

Vap

JOURNEY OF CHANGE



A Core Element Symbolizing Brand Identity | Transmission and
Communication Emblem for the Brand Image of All Media

VAP Lean Body

Weight Management Boost Category X VAP

Health Powder

LEAN BODY PROTEIN



PURE VEGETABLE PROTEIN



ONE DAY CLEANSE



Body Booster

ENERGY BOOSTER



7OIL DIET



VAP Lean Body

Weight Management Boost Category X VAP

Beauty Jelly

SKIN COLLAGEN JELLY



GREEN LIGHT JELLY



ANTIOXIDANT JELLY



Beauty Jelly

IMMUNITY JELLY



SUNBEAM VITAMIN D JELLY

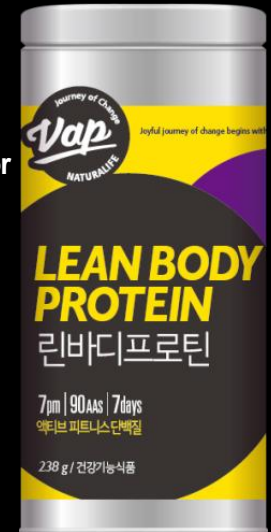


HANGOVER RESCUE JELLY



Health Powder | - LEAN BODY PROTEIN

PRODUCT	LEAN BODY PROTEIN	
KEYWORD	Golden mix of whey protein 3: soybean protein 1	
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR Powder / Chocolate & Vanilla Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (7-day supply)	
DIRECTIONS	Take 34g of this product and mix well with 240ml of water or milk.	
INGREDIENTS	Three types of protein (WPI + WPC: soybean protein = 3:1), Vitamin E, nicotinic acid amide, Vitamin A, calcium pantothenate, papain, bromelain, Vitamin B1, Vitamin B2, Vitamin B6, Vitamin B12, Vitamin D3, Vitamin E, folic acid, zinc oxide, and biotin	
CONCEPT	<ul style="list-style-type: none">▪ Golden mix of whey protein 3: soybean protein 1▪ Contains 15g of protein, 130kcal per serving▪ Contains supplementary ingredients like Vitamins E, A, B, and D	
TARGET	<ul style="list-style-type: none">▪ For those who do not receive sufficient protein from normal meals▪ For those who lack physical strength and wish to supplement their nutrition with ease▪ For those with a vegetarian diet lacking in protein▪ For those who want to supplement their protein intake after working out	
FUNCTIONALITY	<ul style="list-style-type: none">▪ Contributes to healthy body structure, including muscle and joint tissues▪ Provides elements required for the transport and storage of essential nutrients and active ingredients▪ Contributes to the synthesis of energy, glucose, and lipids / Contributes to the generation of internal energy▪ Contributes to efficient protein and amino acid use	
FEATURES	<ul style="list-style-type: none">▪ Amino Acid Score 90+, Protein 15g▪ High Protein, Low Calorie▪ Promotes muscle generation with 12 essential nutrients including protein, key vitamins for energy and amino acid metabolism, and minerals▪ Smooth chocolate & vanilla taste to make supplementing your protein intake easy▪ A mix of plant-derived natural protein lyases (bromelain, papain) helps with protein digestion and prevents bloating▪ Convenient, recyclable tin container, a perfect size in your hand	



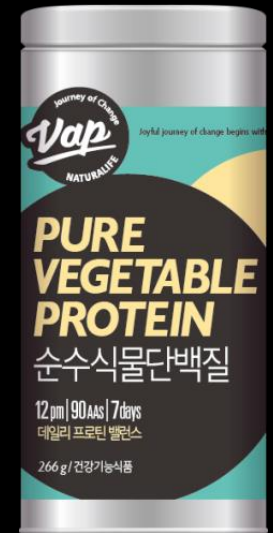
Health Powder II - ONE DAY CLEANSE

PRODUCT	ONE DAY CLEANSE		
KEYWORD	Start your day in a refreshing, brisk way with these 10 vegetables and fruits		
PRODUCT TYPE	Processed greens and fruits	FORMULATION TYPE / FLAVOR	Powder / Kiwi Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	Take 15g of this product and mix well with water, juice, or plain yogurt.		
INGREDIENTS	A mix of 10 green superfoods (wheat grass powder, barley leaf powder, alfalfa leaf powder, green tea powder, broccoli, mixed vegetable concentrate powder, chlorella, spirulina, kiwi juice powder), chicory root extract powder, apple juice powder, depressed plantain leaf powder, maltodextrin, erythritol, apple flavor, lemon flavor, enzymatically modified stevia glucosyl stevia		
CONCEPT	<ul style="list-style-type: none">▪ This convenient, tasty wheat grass cleansing juice is on target with the wheat grass bar trend▪ Refreshing and light; detoxes with 10 types of green foods▪ Superfood Cleansing		
TARGET	<ul style="list-style-type: none">▪ For those who lack fruits or vegetables in their diet▪ For those who want to detox their tired body▪ For those who want to discharge waste and impurities from their intestines▪ For those who struggle with constipation		
FEATURES	<ul style="list-style-type: none">▪ A mix of ten types of green superfoods (wheat grass, barley grass, alfalfa leaves, green tea, broccoli, chlorella, spirulina, kiwi, vegetables)▪ Contains chicory root extract, spirulina, and antioxidant microalgae▪ Convenient, recyclable tin container, a perfect size in your hand		



