

"Preserving tradition, enriching
modern health."

하늘인 



Company Overview

Company Name: Korean Traditional Food Coop

CEO: Mikyung Kim

Address: #102, 66 Gongdong-ro, Yuseong-gu, Daejeon, Republic of Korea

Business Area:

Manufacturing of Traditional Health Foods / Food Processing



Key Products

- **Traditional Korean Energy Pills (Traditional Wellness Product)**

A premium traditional pill made by finely grinding deer antler powder, 6-year-old Korean red ginseng, Rehmannia root, Cornus fruit, Angelica root, and agarwood, then kneading with naturally aged honey matured at low temperature for over 100 days.

- **Low-temperature Aged Honey**

Products:

- Youngbo Jindan
- Youngbo Jindan Premium
- Youngmyo Sayeong Youngbo Jindan
- Low-temperature aged honey including **Acacia Honey, Chestnut Honey, Cherry Blossom Honey, and Snowbell Honey**



Export & Certification Status

- **Export Country:** Vietnam
- **Export Partner:** Buyers connected through Ho Chi Minh Food Expo
- **Certification Status:** Import approval in progress by the Vietnamese Ministry of Health (MOH)



Vision

"Establishing a new global wellness standard through the harmony of tradition and innovation."

HANARIN Brand Story



A Brand Born from the Power of Tradition, Found at the Edge of Despair

HANARIN began its journey from a deeply personal experience of recovery. Thirteen years ago, after undergoing major surgery, the founder personally experienced the process of regaining health. During this time, a traditional deer antler pill handcrafted by a family member became a turning point—helping restore weakened vitality and inspiring a deep trust in the healing wisdom of nature. This experience marked the beginning of HANARIN.



The Beginning of HANARIN – At the Start of the Pandemic

In 2019, as the COVID-19 pandemic unfolded, memories of that recovery resurfaced.

The founder made a firm decision: the traditional wisdom that supported personal healing should be shared with more people.

With this resolve, HANARIN set out to preserve the essence of tradition while reinterpreting production methods through a modern lens—marking the start of full-scale manufacturing rooted in both heritage and innovation.



Today, HANARIN stands by three core principles:

- **Honest, carefully selected ingredients**
- **Traditional manufacturing methods**
- **Only products we would confidently share with our own family**

Guided by these values, HANARIN has grown into a **Korean Traditional Food Cooperative**, working alongside small-scale producers who share the same philosophy—committed to sincerity, trust, and sustainable wellness.



Company History



2020.07.15

Established **Ayuta** as an instant manufacturing and processing business

2020.08.06

Filed a patent application for “**Health Pill Composition and Manufacturing Method**”

2021.04.09

Patent officially registered (Patent No. **10-2240938**)

2022.02.11

Established the **Korean Traditional Food Cooperative**

2022.09.02

Filed a patent application for
“**Manufacturing Method of a Medicinal Composition Containing Cnidium officinale and Aucklandia Extracts**”

2023.10.10

Second patent registration completed

2023.11.02

Launched the **HANARIN** brand following registration as a food manufacturing and processing business

2023.11.14

Awarded the **Chairman's Award** by the Small Enterprise and Market Service (SEMAS), Korea

2023.11.22–26

- Participated in the **Ho Chi Minh International Food Expo**
- Initiated exports worth approximately **KRW 10 million** through partnerships with Ho Chi Minh (Vietnam) buyers

2024.11.13–16

Participated in the **Ho Chi Minh International Food Expo** (Youngbo Jindan exhibition completed)

2024–2025

- Ongoing export partnerships
 - Import approval and certification process in progress with the **Vietnam Ministry of Health (MOH)**
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CEO Message



"Based on my personal journey of recovery, we propose authentic food for a healthier life."

Warm greetings,

I am the CEO of the Healthy Food Cooperative.

Our cooperative's core philosophy—to benefit human health through what we consume—originates from my personal battle with a severe health crisis and my subsequent miraculous recovery.

In 2014, following a major surgery, I found myself fighting for my life in the intensive care unit, an experience that deeply instilled in me the invaluable worth of health. During my recovery from profound physical exhaustion, I was introduced to "Yeongbojindan," a traditional herbal pill. Experiencing firsthand my body's gradual restoration and healing became a turning point in my life, sparking a profound sense of mission and a fundamental question: "How should we choose and prepare the food we consume every single day?"

