

# HNH GROUP Co., Ltd. (주)에이치앤에이치그룹

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The Company Introduction

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# 01 INTRODUCTION

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- CEO Greeting
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# CEO Greeting

COMPANY INTRODUCTION



**1920**

Based on the grain processing industry that started in 1920 with great-grandfather, He's been in the family business which lasted more that 100 years as the fourth generation.

**2016**

Establishing HNHGROUP Co., Ltd., expand its business field to cosmetics industry.  
Building our own brands " MYREALSKIN" and "M1",  
Sell soap, skincare, and hair care products using ingredients from domestic agricultural product.

**2020**

Starting with the grain processed product manufacturing industry, it joined the food industry. Building its own brand “가미사” (Gamisa), produce premium germinated brown rice & black rice products.

# CEO Greeting

COMPANY INTRODUCTION

## Technology R&D

- Representative thesis result : The Bio-active Effects of Germinated Brown Rice Extract by Media Type
- Patent registration : 3
- Patent application : 1
- Trademark rights : ROK 3, Others 2
- HACCP certification
- ISO 22000 certification
- KMF Halal certification
- ISO22716 certification
- OEM/ODM production of more than 100 products
- Based on its own brand "MYREAL-SKIN", "M1", "GAMISA", it plans and develops a series of products that encompass cosmetics and food.

## Cosmetics / Food products

- Launched "MYREALSKIN" brand in 2017, it launched a mild soap series that can be used by children to adults.
- In 2019, GABA Super Vital Ginseng Skin Care, a functional cosmetic that is effective for whitening, moisturizing, and wrinkle improvement, is released.
- Building its own brand "M1" which means "my first step" in 2020, released shampoo and treatment to relieve hair loss symptoms.
- Launched germinated brown rice & black rice products under the premium rice brand "GAMISA".

## Social Enterprise

- In May 2020, selected as a social enterprise by the Ministry of Employment and Labor(ROK).
- Social enterprise that not only pursue corporate profits but also create employment for the vulnerable is with children in need in the community
- Corporate social responsibility : With 1+1 campaign, when purchasing the products have been made, donations are made to domestic child care centers and single mother protection institutions.

## Entering overseas markets

- Representative export products : My real soap(banana, brown rice, cala-mansi, red ginseng, black ginseng, etc)
- Export countries : China, Japan, Vietnam, Singapore, Poland, Malaysia
- Based on grain processing technology, has expanded its scope not only to cosmetics development technology and R&D, but also to the food sector to challenge the global market with Korean agricultural products.

# Company Summary

COMPANY INTRODUCTION

<b>Name of the Company</b>	HNH GROUP Co.,Ltd.
<b>Brand</b>	MYREALSKIN, M1, GAMISA
<b>Headquarters / R&amp;D laboratory</b>	#108, KNU Entrepreneurship care center, 80, Daehak-ro, Buk-gu, Daegu, ROK
<b>Cosmetics making facility</b>	#108, KNU Entrepreneurship care center, 80, Daehak-ro, Buk-gu, Daegu, ROK
<b>Foods making facility</b>	#B209, KNU Techno Building, 47, 17st, Gyeongdae-ro, Buk-gu, Daegu, ROK
<b>Representative</b>	Lee Jun Dae
<b>The number of employees</b>	7
<b>Products</b>	Cosmetics(Soap, Skin care, Hair care), Grains processed products

# Donation

COMPANY INTRODUCTION

## 1:1 Donation Campaign



When purchasing soap from MyRealSkin, we accumulate as many soaps as you purchased and donate soap to local nursery schools and single mother shelters in need of help.

“Health & Happiness, Human & Heart”

Let's do healthy and happy things!  
Let's make a world where people and hearts are warm!

We want to make healthy products with good ingredients and participate in what everyone can be happy. Participate in creating a world that warms people and hearts.



