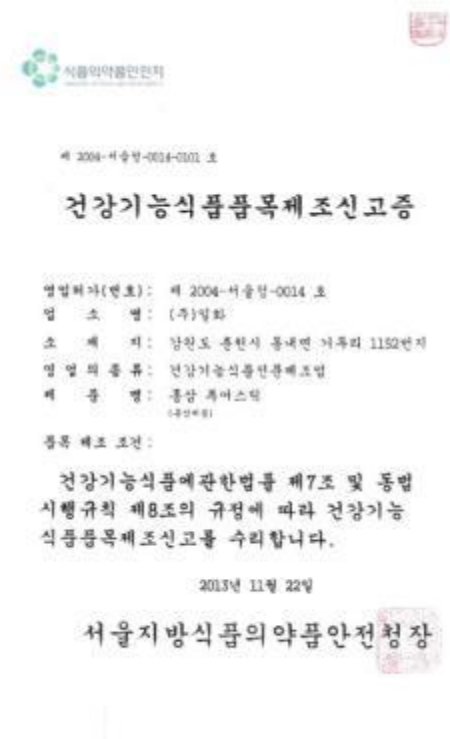
30 (5 sticks X 6)

Manufacturing facilities; Factory (GMP Certified) in Chuncheon



VIEW OF PRODUCTION SITE :
[HTTP://MHRG.KR/BIZDEMO11558/IMG/FILE/GMPFACTORY.MP4](http://mhrG.kr/bizdemo11558/img/file/gmpfactory.mp4)

Certificates of Patent & Trademark



- Certificate of Patent for the technology of combining Red Ginseng and Manuka Honey
- Produced in a GMP Certified Factory
- Approved as a Health Functional Food from Korea Ministry of Food & Drug Safety
- Waiting for FDA Certification
- Quality approved from Korea Agro-Fisheries & Food Trade Corporation

Sales Status



Domestic Online Mall

- Lotte i Mall
- NS Mall
- CJ Mall
- E Post Mall
- VH Mall, YT Mall
- GS Retail Catalogue



International

Under discussion with buyers of
Russia, France, India, Switzerland



Domestic Online Market



2014 International Fair

FOODEX 2014, Tokyo: March 4 - 7

Vietnam Expo, Hanoi : April 16 - 19

SIAL CHINA, Shanghai: May 13 - 15

Fancy Food 2014 , New York :
June 29 - July 1



Major Features of Stick Series



TOUR STICK



Size (11ml stick)

2ea 5ea 30ea

Target customer

Adult with high energy consumption

Key efficacy

Boost stamina

Ingredients

Red ginseng concentrate (Korean, 6 years old, Solid type 60%, Ginsenoside Rg1+Rb1+Rg3 = 4mg/g) 27.273% (6 years old Red ginseng 100%: Red ginseng root 70%, Red ginseng tail root 30%), Purified water, Manuka Honey (New Zealand) 18.182%, Concentrate of extracted Ginseng Berry. .

KING STICK



Size (11ml stick)

2ea 5ea 30ea

Target customer

Adult Men

Key efficacy

Energy for Men's daily life

Ingredients

Red ginseng concentrate (Korean, 6 years old, Solid type 60%, Ginsenoside Rg1+Rb1+Rg3 =4mg/g) 18.182% (6 years old Red ginseng 100%: Red ginseng root 70%, Red ginseng tail root 30%), Purified water, Manuka Honey (New Zealand) 13.636%, Concentrate of extracted Ginseng Berry, Coenzyme Q10, Rosehip extract powder, Vitamin B1 hydrochloride, Vitamin B2, Vitamin C

QUEEN STICK



Size (11ml stick)

2ea 5ea 30ea

Target customer

Adult Women

Key efficacy

Benefit for Women's Health

Ingredients

Red ginseng concentrate (Korean, 6 years old, Solid type 60%, Ginsenoside Rg1+Rb1+Rg3 =4mg/g) 13.636% (6 years old Red ginseng 100%: Red ginseng root 70%, Red ginseng tail root 30%), Purified water, Manuka Honey (New Zealand) 22.727%, Concentrate of extracted Ginseng Berry, Polygonum concentrate (Wilfordi root mixed with Polygonum multiflorum), Coenzyme Q10, Rosehip extract powder, Jujube extract, Cnidium officinale MAKINO extract, Matrimonyvine vine extract, Rehmannia glutinosa extract

JUNIOR STICK



Size (11ml stick)

5ea 30ea

Target customer

Teen-agers

Key efficacy

Support Junior's growing

Ingredients

Red ginseng concentrate (Korean, 6 years old, Solid type 60%, Ginsenoside Rg1+Rb1+Rg3 =4mg/g) 10.909% (6 years old Red ginseng 100%: Red ginseng root 70%, Red ginseng tail root 30%), Purified water, Manuka Honey (New Zealand) 34.545%, Concentrate of extracted Ginseng Berry, Rice embryo fermented extract, Soluble seaweed calcium, Deer antler concentrate, Vitamin B2.

