

2023

Humancel

Humancel

COMPANY INTRODUCTION

humancel.vn



ABOUT GAC

ABOUT GAC

What is GAC?

It has been used for medicinal purposes since ancient times.
New global superfood is in the spotlight: GAC



- 1 Is a perennial climbing plant belonging to the family Gourd and popularly grown in Southeast Asia (mainly Vietnam). It is also native to southern China and northeastern Australia.
- 2 Known to increase immunity in human body and prevent aging of human cells and organs
Rich in antioxidants
- 3 It has been used as food and medicine for a long time (since the 1400s in China), also introduced in Donguibogam and Bonchogangmok



ABOUT GAC

What is GAC?

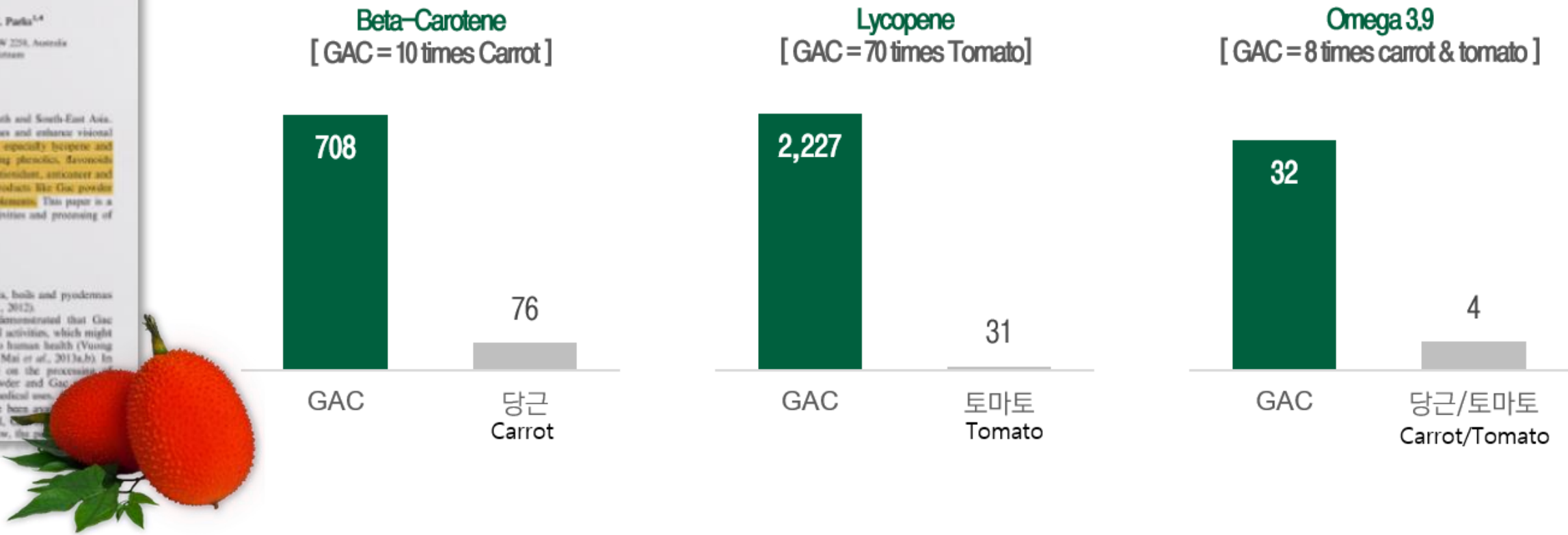
GAC's efficacy has been proven in SCI-level papers
No1. among 500 Vietnam Fruits



Beta-Carotene in GAC contains 10 times more than carrots
International Journal of Food Science and Technology (2017)

**When consuming the recommended daily amount of beta-carotene
25% reduction in eye disease**
Federal National Eye Institute_Dove Press Channel (2013)

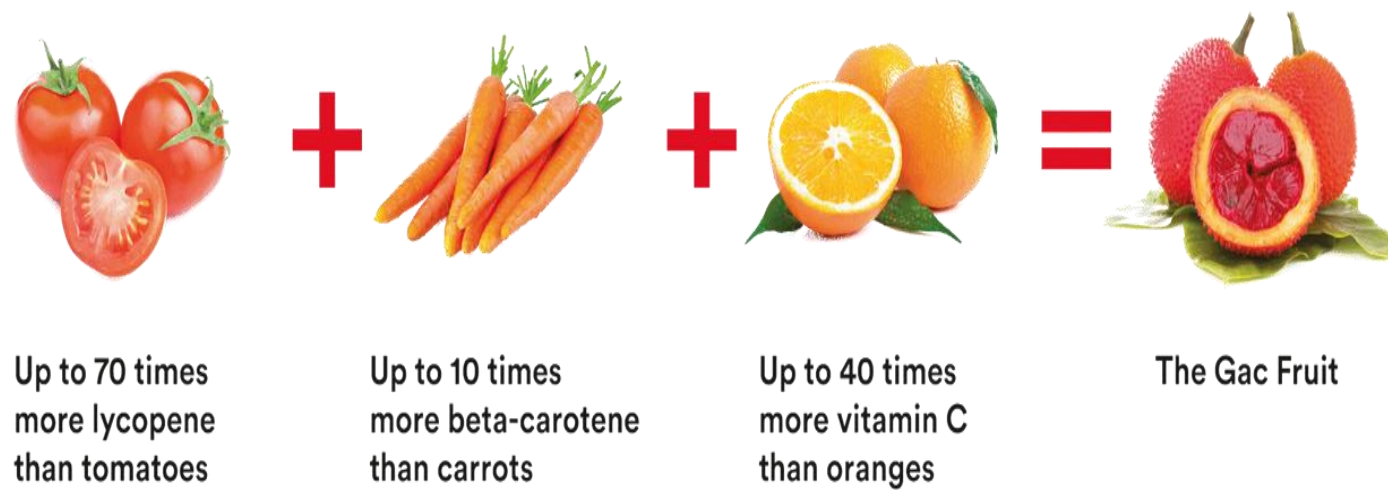
GAC extract animal test related to colorectal cancer 23.6% reduction in tumor size
International Journal of Cancer (2005)



ABOUT GAC

What is GAC?

GAC, called the "Fruit from Heaven"



The Superpower Of Gac Fruit

- Anti-aging
- Anti-inflammatory
- Full of antioxidants
- Destroys cancer cells
- Boosts immune system
- Fight bacteria and viruses
- Defends against cellular damage
- And more.....

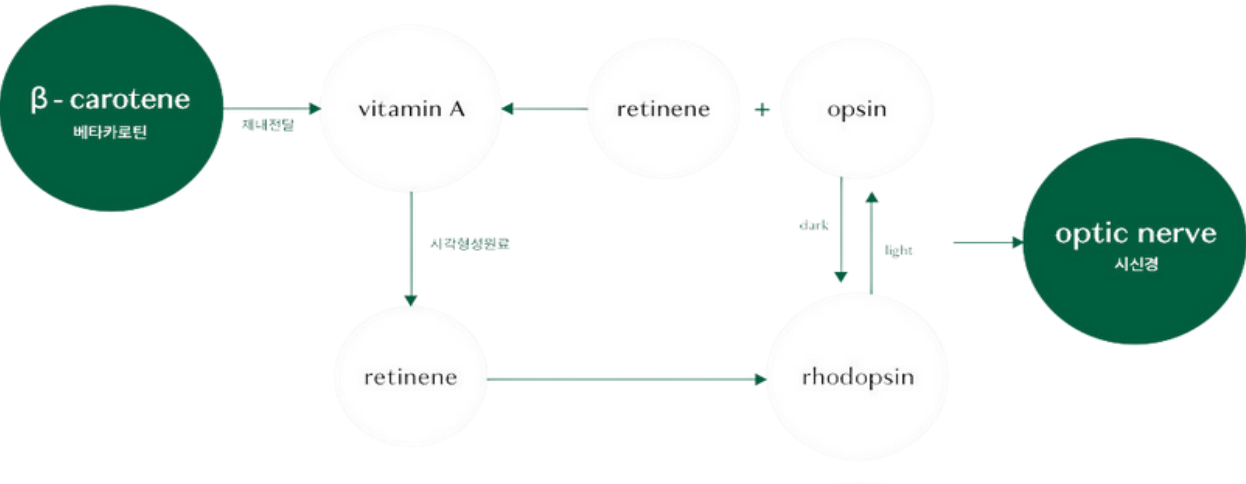
ABOUT GAC

What is GAC?

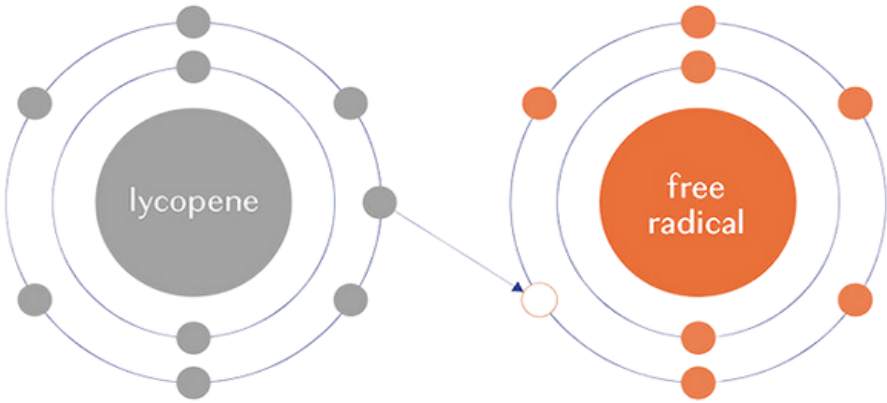
GAC – The Queen of Eyes

Beta-Carotene	Lycopene	Omega 3.6.9
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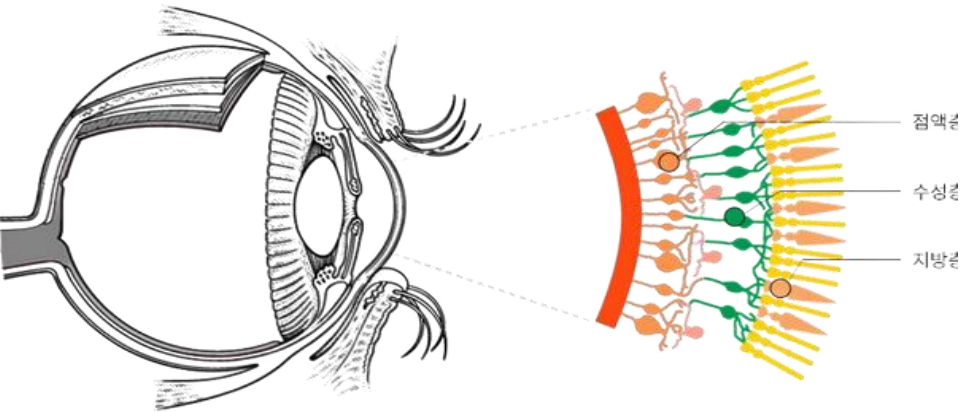
Optic nerve stability and eye health
Dry eye prevention
Night blindness prevention



Anti cell aging
Prevention of elevated intraocular pressure
Presbyopia prevention



Maximized absorption rate of
Beta-Carotene & Lycopene
(X8 Times)



THỰC PHẨM BẢO VỆ SỨC KHOẺ

Thành phần: Cho 1 viên nang mềm

Dầu gấc 500mg
(Omega9 100mg; Betacaroten 1,26mg; Omega3 1mg; Lycopene 0,9mg)
D-alpha-tocopherol 10mg
Phụ liệu: Algal carotenes (từ vi tảo Dunaliella salina), Gelatin,
Glycerin, Ethyl vanillin titan dioxyd, củ dền đỏ

Công dụng:

Giúp chống ô xy hóa, hạn chế lão hóa mắt
Tốt cho mắt và tim mạch

Đối tượng sử dụng:

Người lớn và trẻ em

Cách dùng:

Từ 4-9 tuổi: 1 viên/ngày

Trẻ trên 9 tuổi và người lớn: 1-2 viên/ngày

Bảo quản ở nơi khô mát, tránh ánh nắng mặt trời.

