

Humans are part of nature!

The closer you are to nature, the more distant you are from illness.  
The more distant you are from nature, the closer you are to illness.

With the "fermented liquid of Haenaroo silk"  
obtained from natural fermentation,  
Keep your health!



해나루발효식품

Haenaroo fermented food

## COMPANY

This company was founded on August 15<sup>th</sup>, 2014 and is situated at Dangjin Port of the Republic of Korea, and is a fermented food manufacturing firm which produces 'silk fermented liquid' to help make the intestines strong, raise immunity from disease and improve natural recovering ability after directly picking eco-friendly raw materials grown at the west coast area and passing through natural fermentation, ripening process for at least 2 years in a traditional jar by the use of silk amino acid and then creating new effective ingredients out of the 12 kinds of raw materials and increasing a lot of beneficial germs good for health as 'Haenaroo' brand a joint brand of agricultural specialty of Dangjin City.

Silk fermented liquid (enzyme) is our traditional fermented food that enter into the body, makes the living germ (probiotics), which gives a good effect for health, arrive in up to the small intestine so that helps reduce harmful germs, make the intestinal environment healthy owing to increase of beneficial germs and then improve natural recovering ability to overcome disease and play a role to raise physical strength. In the future we will have the Haenaroo fermented liquid develop into a global fermented food so that be a company making all-out efforts to promote health of the world humankind.

Chunjo Heo CEO Haenaroo Fermented Food

## CERTIFICATES



ISO 22000

Business registration  
certificate

Business proprietor  
registration certificate

Acquired FDA

Factory registration  
certificate

Test report

Nutritional  
content  
analysis



# BUSINESS INTRODUCTION

- Haenaroo masterpiece fermented liquid naturally fermented cultured in a traditional jar!!
- Once take fermented food daily, germs balance in the intestines is straightened and raise immunity so that get the sick body recovered.
- Power of the naturally-fermented Haenaroo fermented liquid enzyme that purifies the body cleanly and enhance natural recovering ability!!
- Hippocrates the father of modern medical science elucidates 'disease that cannot be cured with food cannot be cured even with medicine!!'
- I was made who I am now through the food I take, and my body will be made through the food I will take in future.

## "A new alternative proposal Haenaroo health method "

Natural fermented food is revealed it is free from even side effects and is of amazing help to health promotion.

It is revolution of Haenaroo fermented beverages.

My body worn out by alcoholic drinks, stress and heavy metals contamination and gained weight needs rest.

Once put an undiluted solution of the fermented vegetable extracts in a PCV bottle, a hole is bored and once take a bath with bath materials of vegetable extracts, a bathtub and pipe is clearly cleaned; this is an illustration that PVC or iron is decomposed by catalysis of vegetable extracts. Like this, the fermented vegetable extracts decompose hazardous substances such as iron, mercury, chrome, copper, etc.

Now is the era to make empty for health!

Detox that shortened a word of "Detoxification" is a health method to discharge toxin accumulated in the body



## PRODUCT INTRODUCTION

60 million yeast in a 30ml one-time weighing cup,  
Would it be possible to give life into the vegetable  
fermented beverages in which 4.2 million lactobacilli act  
by a cutting-edge machine not nature and time?

“Please keep your health with 12 kinds of naturally-  
fermented Haenaroo fermented liquid that gets the  
body purified cleanly and raise immunity”



**Fermentation** is meant as a process to degrade organic matter by using enzyme of a ferment microbe.

Once ferment naturally, effective ingredients (medicinal nature) and anti-oxidation substance out of the raw materials can easily be extracted, and particularly active oxygen removal ability would improve over 20 times at maximum (see a thesis of oriental medicine resources department of a professional college). Further, there is creation of new effective ingredients and important function to decompose toxicity we did not know through natural fermentation, and since fermentation is induced only by the use of wild yeast stuck to raw materials, sugar is used as feed of these microbes though; however, it is evenly equipped with high quality of nutritive ingredients because cane sugar the principal ingredient of sugar does not only change into fructose or dextrose completely in the fermentation process but fermented nutritive elements helpful to our body are created to the full in the natural fermentation process, and especially since it contains plenty of Phytochemical which is a vegetable physiological activated nutrient, if take the fermented liquid, natural curing ability is improved and it works on anti-cancer action, neutralizing poison, anti-inflammatory action along with anti-oxidation, etc, and it helps our health life.!