# 02 Company History

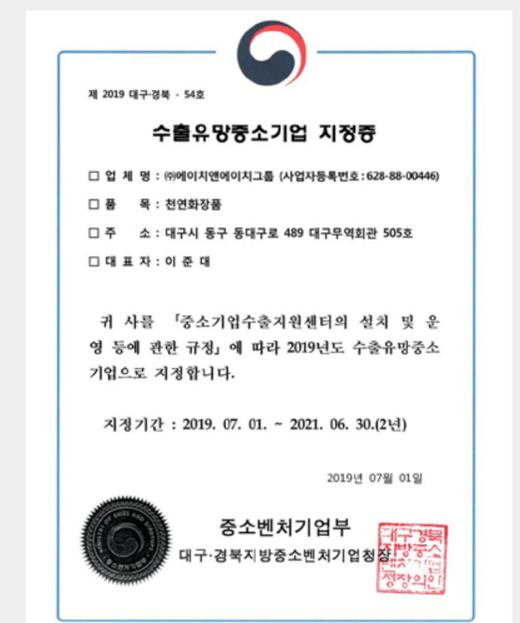
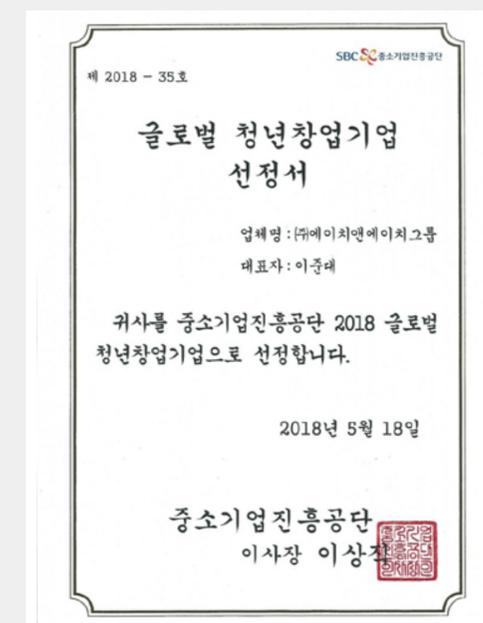
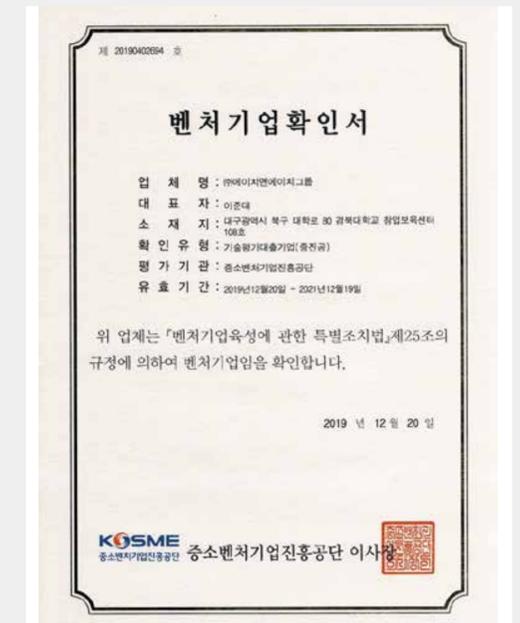
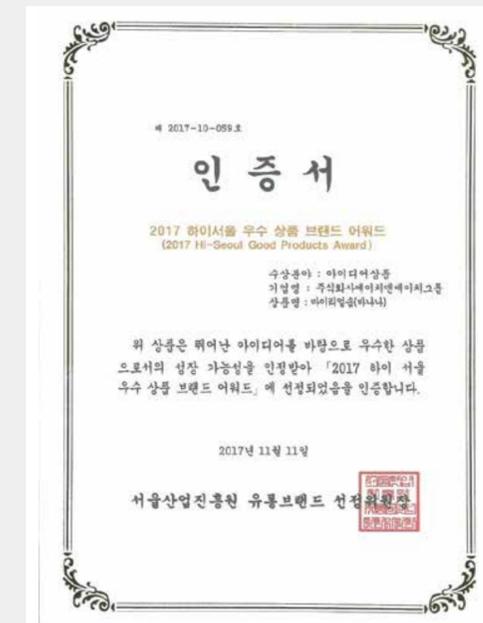
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- Company History