Store in a cool and dry place

Bảo quản lạnh sau khi mở nắp
Refrigerate after opening

GMP
CERTIFIED

Humancel
Health Care for Vietnam

• Chịu trách nhiệm chất lượng sản phẩm (Product quality responsibility):
CÔNG TY TNHH HUMANCEL VINA (HUMANCEL VINA Co., LTD)
• Địa chỉ (Address): Tầng 7, Tòa VMT, số 1, ngõ 82 phố Duy Tân, phường
Dịch Vọng Hậu, quận Cầu Giấy, thành phố Hà Nội, Việt Nam
• Số ĐKSP: 1672/2021/ĐKSP

PHIL
INTER PHARMA

• Sản xuất tại (Manufactured by):
CÔNG TY TNHH PHIL INTER PHARMA (PHIL INTER PHARMA Co., LTD)
• Địa chỉ (Address): Số 25, đường số 8, KCN Việt Nam-Singapore (VSN),
Thành phố Thuận An, Tỉnh Bình Dương, Việt Nam

www.Humancel.vn
Instagram/Humancel_official

SỐ LÔ/LOT #:
NSX/MFG. Date: 20001
09.09.2020
NHH/EXP. Date: 08.09.2023

Humancel

GAC
격

Chiết xuất từ gấc
Pure Gac Extract

Dietary Supplement Thực phẩm bảo vệ sức khỏe



EYE HEALTH



Hộp 5 vỉ x 6 viên

ABOUT HUMANCEL GAC

ABOUT HUMANCEL GAC

Best source of ingredients

GAC from Northern Vietnam has the highest nutritional content

✂Nutrients by country

Region	Lycopene (mg/g)	β-Carotene (mg/g)
Vietnam	5.17-7.76	2.22-2.88
Thailand	3.32-4.22	1.56-1.90
Australia	2.27-3.18	1.21-1.55

Comparative analysis of carotenoid content in *Momordica cochinchinensis* (Cucurbitaceae) collected from Australia, Thailand and Vietnam. J Food Sci Technol.2017

✂Nutrients by region in Vietnam

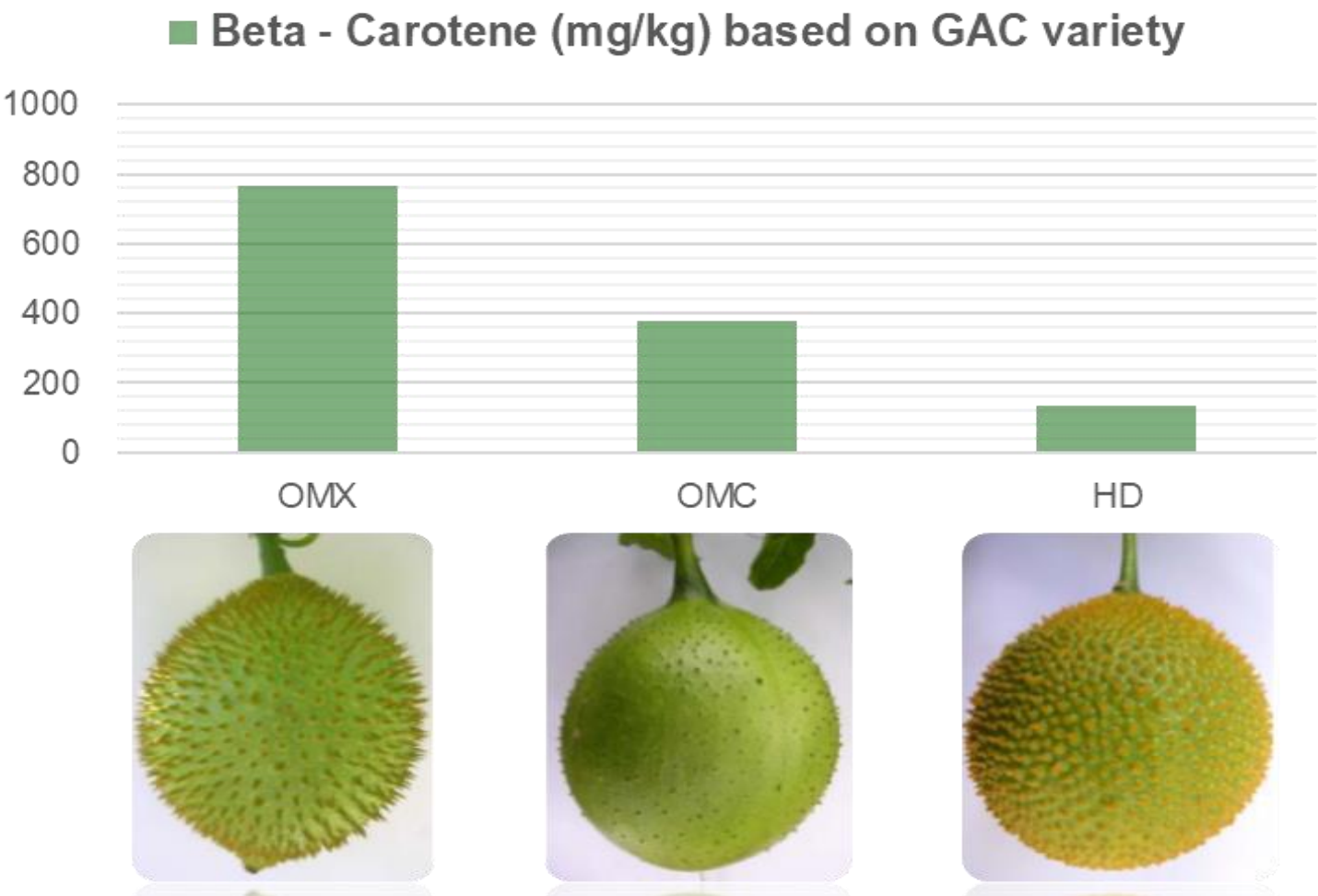
Region in Vietnam	β-carotene (mg/g)	Lycopene (mg/g)	Vitamin C (mg/g)	Vitamin A (IU/g)	Calcium (mg/g)	Magnesium (mg/g)
Northern	5.7	6.3	28	14,000	36	25
Central	4.2	5.3	22	11,000	30	20
Southern	3.1	4.2	18	8,000	24	15

Determination of carotenoids in gac (*Momordica cochinchinensis* Spreng.) fruit grown in three regions of Vietnam. Journal of Food Science and Technology. 2016

ABOUT HUMANCEL GAC

Best source of ingredients

Humancel only use GAC from Northern Vietnam (OMX GAC Variety) to produce
The Best Quality & Highest amount of Beta Carotene



*source : Research on productivity and quality of three varieties of gac fruit - Can Tho University -2012



OMX (only available in the North side Vietnam) has more Beta-Carotene.
=> **Humancel only use GAC from Northern Vietnam.**

ABOUT HUMANCEL GAC

Maximize food hygiene and safety

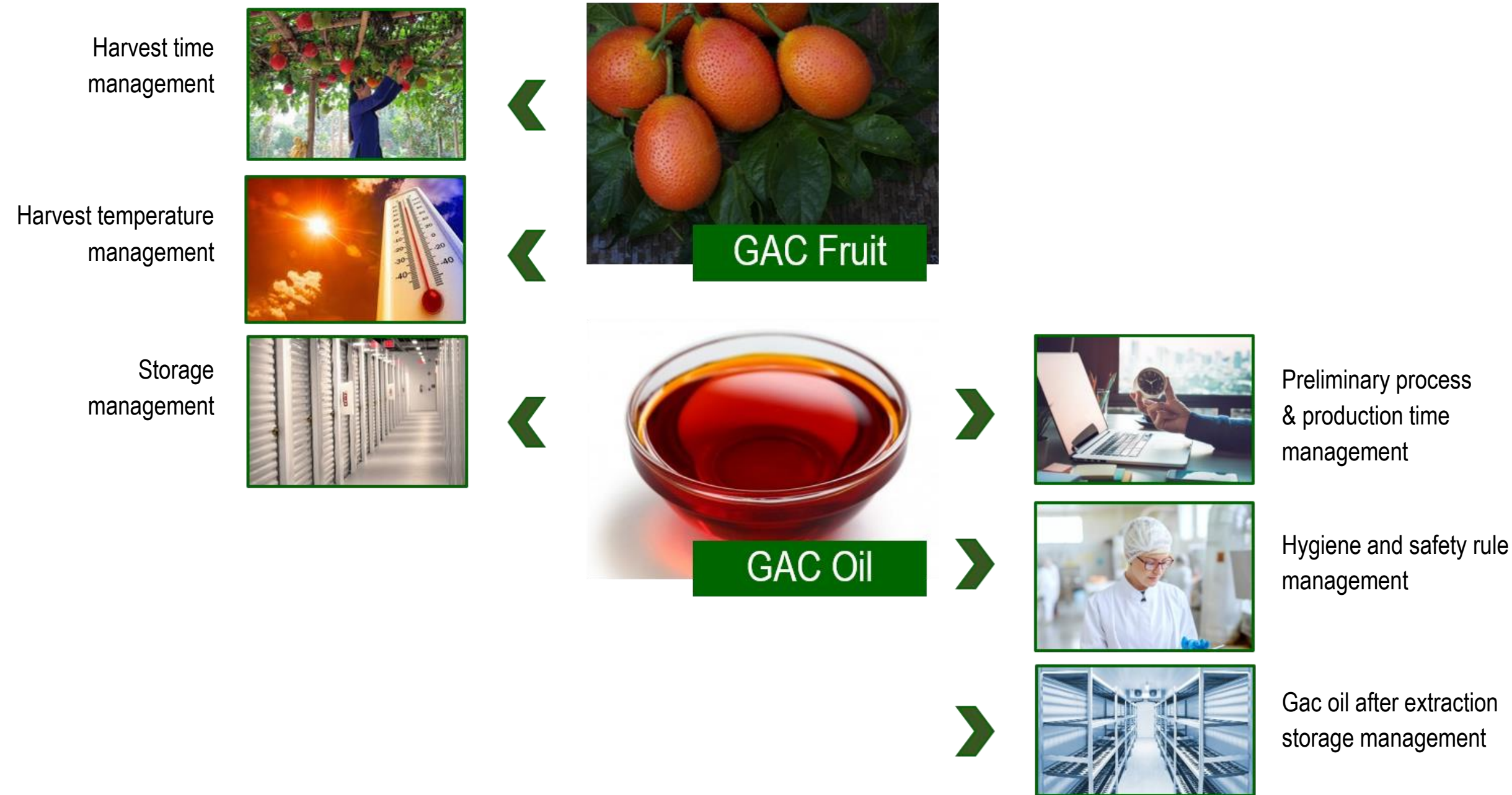
The best value as it is from the best Gac Fruit



ABOUT HUMANCEL GAC

Best quality control process

Strictest quality control process for
The highest nutritional content in GAC Oil



ABOUT HUMANCEL GAC

Prestigious manufacturing partner

Humancel GAC manufactured with proven facilities and production capacity
The Global Best Korean Pharmaceutical Company



1

World patent for production of digestive enzyme supplement capsules [Patent No. 10-2019-010684]

- . Occupy absolute advantage in the Vietnamese market for main manufactured products
- . Exported to 20 countries including Southeast Asia, Middle East, Latin America and Africa, including Vietnam domestic market
- . Producing a wide range of competitive products based on advanced manufacturing and quality management systems

2

First to Obtained EU-GMP among domestic soft capsule manufacturers

- . The only soft capsule manufacturer in Vietnam
- . Verified and explained by MHRA, the pharmaceutical regulatory agency under the UK Department of Health
- . Obtained EU-GMP certification for the first time as a soft capsule agent between Korean pharmaceutical manufacturers in Korea and abroad

2

ABOUT HUMANCEL GAC

Vietnam product - Korea standard

Vietnam's best natural raw material meets Korea's most advanced technology

Humancel GAC delivers THE BEST VALUE



Humancel | Unique Selling Point

- 1 A hygienic system that is safe and secure with best natural raw materials
- 2 Products with **the highest beta-carotene content, the best nutrients for Eye**
- 3 Keep the best nutrients with Korean pharmaceutical technology and capsules imported from Korea
- 4 Health supplements meet the standards of the Korean Ministry of Food and Drug Safety