Health Powder III - PURE VEGETABLE PROTEIN

PRODUCT	PURE VEGETABLE PROTEIN		
KEYWORD	Jam-packed with nutrition in the form of light, savory vegetable protein		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Powder / Grain Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (7-day supply)		
DIRECTIONS	Take 38g of this product and mix well with 250ml of water or milk.		
INGREDIENTS	Three types of vegetable protein (soybean protein, oat protein, pea protein), alpha brown rice powder, alpha cooked rice powder, rye powder, peanut powder, fried quinoa powder, fried lentil, mixed grain powder, yeast extract, bromelain, papain, alpha amylase, mixed amino acid powder (10 types), Vitamin C, mixed fruit powder, mixed vegetable powder, calcium pantothenate, biotin, dried yeast (Vitamin D2), Vitamin B6 hydrochloride, Vitamin B2, folic acid, Vitamin B12		
CONCEPT	<ul style="list-style-type: none">▪ Conveniently add 33 different types of vegetable protein from fruits, vegetables, and grain sources to your diet▪ Contains 20g of protein, 145kcal per serving▪ Contains 33 natural supplements with no additives (flavoring agents, synthetic sweeteners, color additives, or sugar)		
TARGET	<ul style="list-style-type: none">▪ For those who lack protein due to irregular dietary habits▪ For those who want a simple, healthy diet▪ For those who want to supplement their protein intake after working out		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Contributes to healthy body structure, including muscle and joint tissues▪ Provides elements required for the transport and storage of essential nutrients and active ingredients▪ Contributes to the synthesis of energy, glucose, and lipids / Contributes to the generation of internal energy▪ Contributes to efficient protein and amino acid use		
FEATURES	<ul style="list-style-type: none">▪ Composed 100% of three types of vegetable protein (soybean protein, oat protein, pea protein) for a daily recommended protein intake of 20g▪ A mix of eight essential amino acids▪ Amino acid score 90+▪ Golden mix of 33 natural, healthy ingredients (17 grains with 16 fruits and vegetables)▪ Convenient, recyclable tin container		



Body Booster | - 7OIL DIET

PRODUCT	7OIL DIET		
KEYWORD	Go away, fat! A Refreshing Vegetable Oil Diet		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Oil / Orange Flavor
PACKAGING	PVC (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	5g (minimize intake) / take one pack of oil per day		
INGREDIENTS	Tonalin® CLA, MCT oil, natural lemon, grapefruit oil, ginger oil, orange oil, peppermint oil, D-alpha-tocopherol		
CONCEPT	<ul style="list-style-type: none">▪ Safe and convenient oil diets that are right on trend (coconut diet, olive oil diet, etc.)▪ Contains MFDS-recognized functional diet ingredients (CLA)▪ A mix of 20kcal of natural essential oils per pack, including natural lemon, orange, grapefruit, ginger, peppermint, etc.▪ Stick packaging for easy use		
TARGET	<ul style="list-style-type: none">▪ For those who are on a diet and have decided to manage their body shape▪ For those who need to control body fat for a healthy diet▪ For those who want to try a new diet▪ For those who want to experience a convenient, tasty CLA oil diet		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Helps overweight adults reduce their body fat		
FEATURES	<ul style="list-style-type: none">▪ Prevents the absorption of dietary fat and the accumulation of fat with a liprotein-breakdown enzyme inhibitory mechanism of conjugated linoleic acid▪ Refreshing orange and peppermint flavored oil diet		



Body Booster II - ENERGY BOOSTER

PRODUCT	ENERGY BOOSTER		
KEYWORD	Revitalize with this tangy creatine power!		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Effervescent Powder / Pineapple
PACKAGING	PVC (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	Dissolve 10g of this product in water and take before or after exercise		
INGREDIENTS	Creatine, chicory root extract, citric acid, pineapple concentrate powder, taurine, tangerine extract, L-leucine, L-isoleucine, L-valine, L-glutamine, Vitamin B1 nitrate, Vitamin B2, Vitamin B6 hydrochloride		
CONCEPT	<ul style="list-style-type: none">▪ MFDS-recognized creatine functional food▪ Contains BCAA and amino acid supplements▪ 15kcal per pack▪ This sparkling effervescent powder dissolves in water		
TARGET	<ul style="list-style-type: none">▪ For those who want to upgrade their vitality and energy▪ For those who want to recover fast after exercise▪ For those who want to increase their energy during workout▪ For those who regularly drink carbonated beverages		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Helps improve performance during workout		
FEATURES	<ul style="list-style-type: none">▪ Functional health food that helps with energy metabolism▪ Contains the essential amino acid BCAA and creatine sparkling effervescent powder		