# Company History

COMPANY HISTORY

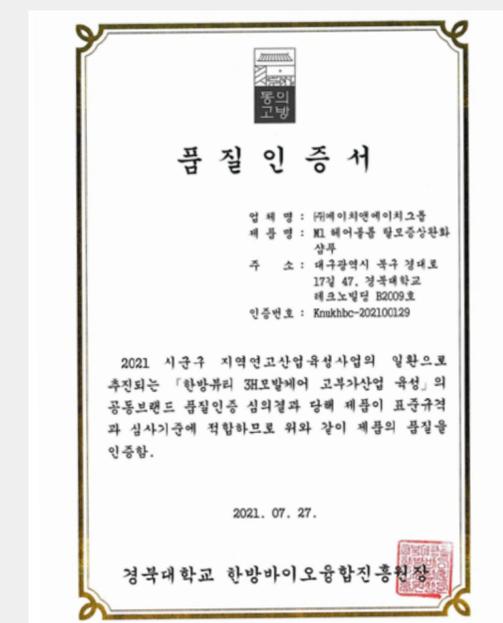
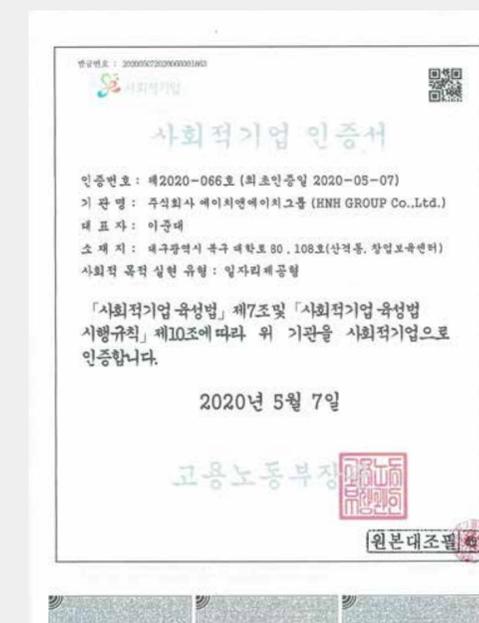
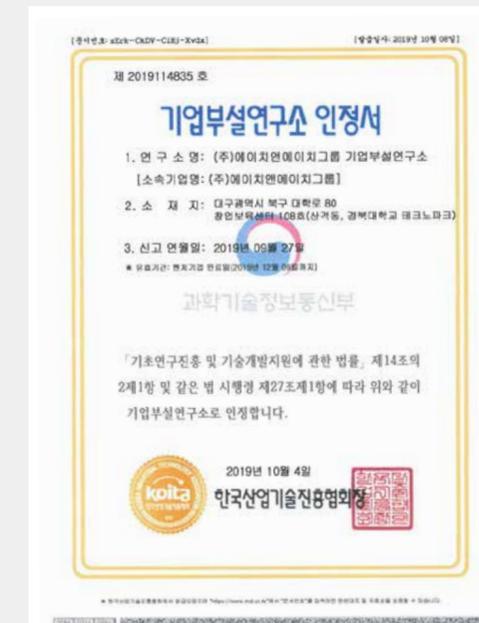
DATE	CONTENTS
2016. 08. 23	Establishment of Company
2017. 01. 02	Brand "MYREALSKIN" launched
2017. 08 ~ 11	Export to China, Vietnam, Singapore started
2017. 11. 11	Selected as best product at Hi Seoul awards
2017. 11. 17	ISO14001 certified, ISO9001 certified
2017. 12. 20	Venture Business
2018. 02 ~ 05	Export to Malaysia, Japan started
2018. 02. 21	Selected as a prospective social enterprise
2018. 05. 18	Selected as a Global youth start-up company
2018. 10. 30	"MYREALSKIN" trademark registrated
2018. 12. 07	"M" trademark registrated in China
2019. 03. 29	"Modanoko" trademark registrated
2019. 06	GABA basic skincare product for whitening and wrinkle improvement released
2019. 07. 01	Designated as a promising SMEs for export