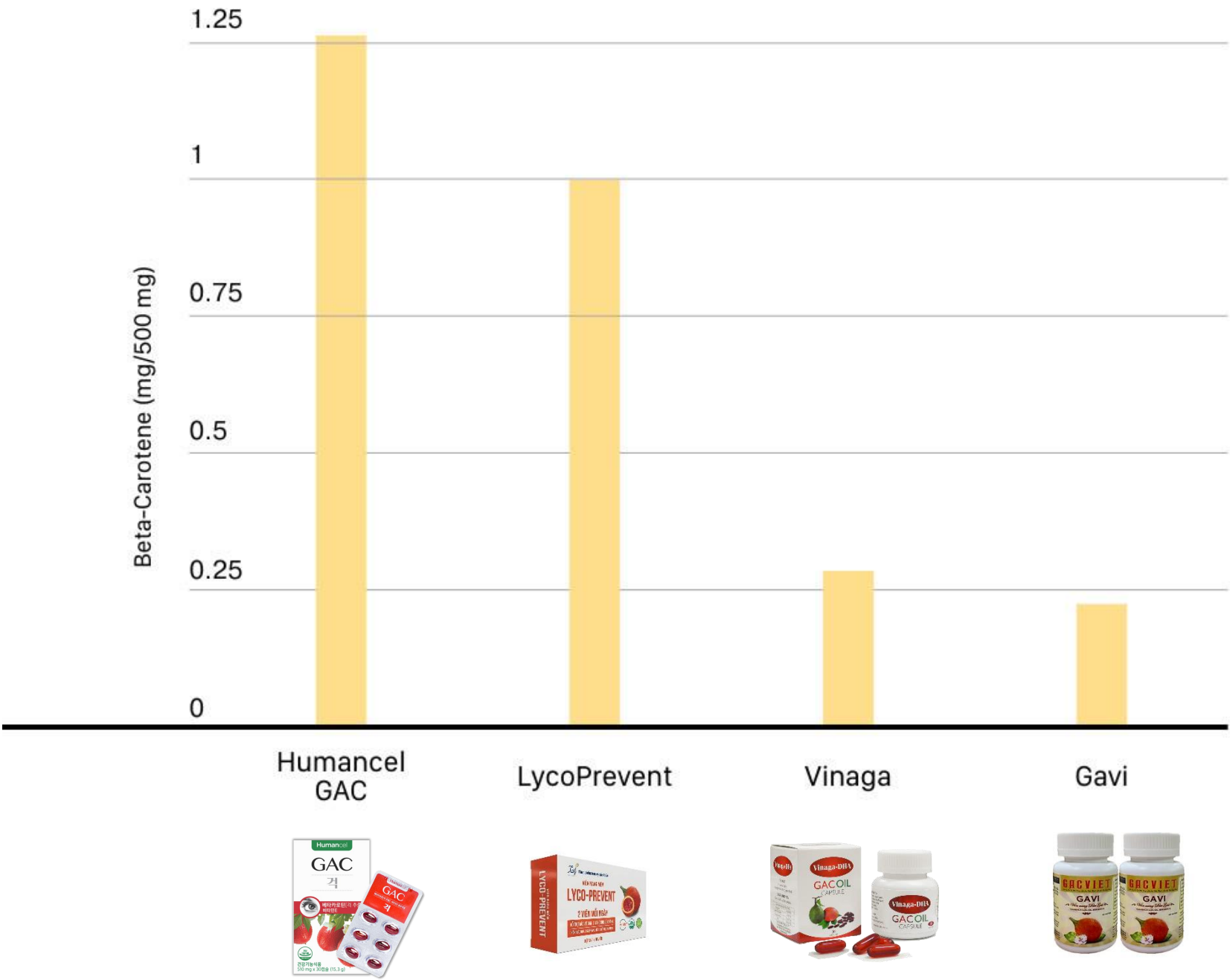
2

ABOUT HUMANCEL GAC

Vietnam product - Korea standard

Vietnam's best natural raw material meets Korea's most advanced technology

The highest Beta-Carotene content product in Vietnamese market



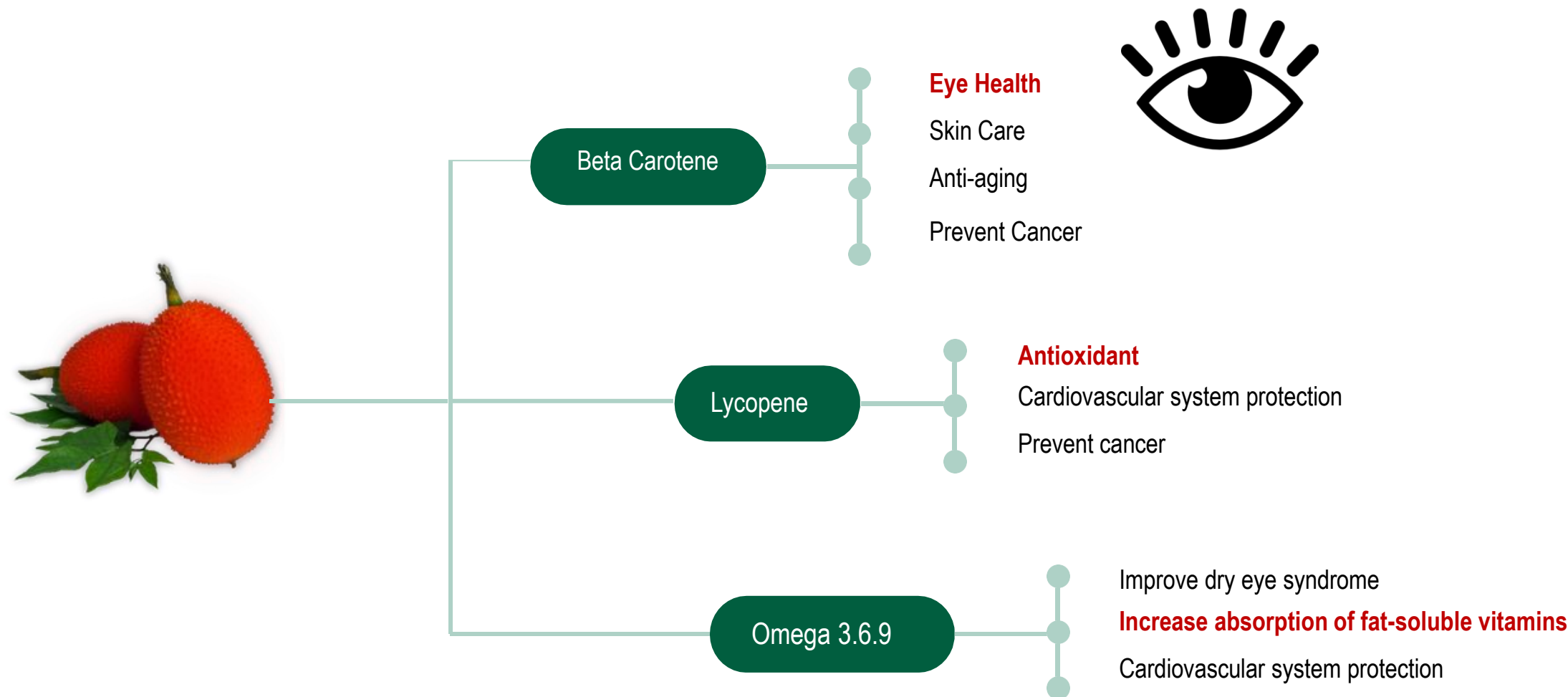
ABOUT HUMANCEL GAC

Meet the essential health care needs of human today

Contains excellent nutritions of Beta-Carotene / Lycopene / Omega 3.6.9

Humancel GAC helps Eye protection, Anti-aging & Prevent cancer, especially optimized for Eye Health

The New Solution For Your Eyes



ABOUT HUMANCEL GAC

Meet various consumer needs

Meet various consumer needs such as product quantity / nutrient content / ages / class...

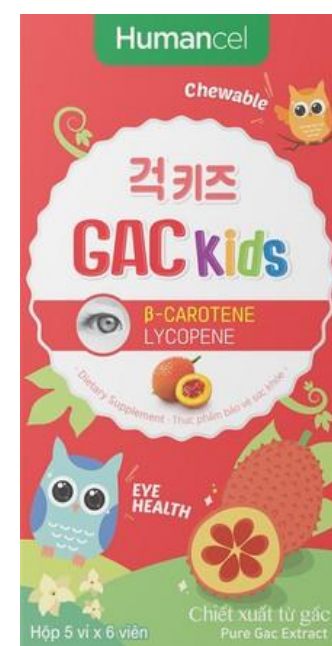
Humancel GAC various product lines



Vietnamese superfood specializing in eye health, anti-aging & prevent cancer
- A product that contains key nutrients in one capsule



Soft Chewable Capsules
Children's product to protect children's eyes, develop brain and increase immunity



Increased capsule volume, higher nutrient content
Premium product line

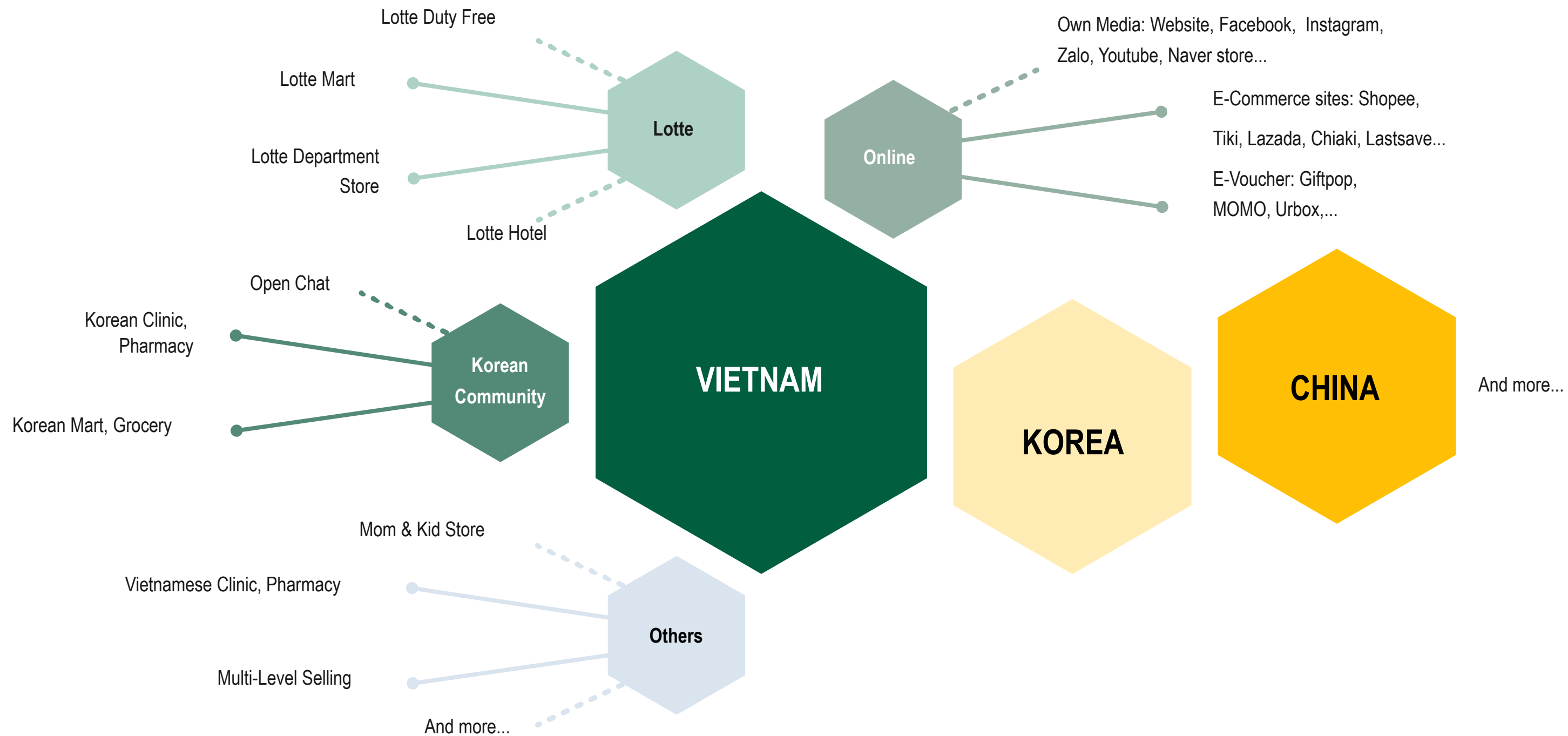


ABOUT HUMANCEL GAC

Reach target customers on multiple channels inside & outside Vietnam

Expand not only online, offline channels but also top-tier supermarket, duty free...