### Manufacturing process flow



## What is Haenaroo fermented liquid!?

Using environmentally friendly non-polluting raw materials, our products are the best products made by mixing 12 kinds of fermented liquids in a proper ratio that have been cultured through natural fermentation process in traditional jars and other clean manufacturing facility; our 12 kinds of fermented liquids includes the liquid fermented from common purslane, broccoli, javan waterdropwort, plums, pine needle buds, onions, grapes, peaches, sweet wormwood, hawthorn, lufa cylindrica, and ginseng fruit. The products strengthen our body's natural healing ability and maintain our health.

### ▪ Take once at this moment

- When the stomach feels unwell after a meal and does not digest well
- When the body is very tired due to stress or overwork
- Before going to bed on a day drunk too much
- For a case that wants to take a breakfast or dinner lightly (meal substitute)
- In a case to perform a fast or eat moderately

### ▪ How to eat?

- When take together with a normal meal, take on an empty stomach one hour or 30 minutes before a meal.
- It is good to take over 2~3 cups a day pouring diluting about 3~5 times of spring water or milk in a cup of Haenaroo fermented liquid with a 30ml standard weighing cup enclosed upon purchase.
- In case of sensitive constitution, put more water in and lower the concentration.
- One Haenaroo 720ml bottle produces 30cc-based 24 cups.

### ▪ How to keep?

- It is possible to keep at normal temperature before opening the container's bottle.
- However, when opened the bottle cap, never fail to keep in a refrigerator and take within a month.

### ▪ After fermentation intake

#### 01 Digestion absorption

It gets digested into a state to be absorbed easily and spreads various nutrients to the intestines through blood

#### 02 Disintegration discharge

Various wastes accumulated in a cell are discharged out of the body through sweat or urine and gas

#### 03 Anti-inflammatory, antibiotic action

It gets a cell activated so have inflammation extinct and strengthens resistance bringing a leukocyte into

#### 04 Blood purification

It gets poison or alien substance in blood decomposed and particularly regulates blood pressure then improves into healthy weak alkaline blood

#### 05 Cell restoration

It strengthens cellular metabolism so replaces the aged cell by a new cell quickly

#### 06 Neutralizing poison sterilization

It strengthens the liver function then discharges quickly decomposing poisonous elements entered from the outside

## 12 kinds of mixture

Power of natural yeast Haenaroo fermented liquid that purifies the body and raise immunity!!!



Common purslane  
(ohangcho)



Broccoli



Javan  
waterdropwort



Plum



Pine tree bud



Onion



Grapes



Peach



Sweet  
wormwood



Hawthorn fruit



Lufa cylindrica



Ginseng fruit

### ■ Use and efficacy

※ Quality of Haenaroo fermented liquid (yeast) mixed 12 kinds of fermented liquid produced in the clean manufacturing facilities using eco-friendly chemical-free raw materials is guaranteed.

#### Javan waterdropwort

- It is called as fibrous root system, suyong in traditional Oriental medicine. When use its leaf and stem to neutralize the poisonous effects of toxic chemicals or make the function of a bronchus and lungs good, it is prescribed with other medicinal stuff.
- Hypertension, drudgery, thirst, diuresis, edema, neutralizing poison, phlegm, discharge of phlegm, pulmonary disease (blood pressure drop, inhibition against activity of carcinogen, counteracting poison)

#### Pine tree bud

- It is called as pinus densiflora gnarl in traditional Oriental medicine. In curing arthritis it is prescribed with other medicinal stuff.
- Stress, arthritis, gout, lower limbs paralysis, lumbago, antiphlogistic, labor pains ( antiallergic action)

#### Common purslane

- It is called as ohangcho, achiyun in traditional Oriental medicine. It is prescribed with other medicinal stuff to cure extravasated blood.
- Extravasated blood, blood circulation, toxin elimination, diuresis, parasite, neutralizing poison, venom, swelling, arthritis, amblyopia (anti-cancer action, antibiotic action)