Beauty Jelly | - SKIN COLLAGEN JELLY

PRODUCT	SKIN COLLAGEN JELLY		
KEYWORD	Moisture-Rich Collagen		
PRODUCT TYPE	Processed product (other)	FORMULATION TYPE / FLAVOR	Jelly / Pomegranate Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	Pomegranate extract juice, fish collagen, apple concentrate juice, locust powder, xanthan gum, crystalline glucose, agar, tamarind gum, pomegranate flavor, hibiscus extract powder, calcium lactate, enzymatically modified stevia glucosyl stevia, carrageenan, hyaluronic acid		
CONCEPT	<ul style="list-style-type: none">▪ This collagen jelly not only supplements moisture but also provides in-depth protection for your skin both before and after sweaty exercise, even in dry seasons▪ Adds collagen to every corner of your body that has become dry due to an irregular diet (skin, fingernails, and hair)▪ Contains fish collagen and pomegranate extract juice (supplement)		
TARGET	<ul style="list-style-type: none">▪ For those who want to moisturize their dry skin and supplement the nutrients in their skin▪ For those whose skin easily becomes dry indoors▪ For those with an irregular lifestyle who want to replenish their dry skin with collagen▪ For those who cannot handle collagen-rich foods		
FEATURES	A jelly for inner beauty mixed with low-molecule fish collagen peptides (di-peptide and tri-peptide) to offer high bioavailability and Vitamin C that helps with the synthesis of collagen in the skin; also contains grape seed extract rich in antioxidants		



Beauty Jelly || - GREEN LIGHT JELLY

PRODUCT	GREEN LIGHT JELLY		
KEYWORD	This vegetable-based dietary fiber can help improve your day by contributing to easy bowel movements.		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Jelly / Green Grape Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	Indigestible maltodextrin, crystalline glucose, green grape concentrate juice (USA), fructooligosaccharide, agave syrup, gum base, chicory root extract powder (inulin), citric acid, apple extract juice, carrot extract juice, tomato extract juice, fish collagen, scutellaria baicalensis root extract, green tea extract, hyaluronic acid		
CONCEPT	<ul style="list-style-type: none">▪ Vegetable-based dietary fiber 3,000mg (one pack), 22kcal per pack▪ Functional health food for promoting easy bowel movements▪ Firm, smooth stick jelly pack		
TARGET	<ul style="list-style-type: none">▪ For those who feel easily bloated and heavy in the lower intestines▪ For office workers or students who work at a desk for a long time▪ For those who have infrequent bowel movements due to an irregular diet▪ For those who eat small meals and lack fiber, as found in fruits and vegetables		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Improved bowel movements▪ Prevents the increase of blood glucose after a meal▪ Improves cholesterol level		
FEATURES	<ul style="list-style-type: none">▪ Contains 3,000mg of vegetable-based dietary fiber as a functional health food that helps make bowel movements easier▪ Refreshing green grape flavored jelly; take one pack per day; easy to take, even without water▪ Helps with poor bowel movements due to a chronically poor diet or irregular dietary habits; helps with smooth digestion		



Beauty Jelly III - ANTIOXIDANT JELLY

PRODUCT	ANTIOXIDANT JELLY		
KEYWORD	Get rid of stress and harmful oxygen with this daily solution.		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Jelly / Strawberry Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	Red ginseng extract (South Korea, 6-year old root), strawberry extract, agave syrup, fructooligosaccharide, apple extract (South Korea), trisodium citrate, synthetic strawberry flavor, citric acid, enzymatically modified glucosyl stevia, mixed scutellaria baicalensis root extract, sucralose		
CONCEPT	<ul style="list-style-type: none">▪ Protects against reactive oxygen to provide anti-aging effects▪ Functional health food with recognized antioxidant functionality▪ 20kcal per pack; firm, smooth stick jelly pack		
TARGET	<ul style="list-style-type: none">▪ For those who want to control reactive oxygen due to stress or a poor environment▪ For those who are easily fatigued or need to recover from fatigue▪ For those who want to protect their body from reactive oxygen damage▪ For active office workers who expend lots of energy		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Promotes immunity, recovery from fatigue, smooth blood flow via the prevention of platelet aggregation, memory improvement, and antioxidization		
FEATURES	<ul style="list-style-type: none">▪ 3mg of ginsenoside, the functional ingredient in red ginseng, per pack▪ It's time to cleanse your body of reactive oxygen, the enemy of your skin, by taking one antioxidant functional jelly pack per day to help control the condition of your skin.		