Take over the functional food market through distribution channels all over Vietnam, Korea, China & more...

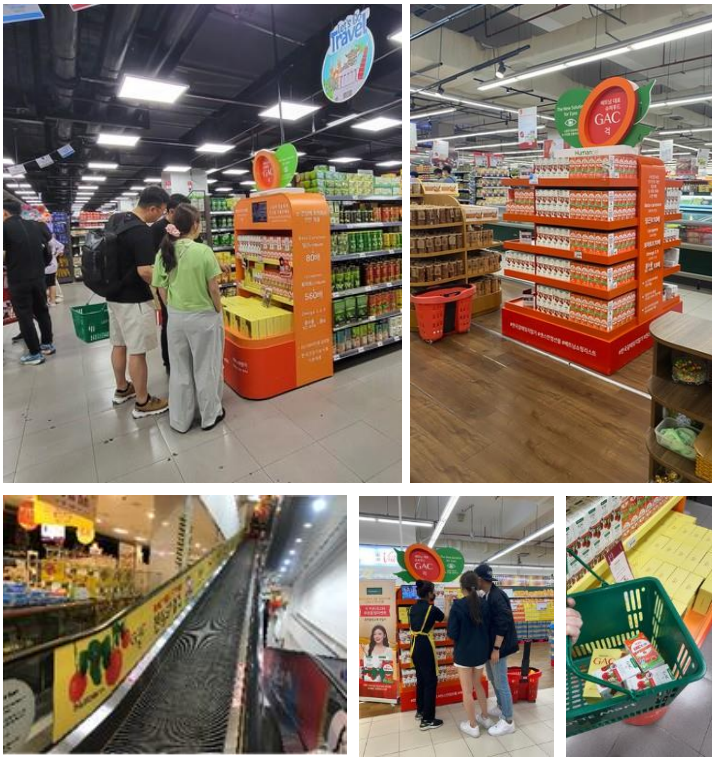


ABOUT HUMANCEL GAC

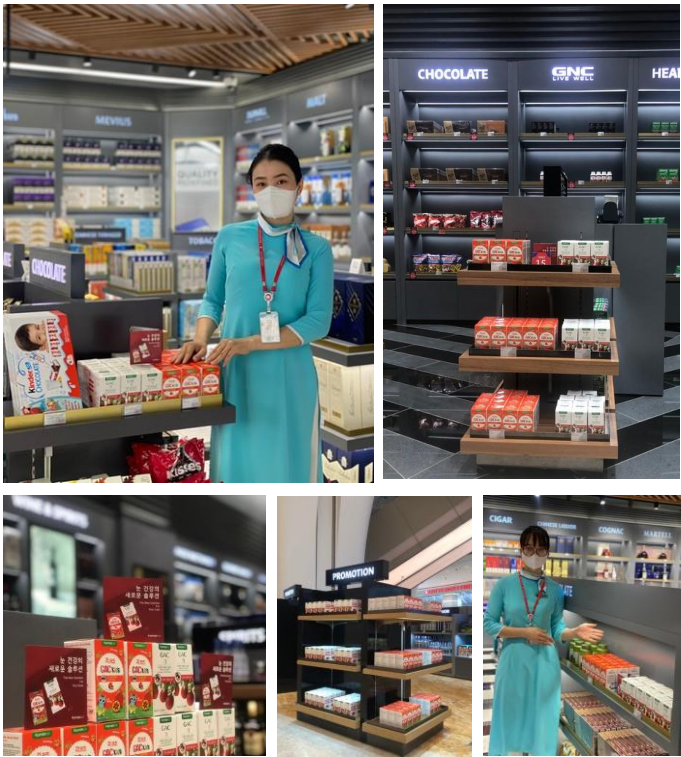
Top famous health care products to Vietnamese & foreign tourists

60+ point of sales in Vietnam & Korea
1,500,000+ visitors per month

Lotte Mart



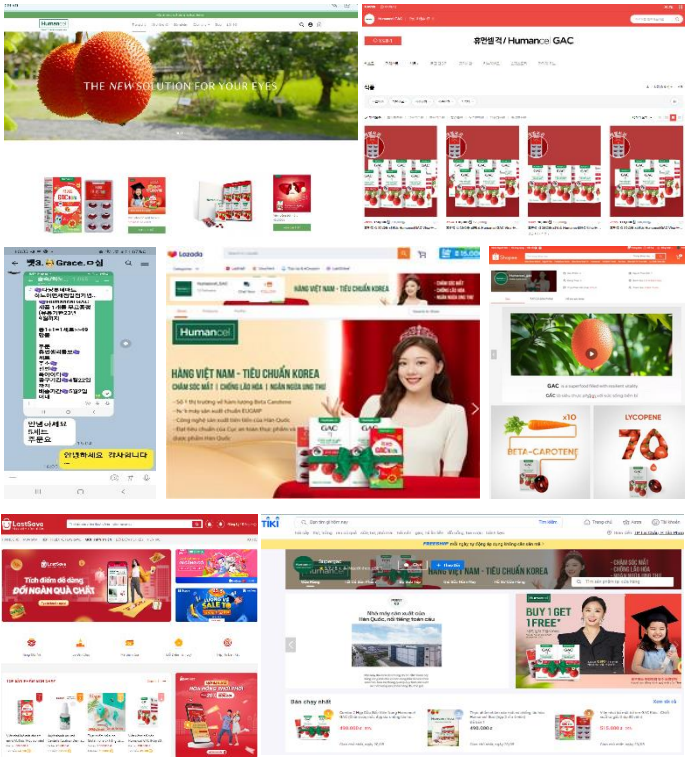
Lotte Duty Free



Pharmacy/ Clinic Stores



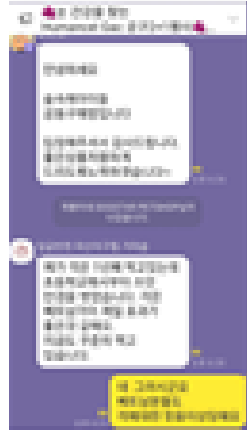
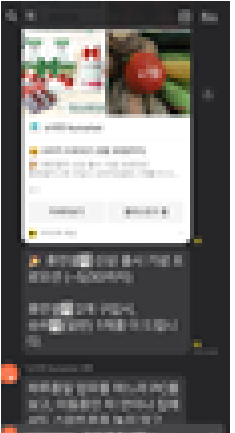
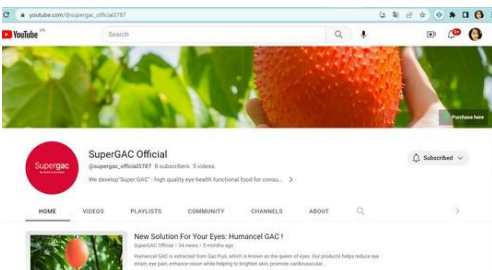
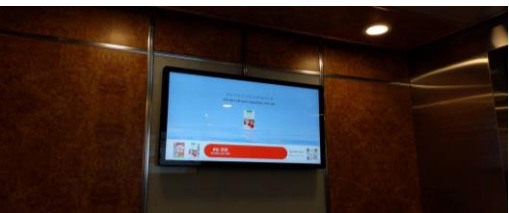
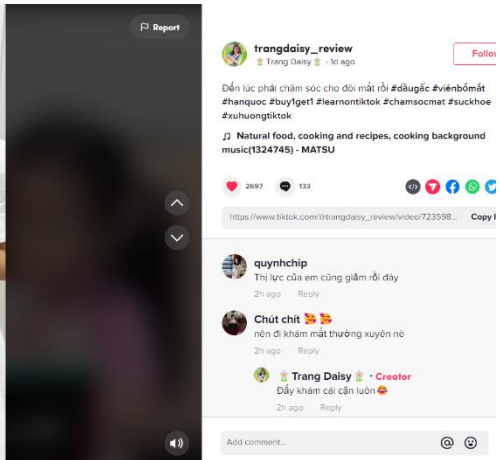
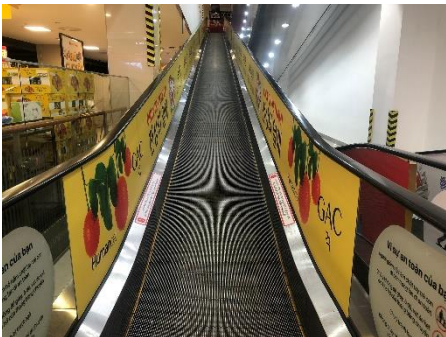
Online Stores



ABOUT HUMANCEL GAC

Multi-channel marketing campaigns targeting both domestic and foreign markets

Reach **12,000,000 +** people through marketing activities



Multi-channel marketing campaigns targeting both domestic and foreign markets

Da Nang

Target customers: **Korean tourists & Korean residents in Vietnam**

Access points:

- Point of sale marketing in Lotte Mart, Lotte Duty Free
- Naver blog
- Naver search
- Online brand identity (Website, Facebook, Instagram, Youtube)

Hanoi, Nha Trang, HCM

Target customers: **Korean & Vietnamese in Vietnam**

Access points:

