



# Korea and the Rise of 'K-Medical' Aesthetics

A revolutionary convergence of beauty, healthcare and digital medical solutions is today propelling Korean innovation to the global stage, and in turn, reshaping the global medical aesthetics market.

In the heart of Korea, where technology meets tradition, a groundbreaking synergy is taking place in the realms of beauty and healthcare. The country renowned for its K-beauty revolution is now spearheading a transformative movement in the medical sector, giving birth to what experts are calling the 'K-medical' market.

This convergence of innovative technologies from the Korean cosmetics and medical devices industries is positioning Korea as one of the most dynamic and innovative markets globally, redefining the landscape of medical aesthetics as we know it.

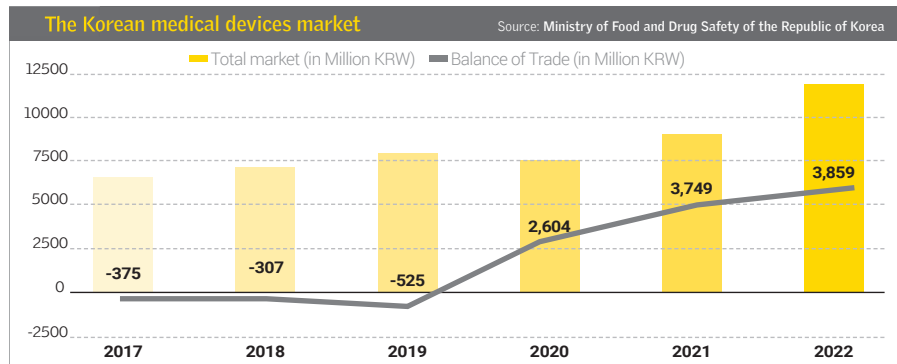
With a rapidly aging population and a culture that places a premium on beauty and wellness, Korea has naturally become a hotbed for advancements in medical aesthetics. According to the Ministry of Health and Welfare, Koreans have the highest rate of plastic surgery per capita, underscoring the nation's deep-seated fascination with enhancing one's appearance. This cultural inclination, combined with an aging demographic, has fueled the rapid growth of the Korean medical aesthetics industry, which has been expanding at an impressive rate of over 15% annually.

As Korean firms seek to expand beyond the domestic market, they are encountering challenges, primarily stemming from the reputation of established international brands. However, what sets Korean medical device makers apart is their focus on innovation, cost-efficiency, and implementation of digital technologies.

Gi Bong Sim, CEO of DENTIST – the dental implant specialist – emphasizes the importance of shortening processes and offering same-day treatment to enhance patient experiences. He notes the critical role of digital dentistry in achieving this goal, highlighting advancements in intra-oral scanning, 3D printing, and materials development.

"Concerning same-day treatment, several crucial factors come into play, including intra-oral scanner software, milling, 3D printers, and materials for printed prosthetics," he says. "If a company succeeds in developing these materials for the digital industry, it will significantly enhance productivity while reducing costs for dentists. Success in materials development would undoubtedly be a game-changer in the market."

Echoing this sentiment is Yongsu Kim, CEO of HASS Bio, which provides aesthetic dental solutions. Mr. Kim emphasizes Korea's strengths in established technologies, high-



lighting the speed at which Korean manufacturers adapt to meet the needs of dentists and patients, positioning them as formidable competitors in the global market.

"In the last decade, Korean companies have expanded their global market share due to their strong competitiveness," he says. "The strengths we have in established technologies, such as materials, 3D printing, scanning, and CAD/CAM, have contributed to explosive growth in the dental industry. Overall, however, our greatest competitive strength lies in our speed. Unlike incumbent Japanese or German companies, we are future-oriented to meet demands of dentists and patients worldwide."

Having such specialties across niche areas means Korean manufacturers have also been able to reduce dependency on foreign technology, highlights Seong Hyun An, CEO of DRTECH, a provider of digital radiography. Going forward, he envisions Korean companies playing a significant role in the global medical devices market, competing with multinational giants on a global scale. According to Mr. An: "Markets with comparatively lower prices might result in smaller-looking sales figures, but it is in these niche areas that Korean companies truly excel."