# Company History

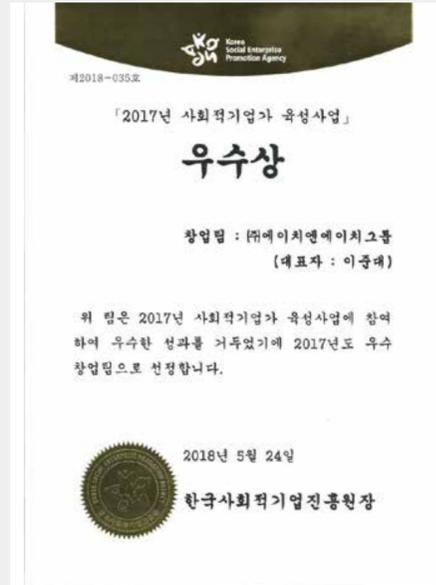
COMPANY HISTORY

DATE	CONTENTS
2019. 07. 23	“MYREALSKIN” trademark registration in USA
2019. 07	2 patent technologies transferred
2019. 08. 09	Patent “How to make germinated brown rice with increased gaba content.” applicated
2019. 11. 26	Certified as the excellent technology company
2019. 12. 20	Designated as a research institute affiliated with company
2020. 05. 07	Designated as a Social enterprise
2020. 06. 30	“GAMISA” trademark registrated
2020. 09. 02	Registrated as food manufacturing and processing business
2020. 11. 30	Food Safety Management System ISO22000 certified
2020. 12. 10	HACCP certified
2020. 12	Shampoo to relieve hair loss symptoms and disinfectant using fermented extracts are released
2021. 01	GAMISA(germinated brown rice brand) launched and its products released
2021. 07. 27	M1 HairVolume Shampoo Oriental Medicine Beauty 3H Hair Care Co-brand Donguibogam Quality Certified
2021. 08. 18	Patent "A medium composition for manufacturing germinated brown rice containing blueberries as an active ingredient, how to manufacture germinated brown rice using it, and germinated brown rice with improved GABA content, antioxidant, whitening or moisturizing activity" registered