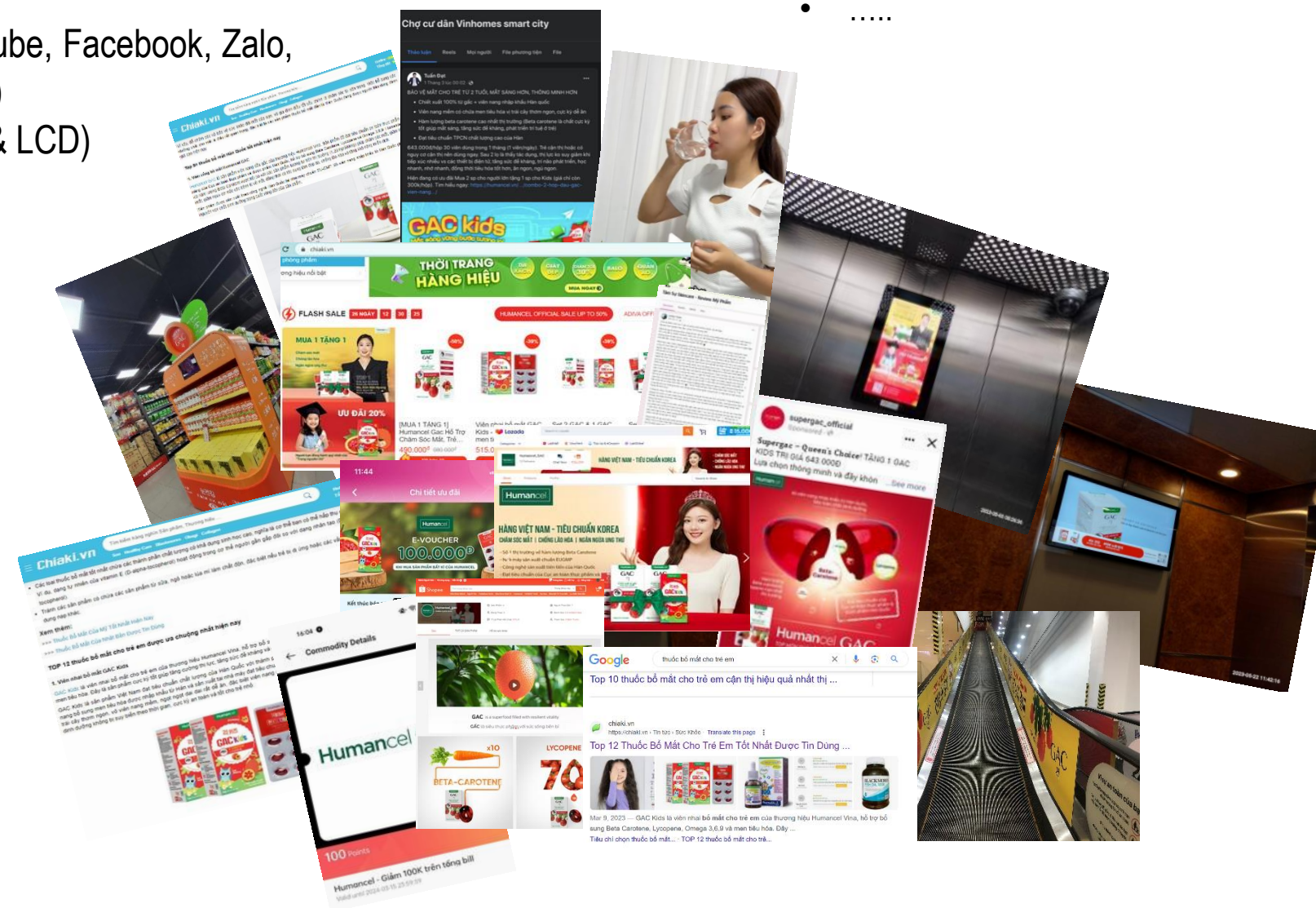
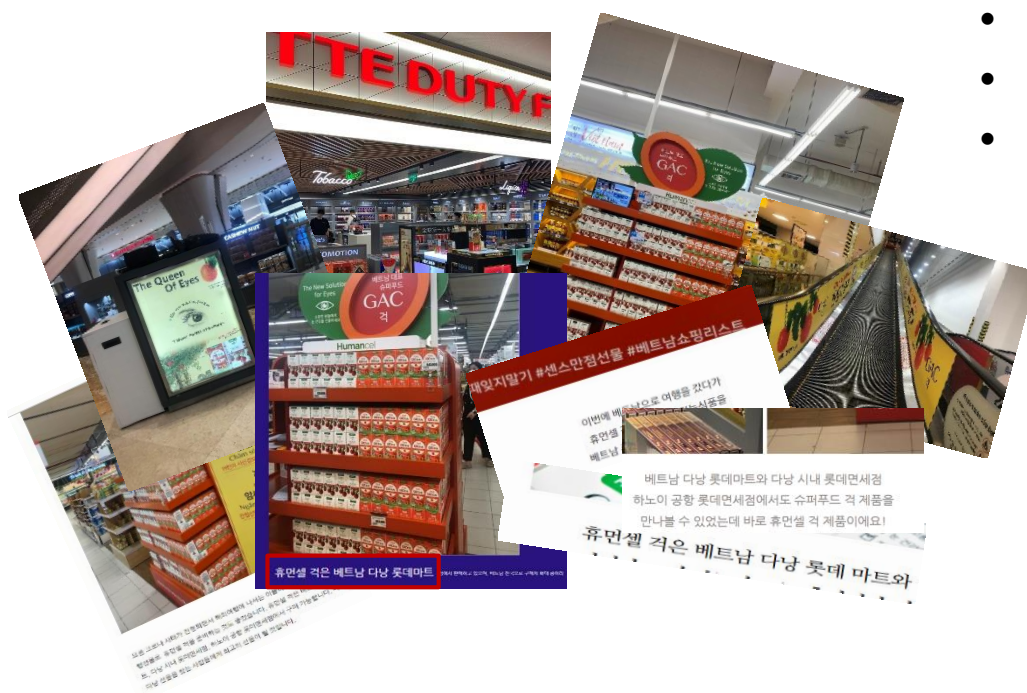
- Point of sale marketing in Lotte Mart, Lotte Duty Free, pharmacy/clinic stores...
 - Event online & offline
 - Paid Ad (Google, Youtube, Facebook, Zalo, Shopee, Tiki, Chiaki...)
 - OOH advertising (DP & LCD)
 - Group seeding, review
 - PR article
 - SNS
 - KOL
 - ...
- 

Korea, China

Target customers: **Korea & Chinese overseas**

Access points:

- Search engine marketing
- SNS
- Korean pharmacy/ clinic stores
- ...



2



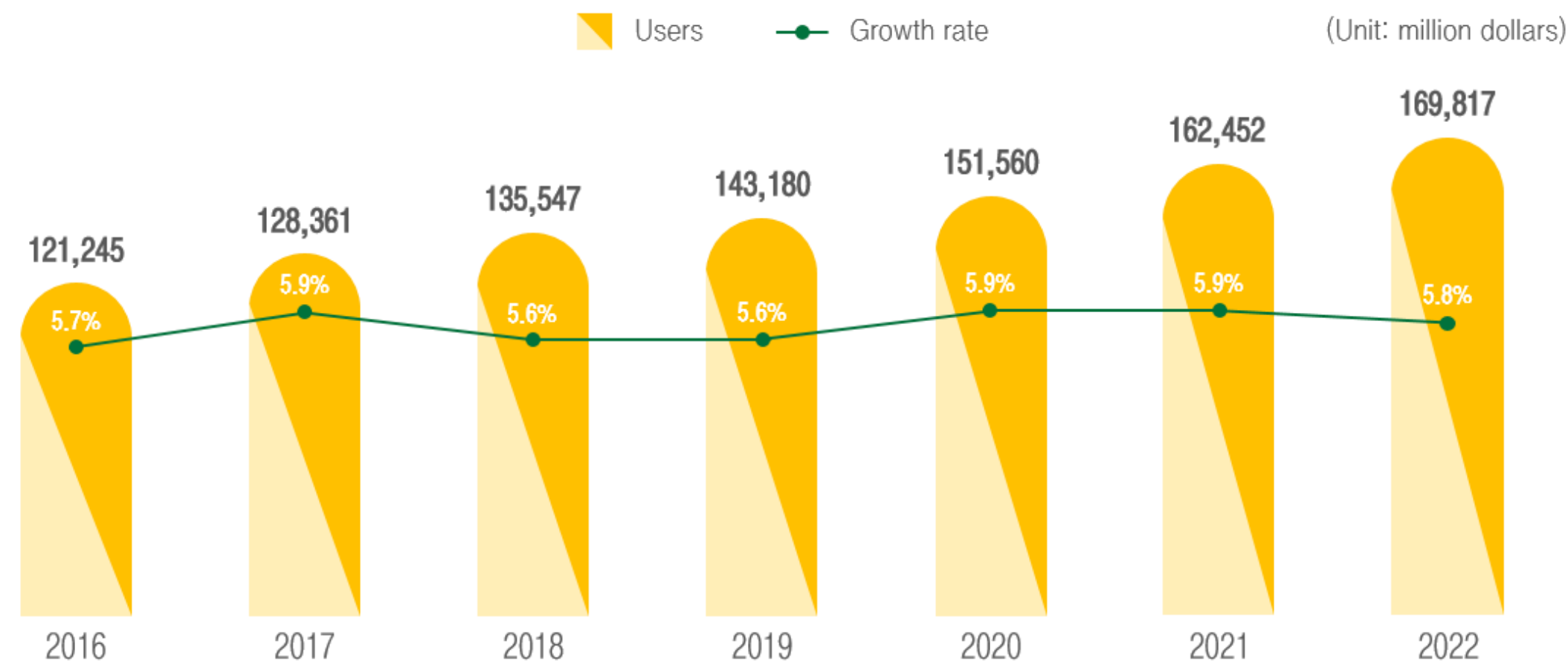
MARKET STATUS

MARKET STATUS

Global Health Functional Food Market Status

Global health functional food continues to grow at an average of 5% or more every year

The global health functional food market size is predicted to be about 200 trillion won by 2022



*Source: Korea Health Food Association

MARKET STATUS

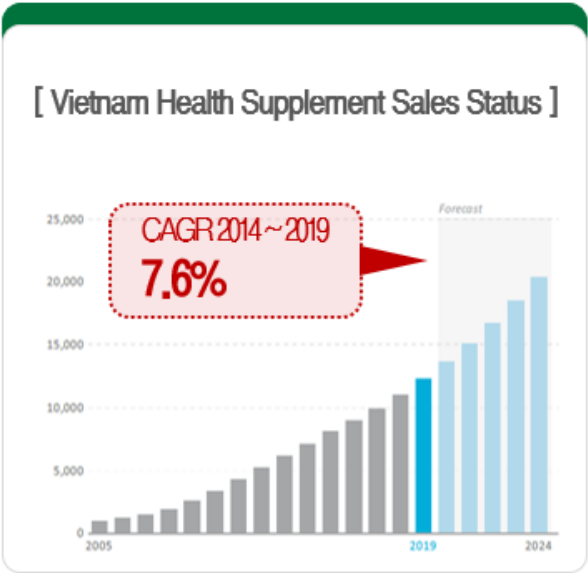
Vietnam Health Functional Food Market Status

Likewise, it is expected to reach 20.3 trillion VND (about 1 trillion Korean Won) in 2024

Vietnam's fast-growing health functional food market

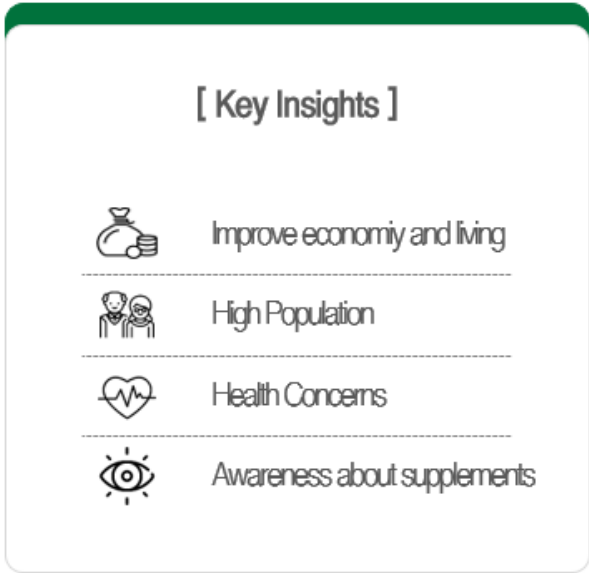
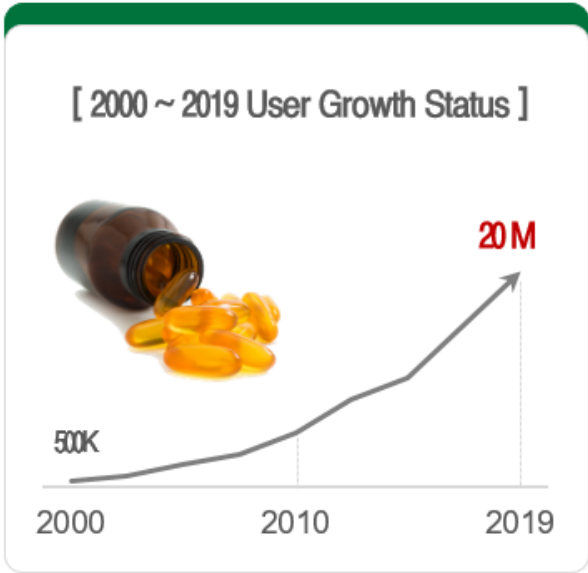
Market

Vietnam market sales in 2019 VND 1215.7 billion (1/6 of the Korean market in 2018)
Vietnam market expected to grow +40% faster than global average



Consumers

Vietnam's health awareness increases with economic development
From 2000 to 2019,
the number of health supplement users increased about 30 times