Later, in 2019, as the global pandemic shook the world, I became convinced that pure, healthy food is the most powerful line of defense for human immunity and well-being. Eager to share my personal recovery journey and these values with a broader audience, I formally filed and registered a patent for the manufacturing technology of Yeongbojindan. Shortly after, I founded the Healthy Food Cooperative alongside dedicated members who deeply shared this vision.

Moving far beyond the mere manufacturing of food, our cooperative aims to set a rigorous standard of food safety that we would confidently serve to our own families. We achieve premium value by combining strictly selected, eco-friendly, and naturally derived ingredients with time-honored traditional preparation methods, all enhanced by modern nutritional science.

Because our products are the living proof of my own recovery and genuine sincerity, we never compromise on quality. The Healthy Food Cooperative will continue to move forward as a trusted premium wellness partner for consumers and buyers worldwide, taking the lead in spreading the authentic, value-driven culture of traditional Korean food.

Thank you.



Product Introduction

Youngbo Jindan (Korean Traditional Energy Ball)



Youngbo Jindan harmonizes time-honored royal Korean prescriptions with HANARIN's craftsmanship.

Each 6 g pill is made from six carefully selected natural ingredients to support daily wellness and vitality.

A refined traditional pill with jewel-like value, rooted in heritage and sincerity.

Youngbo Jindan

(Korean Traditional Energy Ball)

◆ Distinctive Features of Youngbo Jindan

- Patent Registration

- **Patent No.: 10-2240938**
- The entire process—from ingredient composition to manufacturing—is protected by a registered patent.
All stages, from formulation to production, are securely managed under patented technology.



- Meticulous Craftsmanship Based on Traditional Methods

- Youngbo Jindan is a traditional Korean herbal pill for daily wellness.
- Six carefully selected natural ingredients are refined, finely milled, and blended using traditional methods.
- The blend is inspected and kneaded with aged honey to form a 6 g pill.

- Use of Carefully Selected, Domestically Produced Aged Honey



Made with 100-day aged honey for rich flavor and quality.

Youngbo Jindan

(Korean Traditional Energy Ball)



❖ **Crafted with premium traditional Korean ingredients.**

- Key Ingredients

- **Deer Antler Apex (Nokyong Bungol)**
The premium upper section of deer antler, traditionally valued for its richness.
- **Korean Angelica Root (Sinh Dang Gui)**
A traditional Korean herbal root long used in classic formulations.
- **Cornus Fruit (Sansuyu) :**
A traditional fruit ingredient with a deep, subtle flavor.
- **Agarwood (Chimhyang)**
A rare and precious aromatic ingredient known for its refined scent.
- **6-Year-Old Korean Red Ginseng**
Grown for six years and traditionally steamed and dried.
- **Prepared Rehmannia Root**
Processed through the traditional nine-time steaming and drying method.

Youngbo Jindan

(Korean Traditional Energy Ball)

❖ Youngbo Jindan is recommended to these people.

**Parents who need
to recharge**



**Office workers
suffering from stress**



**People with weakened
liver due to frequent
drinking**



**Students exhausted from
academic stress**



**People with weakened
energy and physical
strength**



**For those who need
a precious gift**



Youngbo Jindan

(Korean Traditional Energy Ball)



Ingredients

- **Deer Antler Apex (Nokyong Bungol)** – New Zealand
- **Agarwood (Aloeswood)** – Indonesia
- **Cornus Fruit** – Korea
- **Korean Angelica Root (Sinh Dang Gui)** – Korea
- **6-Year-Old Red Ginseng** – Korea
- **Rehmannia glutinosa (Prepared Rehmannia Root)** – Korea
- **Naturally Aged Acacia Honey** – Korea

※ Made with carefully selected traditional ingredients from Korea and abroad.

Premium Youngbo Jindan (Korean Traditional Energy Ball)



Ingredients

- **Deer Antler Apex (Nokyong Bungol)** – Russia
- **Agarwood (Aloeswood)** – Indonesia
- **Cornus Fruit** – Korea
- **Korean Angelica Root (Sinh Dang Gui)** – Korea
- **6-Year-Old Red Ginseng** – Korea
- **Rehmannia glutinosa (Prepared Rehmannia Root)** – Korea
- **Naturally Aged Acacia Honey** – Korea

※ Made with carefully selected traditional ingredients from Korea and abroad.