Beauty Jelly IV- IMMUNITY JELLY

PRODUCT	IMMUNITY JELLY: Your essential supplement for a healthy immune system		
KEYWORD	Protect your immune system with zinc.		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Jelly / Blueberry Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	Zinc gluconate, purified water, crystalline glucose, agave syrup, elderberry extract, aronia extract, mixed gum base agents, citric acid, trisodium citrate, hyaluronic acid, mixed scutellaria baicalensis root extract		
CONCEPT	<ul style="list-style-type: none">▪ A functional health food recognized for its essential contributions to a healthy immune system▪ Zinc gluconate offers easy absorption▪ Contains elderberry extract and agave syrup (supplement)▪ 15kcal per pack; firm, smooth stick jelly pack		
TARGET	<ul style="list-style-type: none">▪ For those who suffer from a weak immune system during seasonal changes▪ For those with a weak immune system due to uneven nutritional balance▪ For those who want to maintain a healthy immune balance▪ For those who have a weak immune system due to a stressful, busy life		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Essential for a healthy immune system▪ Essential for healthy cell division		
FEATURES	<ul style="list-style-type: none">▪ A mix of zinc, required for promoting immunity, with zinc gluconate for easy absorption▪ Elderberry extract, aronia extract, and other various supplements▪ A sweet, refreshing jelly that can be taken easily, like a snack!		



Beauty Jelly V - SUNBEAM VITAMIN D JELLY

PRODUCT	SUNBEAM VITAMIN D JELLY		
KEYWORD	Provides Vitamin D to your bones, just like natural sunlight		
PRODUCT TYPE	Functional Health Food	FORMULATION TYPE / FLAVOR	Jelly / Tropical Fruit Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	purified water, fructooligosaccharide, calamansi extract, xylitol (crystalline), mango extract, orange extract, Vitamin D mix, citric acid anhydrous, trisodium nitrate, food gel, calcium lactate (Puracal PP/FCC), blue orange flavor, natural orange flavor, enzymatically modified glucosyl stevia		
CONCEPT	<ul style="list-style-type: none">▪ A functional health food with Vitamin D (1,000IU), an essential nutrient for the modern lifestyle▪ Contains calamansi and mango extracts (supplement)▪ 20kcal per pack▪ Firm, smooth stick jelly pack		
TARGET	<ul style="list-style-type: none">▪ For those working day and night and those who work indoors without much sun exposure▪ For adults with a low calcium absorption rate and those who want to take care of their bone health▪ For those who lack vitamins due to an irregular diet▪ For those who want to maintain healthy bone density or have weak bone structure		
FUNCTIONALITY	<ul style="list-style-type: none">▪ Contributes to essential calcium and phosphorus absorption▪ Contributes to essential bone formation and maintenance▪ Helps reduce the risk of osteoporosis		
FEATURES	<ul style="list-style-type: none">▪ High concentration of Vitamin D: 1,000IU▪ Refreshing fruit flavor with mango and calamansi extracts▪ A sweet, refreshing jelly that can be taken easily, like a snack!		



Beauty Jelly VI - HANGOVER RESCUE

PRODUCT	HANGOVER RESCUE		
KEYWORD	Smart Hangover Cure		
PRODUCT TYPE	Processed product (other)	FORMULATION TYPE / FLAVOR	Jelly / Mango Flavor
PACKAGING	Tin (exterior container), vinyl (interior packaging), quantity (14-day supply)		
DIRECTIONS	20g / take one pack per day		
INGREDIENTS	water chestnut, honey, pear extract, mango extract, turmeric extract and other mixed agents Mixed tropical fruit extracts (orange extract, passion fruit extract, guava concentrate), orange extract, xylitol		
CONCEPT	<ul style="list-style-type: none">▪ This smart hangover jelly has patent-pending hangover ingredients.▪ Protects liver cells that have been exposed to heavy drinking and various types of stress; helps detox your liver▪ Tasty jelly-type product that conveniently protects your health		
TARGET	<ul style="list-style-type: none">▪ For office workers who worry about never-ending social meetings and year-end drinking parties▪ For those who have difficulty recovering from a hangover▪ For all adults who want to detox their liver and obtain a smooth metabolism for an active lifestyle		
FEATURES	<ul style="list-style-type: none">▪ Reasonable Price! (existing hangover beverages: 2,000-3,000 KRW/bottle)▪ Easy to Use: Small and light packaging, convenient intake, concentrated functionality		