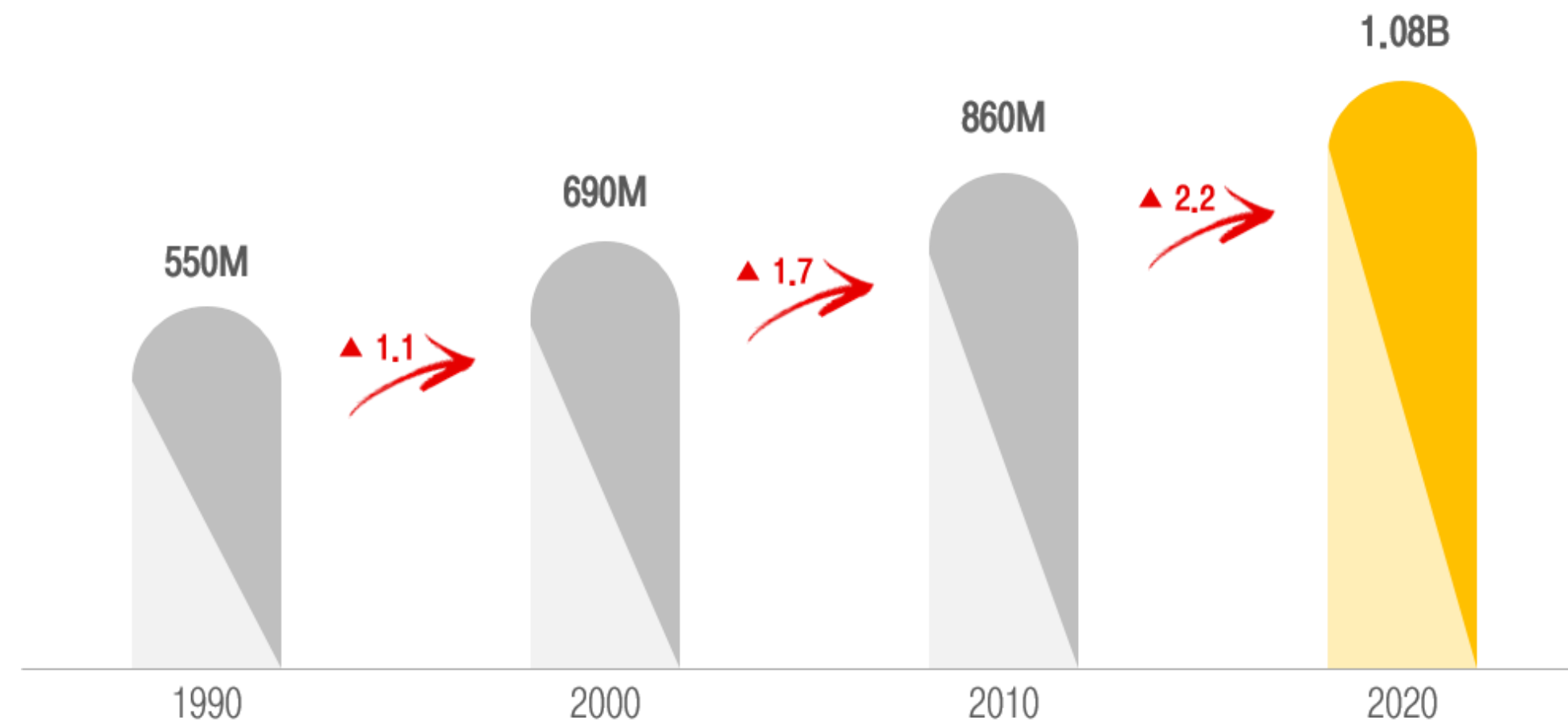
*source : Euromonitor report 2019 | Grand View Research 2020

MARKET STATUS

The development of the eye health market

1.1 billion people are suffering from vision loss

Increasing need for a new global solution for eye health



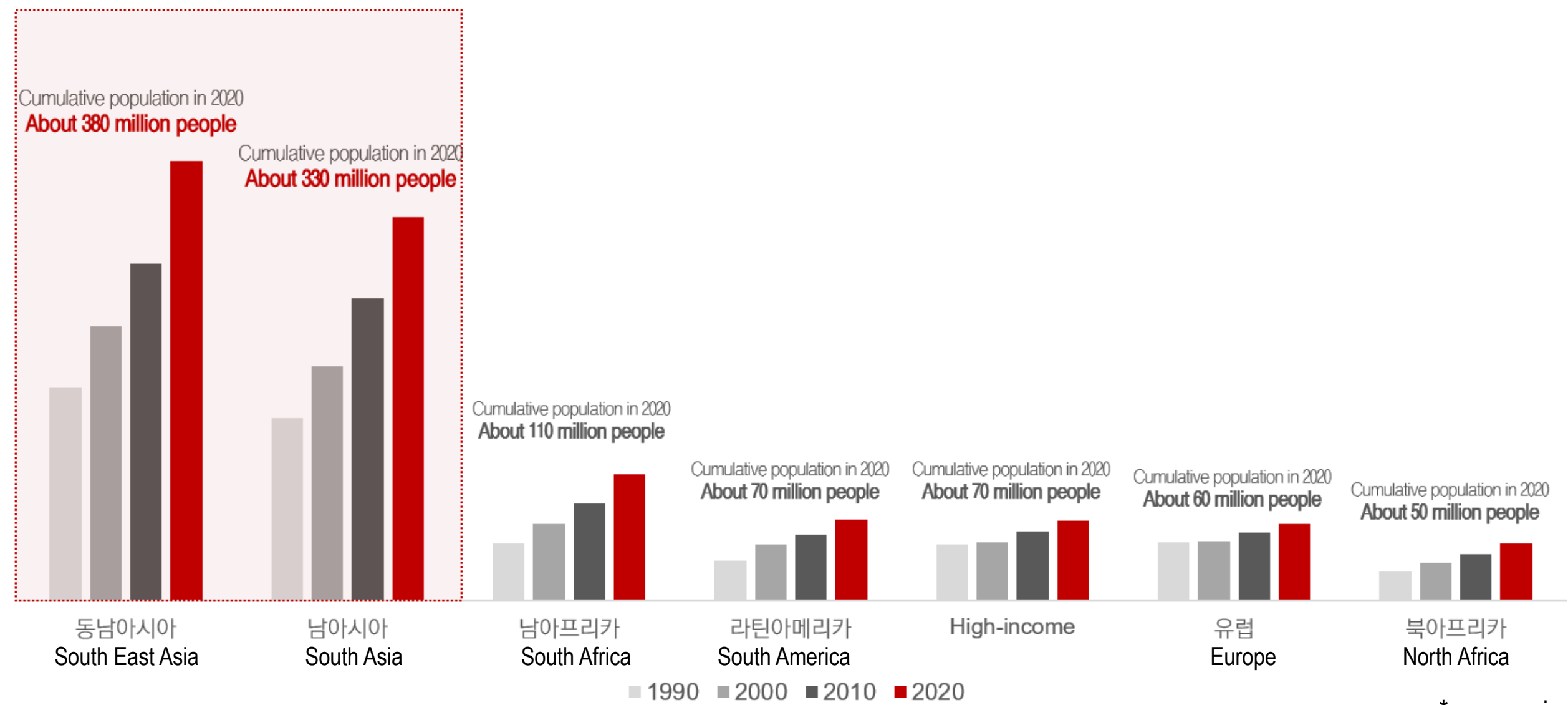
*source : iapb.org

MARKET STATUS

The development of the eye health market

Since 1990, there has been an increase in the number of people with vision loss worldwide.

In particular, there is a sharp increase in regions such as Southeast Asia, East Asia, and South Asia.



*source : iapb.org

MARKET STATUS

The development of the eye health market

Despite the development of eye health functional food market,

High potential for market expansion due to limited product lines and brands

Demand for eye health products

Lutein, a domestic eye health functional ingredient
140% growth in 3 years



*Source: Food and Beverage Newspaper



Limitations of existing products

Lutein, only for people with normal vision
Research show it is not effective enough



Based on our study,
Lutein only suitable for early stage
macular degeneration
For people with normal vision
Its not working

*Source: Dr. Emily Chu on Health Trends



Demand for new products

Have a direct effect on eye health
Need a new eye health product

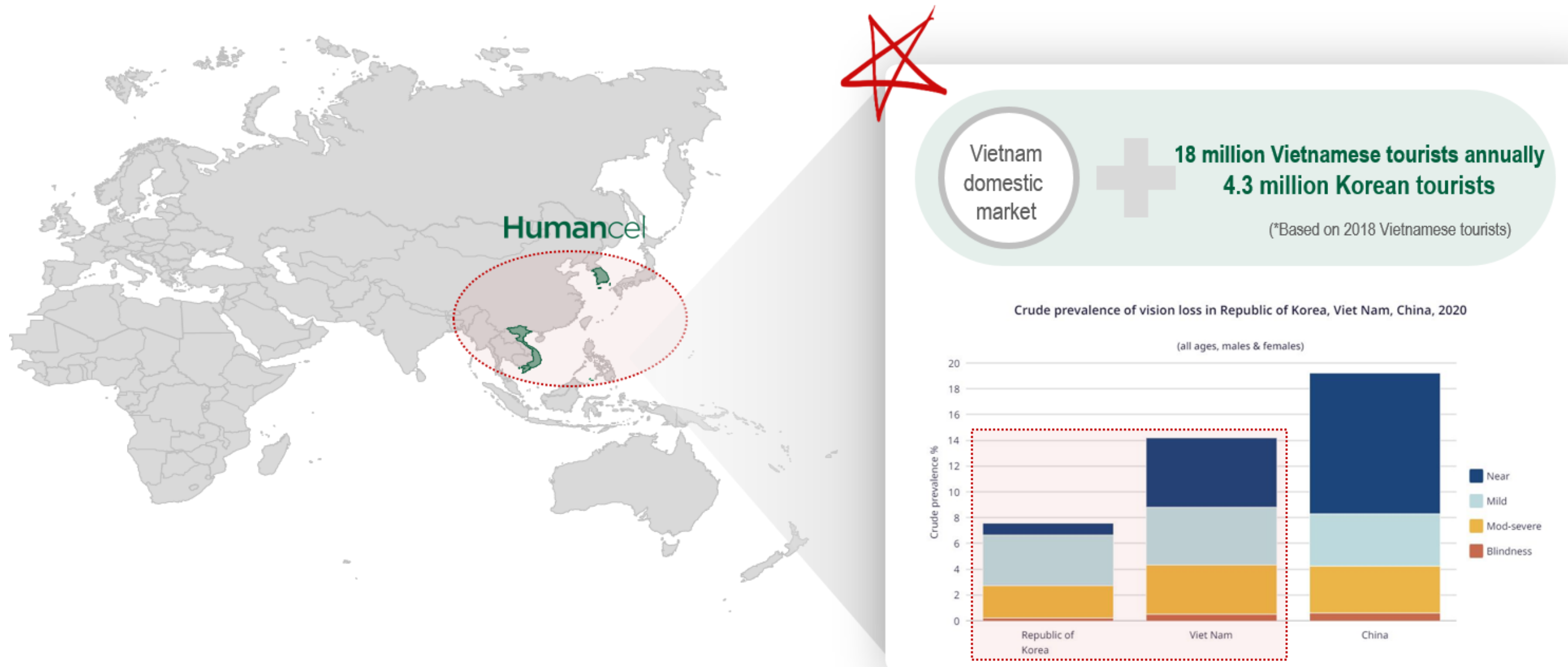


Dry eye syndrome, night blindness, optic nerve stabilization, etc
Products that can manage eye health comprehensively

MARKET STATUS

The development of the eye health market

To meet the increasing demand for eye care, from Vietnam's natural ingredients
We develop high quality eye health functional food for consumers