Health Food Dressing



Convenience Store in Japan : Dressing Products Corner



Cases of intaking effects



- Recovery from hypothermia, old man (after 3 days of taking)
- Recovery from exhaustion, old man (after 3 days of taking)



- Skin beauty effect, middle aged woman & man (after 7 days of taking)
- Recovery from bronchitis cough, middle aged woman (after 3 days of taking)



- Vitality enhancing , middle aged man (after 7 days of taking)
- Range of vision enhancing, middle aged man (after 10 days of taking)



- Recovery from hordeolum, middle aged man (after 2 days of taking)
- Recovery from facial herpes zoster, middle aged man (after 10 days of taking)



- Recovery from feeling of cold, woman (after 7 days of taking)



Inner Beauty Products (in developing)



Inner Beauty (Edible Cosmetics) Line

- 20 % of domestic health food market is Inner Beauty Market, showing 13-15% growth rate yearly.
- Releasing a product line with a specific function such as skin moisturizing, anti-aging, and whitening is a recent market trend.
- Cosmetic products including Hyaluronic acid for moisturizing and Collagen for skin resilience are leading market growth.



Inner Beauty Products (in developing)



As a cosmetic product, which value do Manuka Honey and Ginseng have?

According to a thesis, "Manuka Honey effects of moisturizing and recovery from damaged skin", in a magazine published by the Korean Society of Cosmetology,

- 1. Manuka honey has an excellent moisturizing power.**
- 2. Cosmetic products including manuka honey has a function of preventing moisture loss from skin as well as superior moisturizing function.**

According to a thesis, "Change of skin condition by taking amount of Red Ginseng", by a professor of Keon Kuk University in 2013,

- 1. For women in 30s, taking only 3g of red ginseng affected sufficiently reducing Melanin, controlling PH, enhancing skin color, and helped increasing amount of oil and moisture, reducing Erythema.**
- 2. For women in 40s, taking 6g of red ginseng affected meaningfully increasing amount of oil and moisture, reducing Melanin.**



Developing Edible Cosmetic Products and launching Inner Beauty Products in domestic and foreign markets

Japan Market: Nutritious Drink Corner



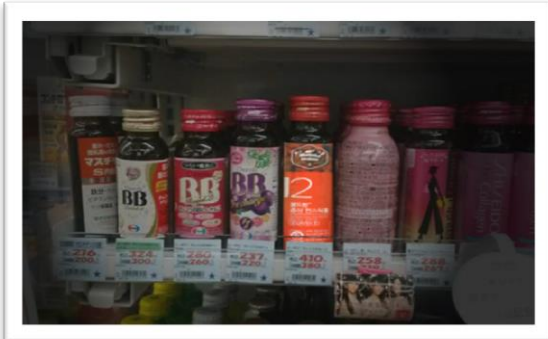
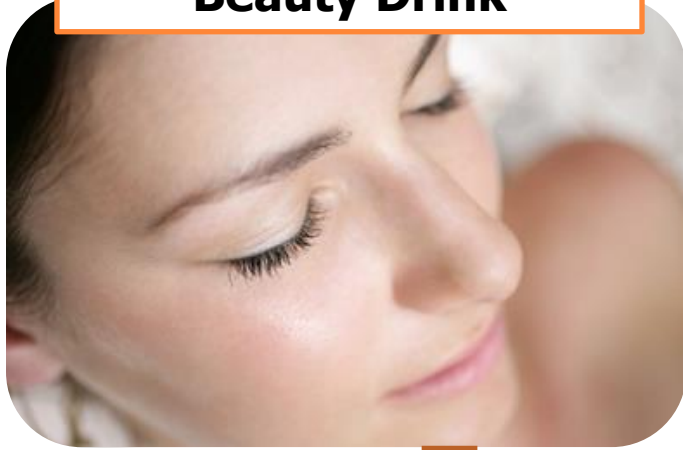
Ginseng drink



Inner Beauty: Beauty Drink



Inner Beauty: Beauty Drink



Thank you

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