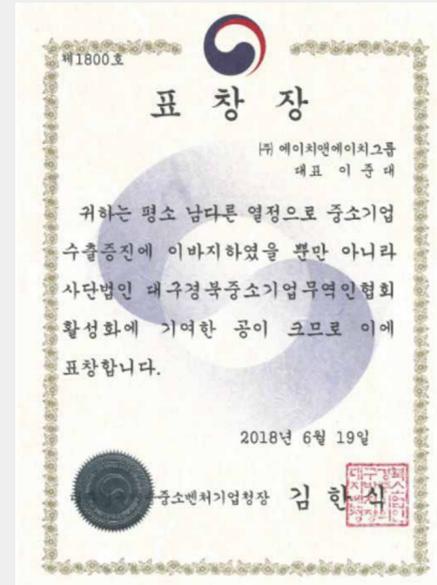


# Company History

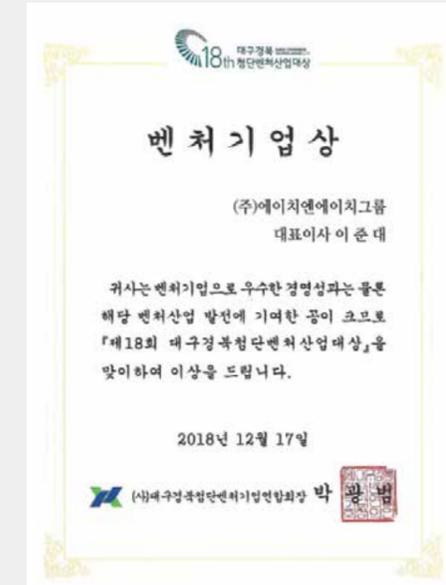
COMPANY HISTORY



**Excellence Award for Social Entrepreneurship Development Project(2018. 05. 24)**



**A citation from the Daegu-Gyeongbuk Small and Medium Business Traders' Association(2018. 06. 19)**



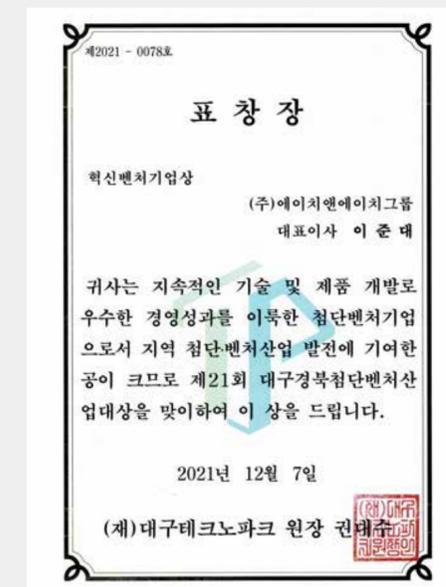