HUMANCEL INTRODUCTION

HUMANCEL INTRODUCTION

Our Vision & Mission



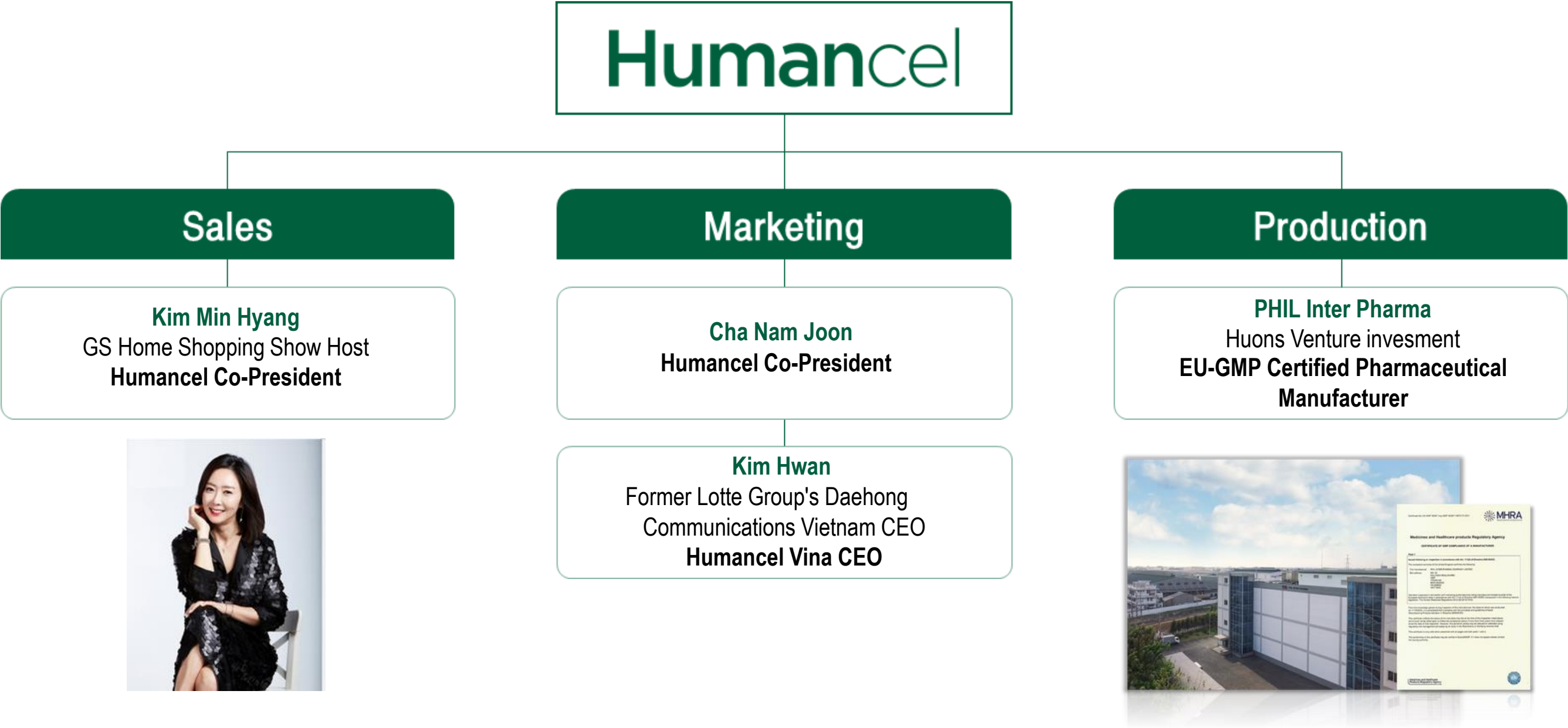
Humancel
Delivers the best value & Improves quality of life!



HUMANCEL INTRODUCTION

Our organization structure

Humancel - specialized infrastructure optimized for each field,
led by leading experts with 5 years of experience



5

HUMANCEL INTRODUCTION

Our History

Research and development to produce GAC products with the highest nutritional content


























Humancel improves the quality of your life through safe and secure products



HUMANCEL INTRODUCTION

Our Partners

Possess a sustainable network through partnerships
with leading companies in the Korean & Vietnam market

Manufacturing	Distribution		Marketing
<div>    </div>	<div>     </div>	<div>     </div>	<div>    </div> <div>  </div>

HUMANCEL INTRODUCTION

Our Certificates

SỞ KẾ HOẠCH VÀ ĐẦU TƯ
THÀNH PHỐ HÀ NỘI
PHÒNG ĐĂNG KÝ KINH DOANH

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập – Tự do – Hạnh phúc

GIẤY CHỨNG NHẬN ĐĂNG KÝ DOANH NGHIỆP
CÔNG TY TRÁCH NHIỆM HỮU HẠN MỘT THÀNH VIÊN

Mã số doanh nghiệp: 0108180710

Đăng ký lần đầu: ngày 12 tháng 03 năm 2018

Đăng ký thay đổi lần thứ: 5, ngày 09 tháng 08 năm 2021

1. Tên công ty

Tên công ty viết bằng tiếng Việt: CÔNG TY TNHH HUMANCEL VINA

Tên công ty viết bằng tiếng nước ngoài: HUMANCEL VINA CO., LTD.

Tên công ty viết tắt: HUMANCEL VINA

2. Địa chỉ trụ sở chính

Tầng 7, tòa nhà VMT, số 1 ngõ 82 phố Duy Tân, Phường Dịch Vọng Hậu, Quận Cầu Giấy, Thành phố Hà Nội, Việt Nam

Điện thoại: 02432323735

Email: supergac@humancel.com

Fax: 0226344711

Website: <https://humancel.vn>

3. Vốn điều lệ

5.643.610.000 đồng

Bằng chữ: Năm tỷ sáu trăm bốn mươi ba triệu sáu trăm mười nghìn đồng

Tương đương 245.500 USD (Hai trăm bốn mươi năm nghìn Đô la Mỹ)

4. Thông tin về chủ sở hữu

Tên tổ chức: HUMANCEL CO., LTD

Mã số doanh nghiệp/Quyết định thành lập số: 870-88-00877

Ngày cấp: 14/01/2020

Nơi cấp: Cơ quan Thuế Quận Yeongdeungpo, Hàn Quốc

Địa chỉ trụ sở chính: 508,14, Yangpyeong-ro 30-gil, Yeongdeungpo-gu, Seoul, Hàn Quốc

5. Người đại diện theo pháp luật của công ty

* Họ và tên: KIM HWAN

Giới tính: Nam

Chức danh: Tổng giám đốc

Sinh ngày: 01/09/1969

Dân tộc: Quốc tịch: Hàn Quốc

Loại giấy tờ pháp lý của cá nhân: Hộ chiếu nước ngoài

Số giấy tờ pháp lý của cá nhân: M92790175

Ngày cấp: 18/09/2018

Nơi cấp: Bộ Ngoại giao Hàn Quốc

Địa chỉ thường trú: #401, 10 Yeongdongdaero 122 gil, Gangnamgu, Seoul, Hàn Quốc

Địa chỉ liên lạc: Phòng W2303, Tòa tháp Tây, Chung cư Indochina Plaza Hà Nội, Số 241, đường Xuân Thủy, Phường Dịch Vọng Hậu, Quận Cầu Giấy, Thành phố Hà Nội, Việt Nam

TRƯỞNG PHÒNG

PHÒNG ĐĂNG KÝ KINH DOANH

Đỗ Văn Linh

MA HO SO: 20.12.30.127004.DKCB

BỘ Y TẾ
CỤC AN TOÀN THỰC PHẨM

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

Hà Nội, ngày 25 tháng 02 năm 2021

GIẤY TIẾP NHẬN ĐĂNG KÝ BẢN CÔNG BỐ SẢN PHẨM

Số: 1672/2021/ĐKSP

Cục an toàn thực phẩm xác nhận đã nhận Bản công bố sản phẩm của:
Tổ chức, cá nhân: Công ty TNHH Humancel Vina
Địa chỉ: Tầng 7, tòa VMT, số 1, ngõ 82 phố Duy Tân, phường Dịch Vọng Hậu, quận Cầu Giấy, thành phố Hà Nội, Việt Nam
Điện thoại: 02432323735 Fax:
Email: supergac@humancel.com
Cho sản phẩm: Thực phẩm bảo vệ sức khỏe Humancel GAC;; do:
Công ty TNHH Phil Inter Pharma
Địa chỉ: Số 25, đường số 8, KCN Việt Nam - Singapore (VSIP), Thành phố Thuận An, Bình Dương, Việt Nam sản xuất, phù hợp:
Tiêu chuẩn nhà sản xuất số FP-S8331 ngày 03/09/2020
Doanh nghiệp phải hoàn toàn chịu trách nhiệm về tính phù hợp của sản phẩm đã công bố./.

Nơi nhận:
- Tổ chức, cá nhân; -
Lưu trữ.

CỤC TRƯỞNG

Nguyễn Thanh Phong

BỘ Y TẾ
CỤC AN TOÀN THỰC PHẨM

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

Hà Nội, ngày 11 tháng 08 năm 2021

GIẤY TIẾP NHẬN ĐĂNG KÝ BẢN CÔNG BỐ SẢN PHẨM

Số: 7423/2021/ĐKSP

Cục an toàn thực phẩm xác nhận đã nhận Bản công bố sản phẩm của:
Tổ chức, cá nhân: Công ty TNHH Humancel Vina
Địa chỉ: Tầng 7, tòa VMT, số 1, ngõ 82 phố Duy Tân, phường Dịch Vọng Hậu, quận Cầu Giấy, thành phố Hà Nội, Việt Nam
Điện thoại: 02432323735 Fax:
Email: supergac@humancel.com
Cho sản phẩm: Thực phẩm bảo vệ sức khỏe HUMANCEL GAC KIDS;; do:
Công ty TNHH Phil Inter Pharma
Địa chỉ: Số 25, đường số 8, KCN Việt Nam - Singapore (VSIP), Thành phố Thuận An, Bình Dương, Việt Nam sản xuất, phù hợp:
Tiêu chuẩn nhà sản xuất số FP-S8461F ngày 04/01/2021
Doanh nghiệp phải hoàn toàn chịu trách nhiệm về tính phù hợp của sản phẩm đã công bố./.

Nơi nhận:
- Tổ chức, cá nhân; -
Lưu trữ.