#### Peach

- A part excepting the pulp of peach fruit is called as prunus persica Batsch in traditional Oriental medicine. White peach flower dried when the flower leaf was bloomed is used as a diuretic agent and it is prescribed with other medicinal stuff to cure the lungs.
- Coughing, cough remedy, discharge of phlegm, amenorrhea, dysmenorrhea, extravasated blood, constipation, labor pains (neutralizing poison of nicotine, inhibition against bronchial contraction, solution of hyperlipidemia)

#### Broccoli

- Anemia, aging prevention, hemostasis, melasma

#### Grapes

- Osteoporosis, diuresis, edema, blood circulation, arteriosclerosis, heart disease (counteracting poison, diuretic effect, hematopoiesis)

#### Onion

- Arteriosclerosis, hyperlipidemia, angina pectoris, myocardial infarction, stroke, cerebromalacia, hypertension, diabetes mellitus, nephropathy (cholesterol decomposition, thrombus decomposition)

#### Plum

- It is called as mume fructus in traditional Oriental medicine. It is used with other medicinal stuff to cure the stomach.
- Food poisoning, indigestion, anemia, constipation, diarrhea, hypertension, arteriosclerosis, heart disease, nerve sedation, alleviation of fever (counteracting poison, fatigue recovery, action that inhibits calcium in the body from getting out of the body and raises absorption)

#### Chinese hawthorn

- Its fruit is called as crataegus cuneata in traditional Oriental medicine. In eliminating badness of the spleen and stomach and getting the extravasated blood dissolved it is prescribed with other medicinal stuff.
- Tapeworm extermination, low back pain, badness of the spleen and stomach, 하리 (blood pressure drop, antibiotic action, contraction)

#### Sweet wormwood

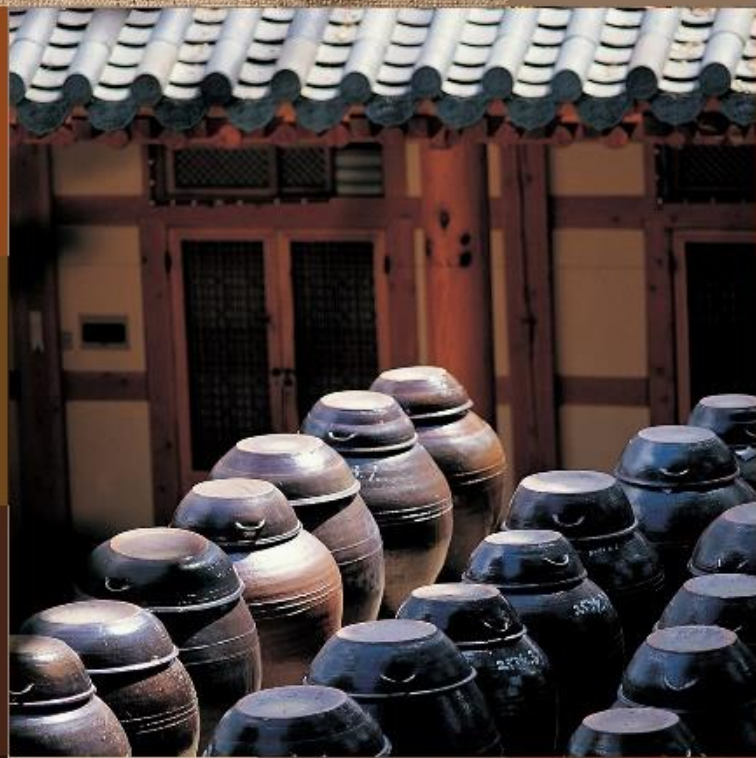
- Anti-cancer effect, strengthening of immunity, beauty effect, malaria treatment, strengthening of stomach, antipyretic action, etc.

#### Lufa cylindrica

- It is also called "Chunra" or " Chunrasa"
- Helping with asthma treatment, rhinitis treatment, alleviation of frozen shoulder, diarrhea relief, skin disease treatment, nephritis treatment, etc.

#### Ginseng fruit

- It is rich in saponin to strengthen immunity, improve vascular health, improve fatigue, relieve depression, improve memory, have antioxidant, help with skin beauty and nourishment, etc



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