Meanwhile, the conservative nature of the medical sector and the importance of affordability in driving the adoption of domestic products, is also an increasingly significant factor. Dr. Sang Chul Lee, CEO of Ray Co. Ltd – which leads the global market in digital dentistry – sheds light on this, emphasizing the pivotal role of companies in devising strategies to maximize profits for hospitals and clinics, ultimately driving the widespread adoption of Korean medical devices.

"The primary focus is on products that can generate the most revenue, and this financial consideration appears to be the primary motivator for hospitals to adopt new medical devices, even in light of their conservative tendencies," says Dr. Lee.

Considering prevailing trends in the market, consumer consciousness towards natural products and the importance of embracing biotechnology and fermentation, is also likely to have a big sway in the future growth patterns, believes Kim Sang Jun, CEO of NPK, which specializes in nano-material manufacturing. He underscores the safety and efficacy of natural products, particularly in the skincare and healthcare industries, positioning them as a compelling alternative to synthetic counterparts. Mr. Kim asserts: "It has been scientifically proven that fermented products or natural vitamins offer more benefits than synthetic alternatives."

"The evolving trend of 'well-aging' driven by the aging population signifies a shift in individuals allocating more time to self-care, resulting in a corresponding surge in consumer spending," adds Seung Han Baek, CEO of Classys, a developer of electrotherapeutic medical equipment.

When it comes to the international outlook for Korean cosmetics, Dr. Kwon Han Jin, CEO of the cosmetics brand Ultra V, highlights a shift towards the U.S. market whilst expressing optimism about the potential of Europe, despite a slower growth rate.

"Previously, China held great importance as a significant market for Korean cosmetics," he says. "However, due to the growing dissatisfaction with trading customs in China, the focus has shifted towards the United States, a single-country market."

Whatever the future holds, Korea's fusion of cosmetics and innovation is revolutionizing the medical aesthetics landscape, paving the way for cutting-edge treatments and technologies that prioritize patient outcomes and affordability. With a strong foundation in established technologies and a forward-looking approach to innovation, Korean firms are poised to make a lasting impact on the global stage, redefining the future of beauty and healthcare worldwide.

# DENTIS: Revolutionizing Operating Rooms Worldwide with Luvis ST500

Korea's DENTIS is pioneering innovation in medical technology with its new Luvis ST500, which is set to redefine operating rooms and revolutionize patient care globally.



Luvis M/L series

In the ever-evolving landscape of medical technology, one company stands out for its innovative solutions and unwavering commitment to excellence: DENTIS.

Established in 2005 as a pioneer in dental implants, DENTIS has since transformed into a global leader in total medical solutions, with its sub-brand, Luvis, at the forefront of revolutionizing operating rooms worldwide.

At the heart of DENTIS's success lies its groundbreaking surgical LED light system, Luvis, which has become synonymous with cutting-edge technology and unparalleled quality. Initially introduced for dental applications, Luvis has expanded its reach to encompass all medical sectors, including plastic surgery, dermatology, obstetrics and gynecology, orthopedics, ophthalmology, pediatrics, veterinary clinics, and general hospitals.

With its comprehensive lineup of surgical LED lights covering various medical fields, Luvis has established itself as an indispensable tool for healthcare professionals worldwide. One of the most anticipated additions to the Luvis lineup is the Luvis ST500 surgical table, set to launch on the global market this year.

This state-of-the-art surgical table represents a significant milestone for DENTIS as it ventures into the operating room equipment market. With meticulous attention to detail and a focus on technological innovation, the Luvis ST500 promises to set new standards for surgical tables, providing unparalleled precision, flexibility, and patient comfort.

Gi Bong Sim, CEO of DENTIS, emphasizes the company's dedication to meeting the evolving



"Luvis is a brand that is not limited to dentistry, but aimed at the entire medical market, offering total medical solutions with the launch of the Luvis ST500, in addition to surgical lighting."

Gi Bong Sim,  
CEO,  
DENTIS Co., Ltd.

needs of the medical community. "Our goal is to provide comprehensive solutions that enhance both patient care and medical practitioner efficiency," says Mr. Sim. "The launch of the Luvis ST500 is a testament to our commitment to innovation and excellence in the operating room."

The journey towards developing the Luvis ST500 was not without its challenges. However, DENTIS's relentless pursuit of perfection and its unwavering focus on research and development have culminated in a product that promises to revolutionize surgical procedures worldwide.