CỤC TRƯỞNG

Nguyễn Thanh Phong

MA HO SO: 21.03.17.136747.DKCB

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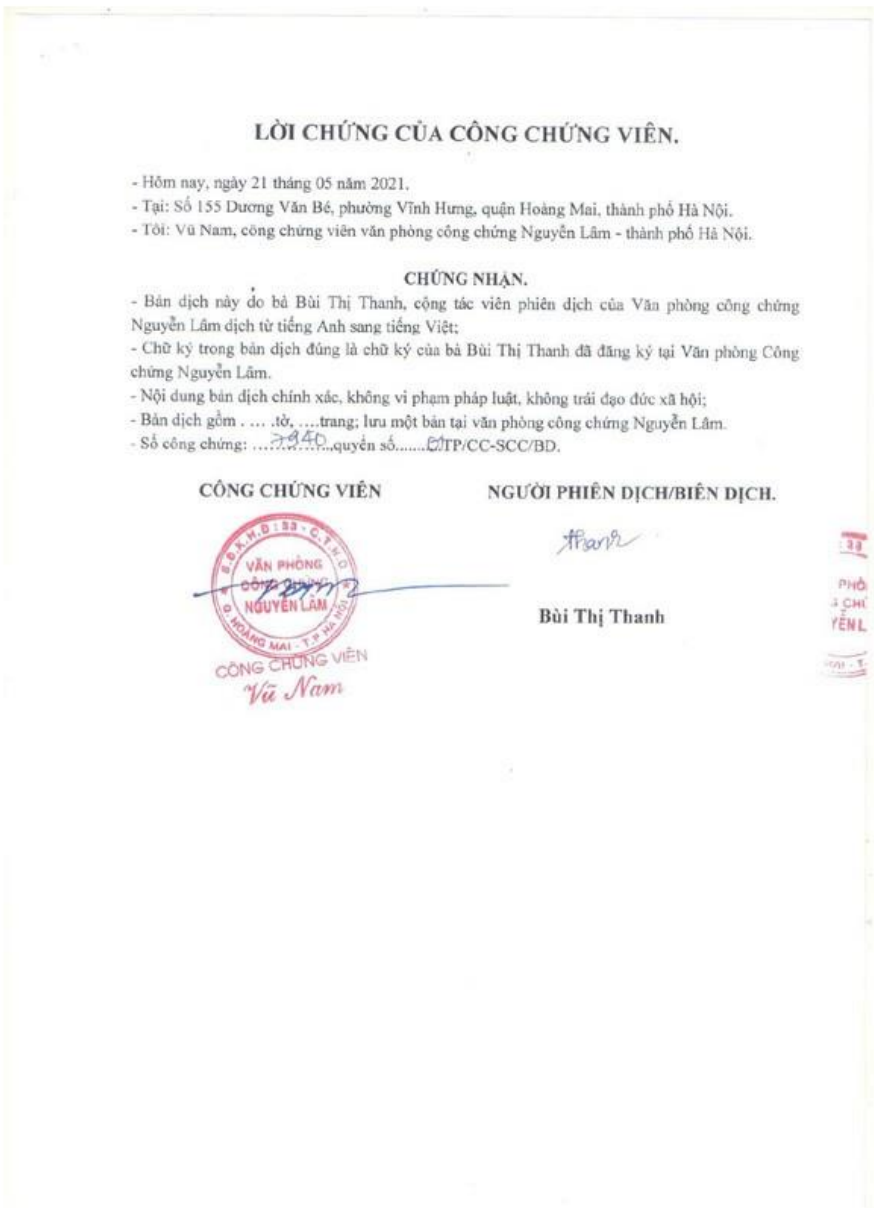
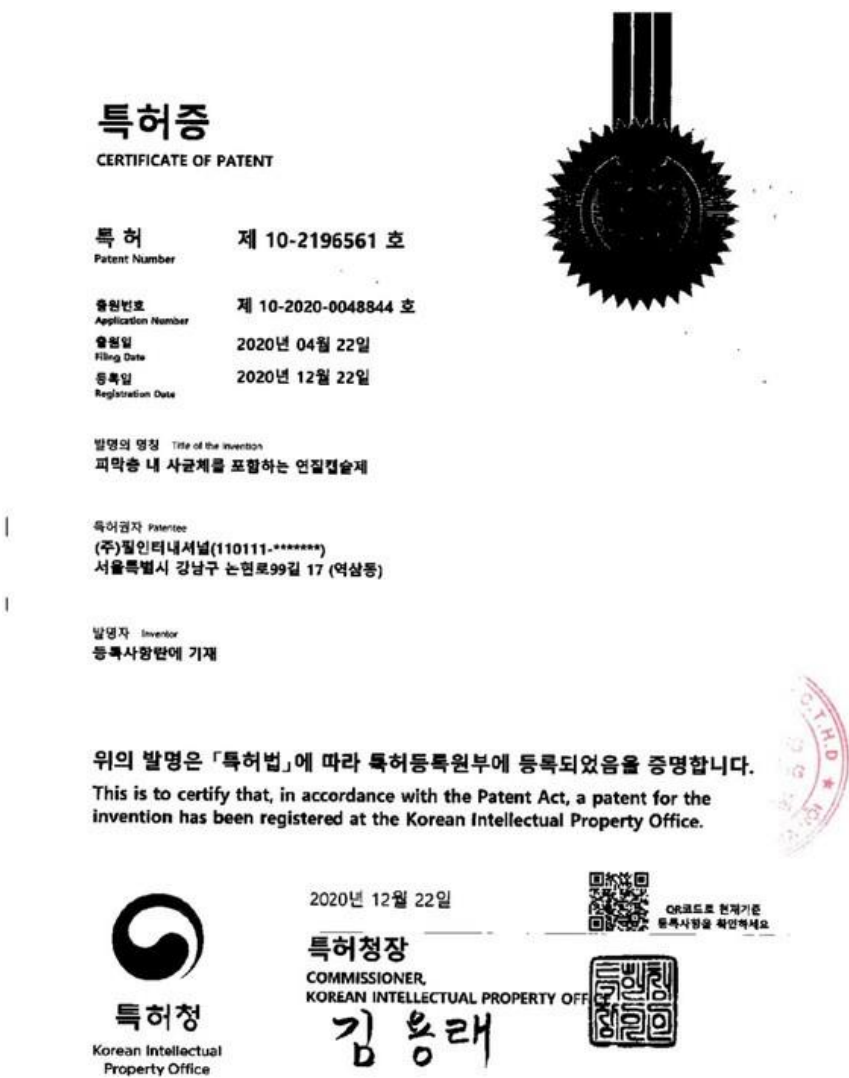
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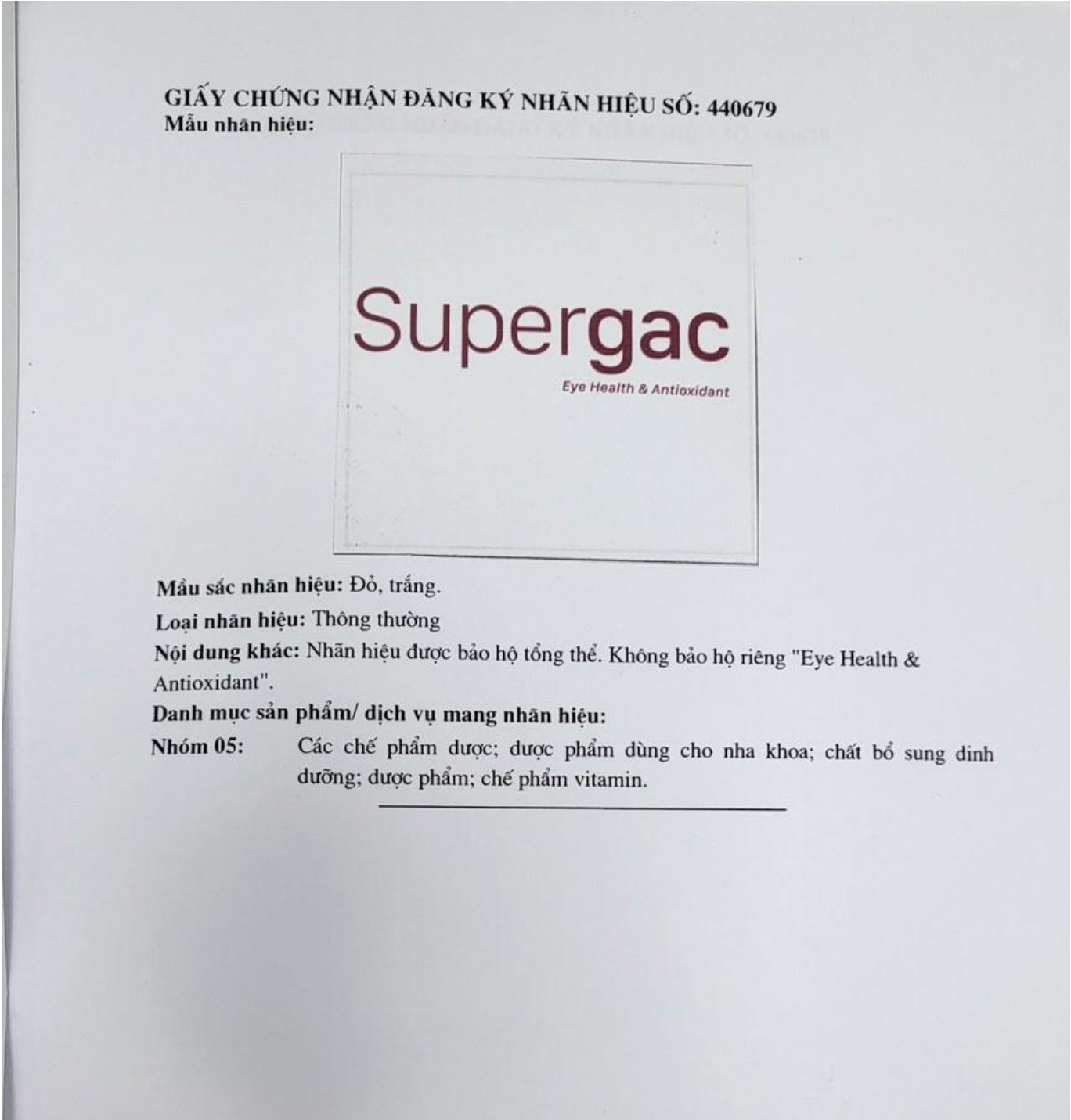
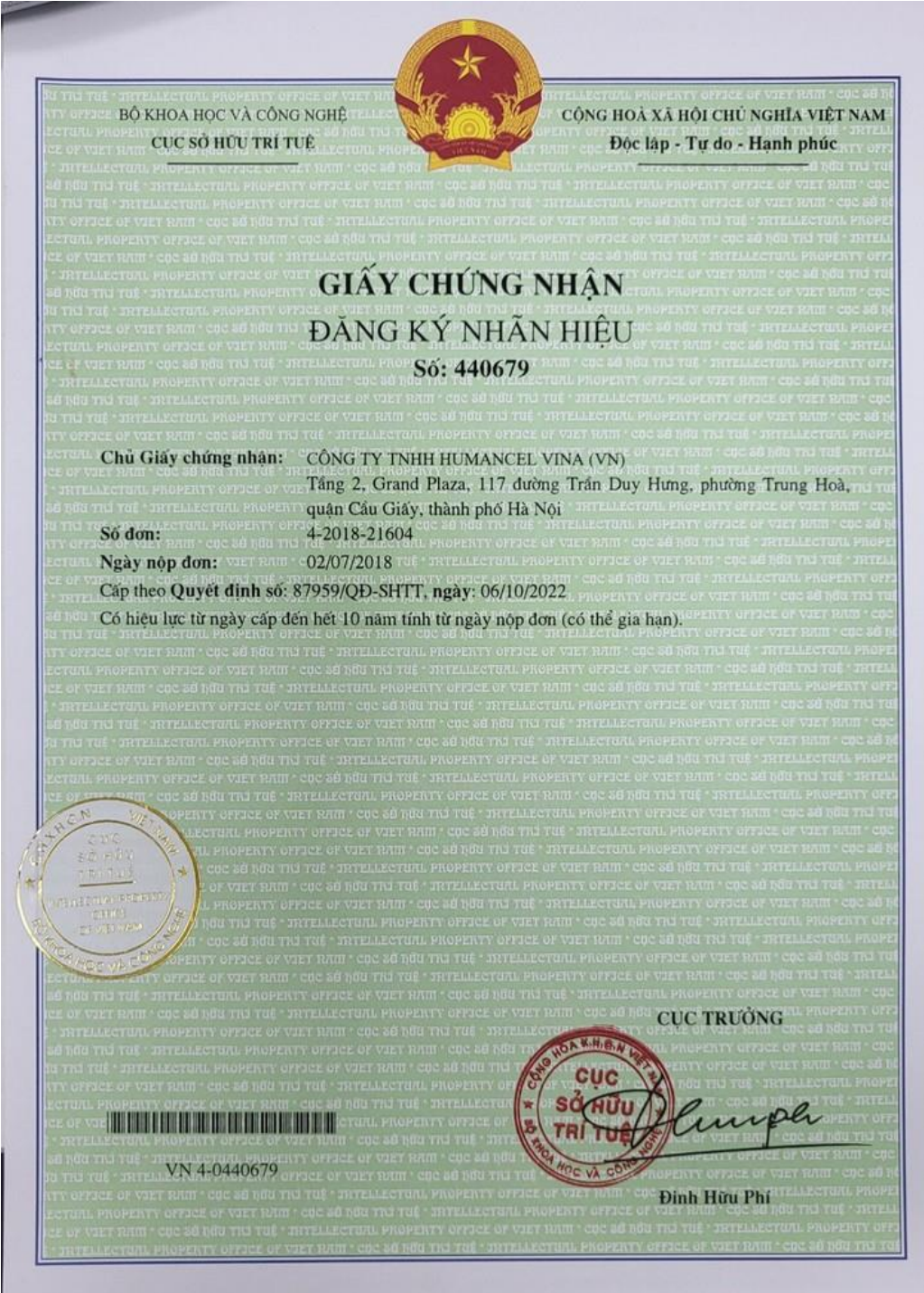
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