CIVET Musk Youngbo Jindan (Korean Traditional Energy Ball)



❁ Ingredients

- **Deer Antler Apex (Nokyong Bungol)** – Russia
- **Civet Musk** – Ethiopia
- **Agarwood (Aloeswood)** – Indonesia
- **Cornus Fruit** – Korea
- **Korean Angelica Root (Sinh Dang Gui)** – Korea
- **6-Year-Old Red Ginseng** – Korea
- **Rehmannia glutinosa (Prepared Rehmannia Root)** – Korea
- **Naturally Aged Acacia Honey** – Korea

※ Made with carefully selected traditional ingredients from Korea and abroad.



CIVET Musk Youngbo Jindan (Korean Traditional Energy Ball)



Civet Musk

➤ Ingredient Characteristics

- **Comfort & Relaxation**

Research related to the component **Agaspirol** has reported characteristics associated with relaxation and maintaining a balanced condition.

- **Circulation-Related Properties**

The component **β-Selinene** has been referenced in studies concerning circulation-related bioactivity and is traditionally utilized in relation to maintaining overall bodily balance.

- **Vitality Support**

Traditionally, civet musk has been regarded as an ingredient associated with mental clarity and the maintenance of daily vitality.

➤ Why Was CIVET Musk Added to "Yeongbo Jindan with Yeongmyo Musk"?

- CIVET Musk has long been valued for harmony and balance in traditional blends.
- In Yeongbo Jindan with Yeongmyo Musk, it complements the six traditional ingredients to create a refined and balanced premium blend.



Low-Temperature Aged Honey



The Unique Character of Naturally Active Enzymes

- ❖ Eco-friendly honey from carefully managed bees
- ❖ Aged for over 100 days under controlled temperatures
- ❖ Low-temperature management for stable natural yeast conditions
- ❖ Deep, refined flavor developed through natural yeast activity
- ❖ Limited production from bees under our direct care

Low-Temperature Aged Honey

🌸 Cherry Blossom Honey



- Low-moisture, premium quality honey.
- Traditionally enjoyed in relation to daily balance and overall wellness.
- Often appreciated by those mindful of their dietary habits
- Commonly enjoyed as part of a warm beverage.

*** Recommended to be enjoyed as warm honey tea.**

Low-Temperature Aged Honey

❁ Acacia Honey



- One of the most popular types of honey in Korea
- A natural sweetener often used as an alternative sugar
- Commonly enjoyed as part of daily wellness routines
- Traditionally appreciated during seasonal changes
- Often chosen as part of a balanced dietary lifestyle
- **Recommended to enjoy as warm honey tea when feeling tired or after drinking alcohol.**
- **In summer, it can also prepared as a refreshing cold beverage after exercise.**

Low-Temperature Aged Honey

❁ Snow-bell Honey



2.	
매죽나무 꿀	
향이 좋다고 유명하며 은은한 향이 특징	
쓴맛함	● ● ○ ○ ○
달콤함	● ● ● ● ●
향 기	● ● ● ○ ○

- Distinctive flavor different from other varieties
- Traditionally enjoyed in relation to daily balance and overall wellness.
- Often appreciated as part of a balanced daily wellness practices
- Commonly chosen during as part of a balanced lifestyle
- **Recommended to enjoy as warm honey tea when feeling tired or after drinking alcohol.**
- **In summer, it can also prepared as a refreshing cold beverage after exercise.**

Low-Temperature Aged Honey

✿ Chestnut Honey



4.

밤 꿀

섬쑥한 맛과 특유의 향으로
보편적으로 꿀 그대로 섭취

섬쑥함

●	●	●	○	○	○
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달콤함

●	●	○	○	○	○
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향 기

●	●	○	○	○	○
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- One of the honey varieties known for its rich natural compounds
- Studies have explored its properties in relation to antioxidants, antibacterial characteristics, and flavonoids
- Traditionally enjoyed as part of daily routines
- Often appreciated in connection with seasonal care and overall balance
- Help to release toxins accumulated in the liver and improve liver function

*** Enjoy a spoonful in the morning to start your day**