**The 18th Daegu-Gyeongbuk High-tech Venture Industry Grand prize(2018. 12. 17)**



**Daegu City Commendation for Community Development (2020. 08. 03)**



**Daegu City Buk-gu Regional Development Achievement Award (2021. 04. 01)**



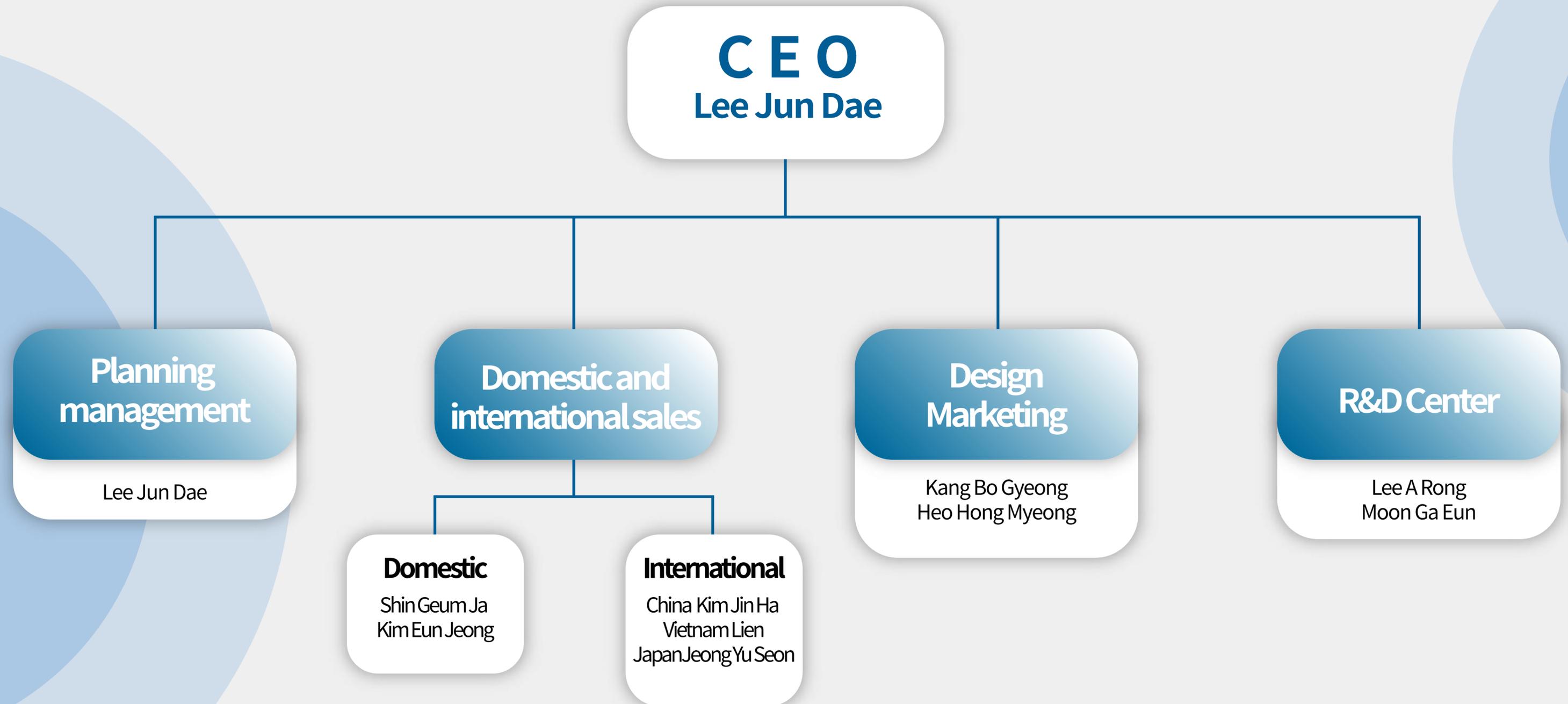
**Daegu Techno-Park Innovation Venture Business Award (2021. 12. 07)**