"COVID-19 served as a catalyst for us to propel our business forward with renewed vigor," says Mr. Sim. "I believe we are well-prepared for the future. To enhance implant treatments, we've curated a product lineup aimed at improving

both customer experience and medical practitioner efficiency. Our digital guidance system for implants is gaining recognition globally. Furthermore, compared to our initial state, we've garnered increased momentum for growth moving forward. We anticipate achieving a CAGR of 30% each year, fueled by the continuous addition of new products to our lineup, which will undoubtedly bolster our financial performance. While the past served as a springboard, I firmly believe that we are now poised for even greater growth momentum in the future."

DENTIS's commitment to innovation extends beyond just product development. The company's holistic approach to healthcare solutions includes providing planning and management consulting services, ensuring that healthcare facilities are equipped to deliver the highest standards of care to their patients.

And as DENTIS prepares to introduce the Luvis ST500 to the global market, the company is poised for even greater success. With a robust infrastructure comprising more than 80 partners worldwide and strategic collaborations with industry leaders such as Leica Microsystems, DENTIS is well-positioned to solidify its

position as a global leader in total medical solutions.

Looking ahead, DENTIS remains steadfast in its mission to drive innovation and excellence in healthcare. With a focus on agility, adaptability, and customer-centricity, the company is poised to shape the future of operating rooms worldwide.

"Our products are currently gaining global recognition; however, obtaining approvals from regulatory bodies such as the FDA or CE entails stringent requirements," says Mr. Sim.



Luvis Chair

"Once we secure FDA or CE approval, I anticipate substantial growth for our company. This is precisely why we've diversified our portfolio, with Denops, the Luvis Chair, and our bone materials all progressing towards obtaining approvals. Achieving these approvals will undoubtedly fuel our growth further."

DENTIS's journey from a dental implant manufacturer to a medical pioneer is a testament to the company's unwavering commitment to excellence and innovation. With the upcoming launch of the Luvis ST500 surgical table, DENTIS is set to redefine surgical procedures and enhance patient care on a global scale.



Luvis ST500



<https://luvis.co.kr/eng/>  
Contact: [luvis@dentis.co.kr](mailto:luvis@dentis.co.kr)



"The adoption of automation solutions in the dental sector will indeed usher in new opportunities."

Left to right: Hyungbong Lim, CTO; Yongsu Kim, CEO; Hyunjun Jeon, CSO, HASS Bio

# HASS Bio's Innovations Revolutionizing Dental Industry

The trailblazing Korean company leads dental technology innovation in a rapidly growing medical device market through its flagship products, Amber Mill and Amber Mill Direct.

In the landscape of South Korea's burgeoning medical device market, HASS Bio stands out as a trailblazer in dental technology. With the market size of the medical device industry in South Korea continuing to grow (reaching KRW 9.1 trillion in 2021), the focus on domestic innovation has never been more critical. Despite historical reliance on imported medical devices and pharmaceutical goods, Korean companies like HASS Bio are reshaping the industry's narrative.

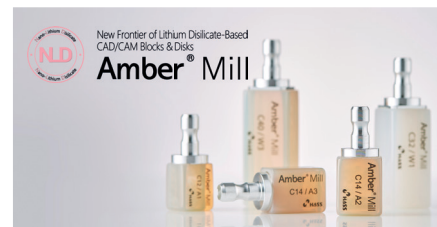
CEO Yongsu Kim reflects on the transformation within the Korean market, stating: "For seven decades, Korea has heavily relied on imported medical devices and pharmaceutical goods. However, over the past decade, this has gradually changed as indigenous or locally produced goods have gained an increasing share in the Korean market." This shift underscores the growing competitiveness of Korean companies, both at home and abroad.

One of the key drivers of this competitiveness is HASS Bio's commitment to innovation. Mr. Kim emphasizes: "Our greatest competitive strength lies in speed." Unlike established players who may adhere to traditional formulas, Korean manufacturers like HASS Bio adopt a future-oriented approach, catering to the evolving needs of dentists and patients worldwide. This forward-thinking mentality has propelled HASS Bio to the forefront of the dental sector.

In recent years, the dental industry has witnessed rapid advancements in automation technologies, with the potential to reshape treatment processes and patient experiences. Mr. Kim acknowledges the impact of automation: "The adoption of automation solutions in the dental sector will indeed usher in new opportunities, adding significant value to the mar-

ket." However, he highlights the importance of gradual adoption, noting the conservative nature of medical practitioners and the slow pace of change within the industry.