# 03 Team

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- Team

# Team



# 04 Brand

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- Cosmetics
- Foods
- MYREALSKIN

# Brand

COSMETICS

FOODS



가미소



# Brand



Mild soap made from natural ingredients  
that can be used by the whole family, from babies to adults.

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# MYREALSKIN

# Brand



Functional cosmetics that contains GABA ingredients of germinated brown rice and red ginseng extract to improve whitening and wrinkles.

# GABA SUPER VITAL GINSENG SKIN CARE

# Brand



Contains naturally derived skin sedation ingredients combined with black rice extract and seven other botanic extracts.

## M1 Hair loss Relief Shampoo Hair Volume Treatment



# Brand



Premium functional germinated brown rice & black rice which its active ingredients are naturally increased by being grown eating blueberry, bitter melon, and black ginseng. 100% Natural ingredients.

# GAMISA

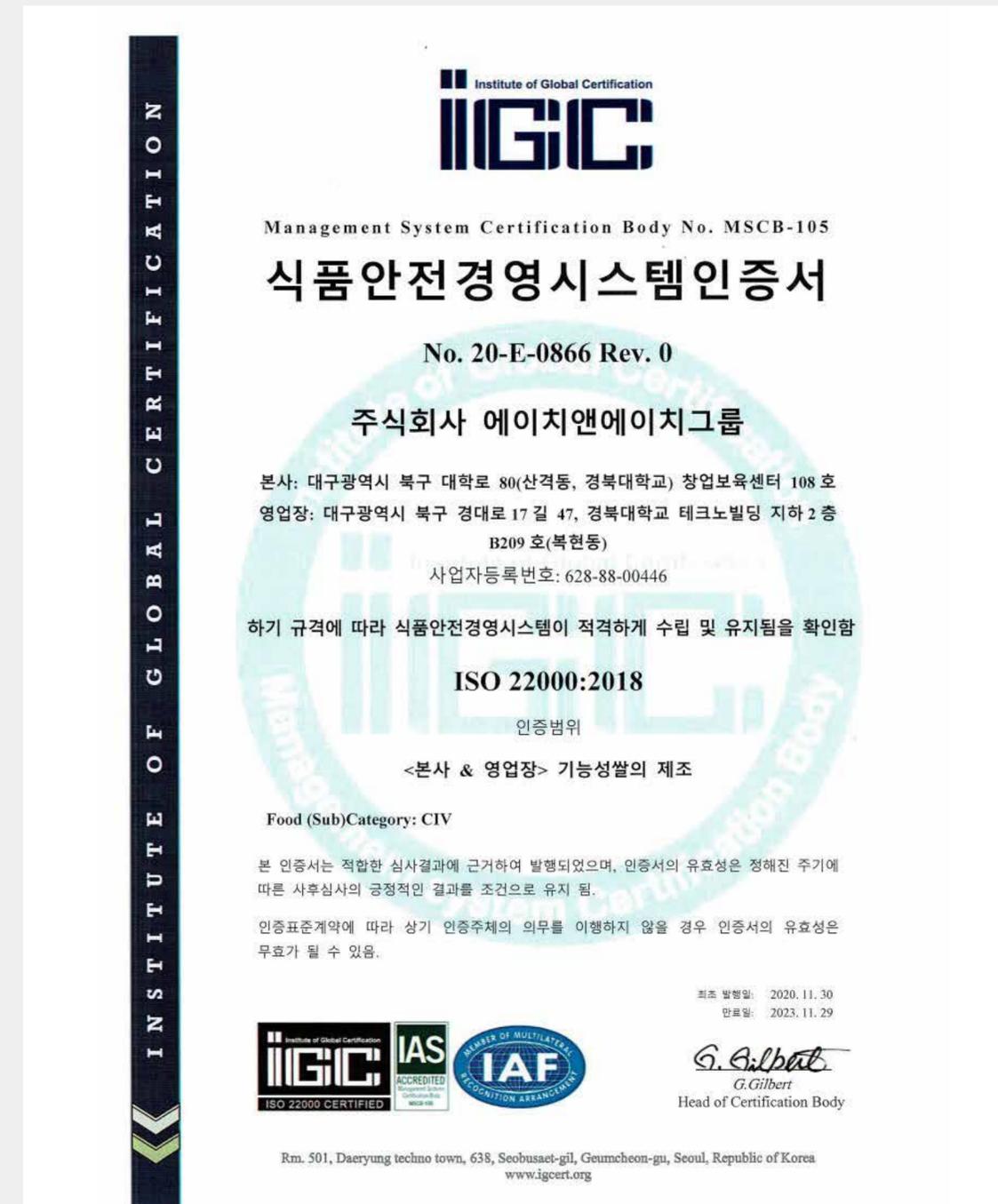
# 05 R&D

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- Certificate
- Pirot Study
- Holding Patent

# Certificate

R&D



# Certificate

R&D

INSTITUTE OF GLOBAL CERTIFICATION



Institute of Global Certification  
Management System Certification Body

## 제조관리시스템인증서

No. 21-H-0175 Rev. 0

주식회사 에이치앤에이치그룹

대구광역시 북구 대학로 80(산격동, 경북대학교) 창업보육센터 108 호

사업자등록번호: 628-88-00446

하기 규격에 따라 제조관리시스템이 적격하게 수립 및 유지됨을 확인함

**ISO 22716:2007**

화장품 – 우수제조관리기준 (GMP)

인증범위

화장품(기초, 비누, 헤어)제품의 제조

본 인증서는 적합한 심사결과에 근거하여 발행되었으며, 인증서의 유효성은 정해진 주기에 따른 사후심사의 긍정적인 결과를 조건으로 유지 됨.

인증표준계약에 따라 상기 인증주체의 의무를 이행하지 않을 경우 인증서의 유효성은 무효가 될 수 있음.



최초 발행일: 2021. 10. 06  
만료일: 2024. 10. 05

*G. Gilbert*  
G. Gilbert  
Head of Certification Body

Rm. 501, Daeryung techno town, 638, Seobusaet-gil, Geumcheon-gu, Seoul, Republic of Korea  
www.igcert.org



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Tel: (82-2) 793-6908, (82-2) 794-7307, Fax: (82-2) 798-9782  
www.koreaislam.org

### HALAL CERTIFICATE

KMFHC21-271

Date : Oct. 19, 2021

TO WHOM IT MAY CONCERN

Korea Muslim Federation Halal Committee hereby certifies that the listed products below have complied with the requirements from 'OIC/SMIIC 1: 2019 General Requirements for Halal Food, MS 1500: 2019 Halal food - General Requirements, OIC/SMIIC 24: 2020 General Requirements for Food Additives and Other Added Chemicals to Halal Food, OIC/SMIIC 6: 2019 Particular requirements for the application of OIC/SMIIC 1 to places where Halal food and beverages are prepared, stored and served' standards which are established according to commonly accepted Sharia(Islamic law).

1. GAMISA Balsam pear Germinated brown rice
2. Daegu Houttuynia cordata Germinated brown rice

(Two products only)

Manufacturer : HNH GROUP Co.  
B209, Techno Building, Kyungpook National University, 47, Gyeongdae-ro 17-gil,  
Buk-gu, Daegu, Republic of Korea

Valid until : Oct. 18, 2022

Yours in Islam



Ahmad Cho Min Haeng  
Chairman of the Halal Committee



# Pirot Study

R&D

Sort	Previous Studies
<p><b>Measurement of Antioxidant Effectiveness</b></p>	<p>: Using DPPH assay, ABTS radical scavenging assay, SOD like activity test methods, measured antioxidant effectiveness of high GABA content germinated brown rice oil.            : Using the ascorbic acid as a positive control, the increase in antioxidant efficacy according to germination is confirmed.</p>
<p><b>Whitening Activity</b></p>	<p>: Through DOPA-oxidation inhibitory efficacy, measured whitening effectiveness of high GABA germinated brown rice oil.            : Using the arbutin as a positive control, the increase in whitening activity according to germination is confirmed.</p>
<p><b>GABA Content Evaluation</b></p>	<p>: To identify the optimal conditions for brown rice germination, the GABA content of germinated brown rice through various conditions is confirmed through HPLC.            : Various efficacy evaluations are conducted using germination brown rice with high GABA content among various conditions.</p>
<p><b>Product safety verification</b></p>	<p>: Safety verification is conducted to use the high GABA content germinated brown rice oil obtained from germinated brown rice as a cosmetic material.            : the degree of eye irritation of high GABA-content germinated brown rice oil is verified through BCOP assay registered in OECD guideline for the testing of chemicals, NO. 437 among safety evaluation as a cosmetic.</p>
<p><b>Measuring the moisture level of human skin</b></p>	<p>: Through a clinical trial with a panel of 20 people, the skin moisture level of high GABA content germinated brown rice oil is measured.            : Changes in skin moisture level from brown rice oil according to germination of brown rice is confirmed.</p>
<p><b>Product safety verification</b></p>	<p>: After the prototype is manufactured, the microbial content of the prototype is checked through a microbial limit test.            : Evaluating the degree of contamination, verified the stability of the prototype and checked the quality.</p>

# Holding Patent

R&D

Patent	Name of Country	Date of application · registration	Application · registration number
How to make germinated brown rice with increased GABA content.	Republic of Korea	19.08.09	10-2019-0097418
A medium composition for producing germinated brown rice containing blueberries as an active ingredient, a method for producing germinated brown rice using it, and germinated brown rice with improved GABA content, antioxidant, whitening or moisturizing activity.	Republic of Korea	19.07.12	10-2293224
Composition for preventing or treating atopic dermatitis containing marqui berry as an active ingredient.	Republic of Korea	18.08.22	10-1892865
Composition for wound healing containing Acai berry extract as an active ingredient.	Republic of Korea	17.06.21	10-1751597

# THANK YOU

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감사합니다