Furthermore, the rise of dental tourism presents a significant opportunity for Korean companies like HASS Bio. With South Korea emerging as a hub for aesthetic dental services, the convergence of dental treatments and tourism offers a unique proposition for international patients. Mr. Kim envisions a future where Korea becomes synonymous with dental aesthetics, leveraging the country's expertise and infrastructure to attract global clientele.



Amidst these industry trends, HASS Bio continues to innovate with its flagship products, Amber Mill and Amber Mill Direct. These groundbreaking solutions address longstanding challenges in dental fabrication, offering unparalleled precision and efficiency.

As the CEO explains, these innovations were born out of a necessity to address weaknesses in the industry. "Our journey led to the development of lithium disilicate, an early innovation globally that had to build upon established technologies," he says.

Amber Mill, renowned for its strength and machinability, undergoes a meticulous process

to ensure optimal performance. Through proprietary Nano Lithium Disilicate (NLD) technology, HASS Bio achieves a crystal size 20 times finer than traditional options, resulting in unparalleled precision and durability. Additionally, Amber Mill's ability to vary translucency offers customization options, simplifying inventory management for dental clinics.

Meanwhile, Amber Mill Direct revolutionizes the fabrication process by eliminating the need for heat treatment. This innovation not only expedites production but also offers a unique graduated effect within a single milling block, mimicking the natural translucency of teeth. "Initially thought implausible, this technology differentiates Amber Mill Direct, offering unique translucency within a single product," Mr. Kim notes.

Moreover, HASS Bio's innovation extends beyond materials to include Amber Mill Abut-crown, a groundbreaking implant crown solution. This innovative design streamlines the complex process of traditional implant crowns, providing dental specialists with a one-day solution.

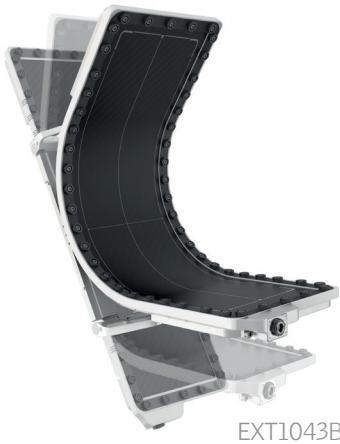
Despite the inherent challenges, HASS Bio remains undeterred in its pursuit of excellence. Mr. Kim acknowledges weaknesses in influencing power and design technology but remains steadfast in the company's mission. With a focus on research and development, HASS Bio is poised to set new standards in the dental industry, both domestically and internationally.

As the CEO navigates HASS Bio towards further success, his goals extend beyond financial metrics to include public listing and industry recognition. With a relentless pursuit of innovation and a commitment to excellence, HASS Bio continues to redefine the dental industry landscape, cementing its position as a leader in the field.



# DRTECH: Pioneering Medical Innovation in Korea's Evolving Healthcare Landscape

Supported by its long history, global network, and aggressive investments into R&D, DRTECH has released a series of world-first innovations set to transform the medical imaging industry.



EXT1043B

South Korea, on the brink of becoming one of the world's first super-aged societies, faces both challenges and opportunities in its healthcare landscape. As the nation grapples with an aging population, the medical device sector is taking center stage in pioneering solutions.

DRTECH, a key player in the South Korean medical industry, with a primary focus on radiographic diagnostic imaging, aims to play a role in equipping the aging population to maintain health, mobility, and economic activity through the development of innovative medical devices.

"DRTECH was established with a mission to provide trust for our customers and well-being to humanity with high-quality diagnostic imaging," says Seong hyun An, Chief Executive Officer of DRTECH.

With a strong belief that medical imaging would undergo digitalization in the future, DRTECH developed a flat panel detector – a first for the Korean market. Building upon years of expertise in direct-type detector technology, the company then expanded its business by introducing indirect-type detectors to align with market trends.

"This development allowed the company to provide both direct and indirect-type detectors, catering to diverse needs in a market that demands differentiated products," says Mr. An.

With its technological prowess and creative ideas, DRTECH became the world's first company to release a cassette-type mammography retrofit product (RoseM). This groundbreaking product not only opened up a new market, transitioning from computed radiography (CR) to digital radiography (DR) domestically, but also gained recognition as a world-best product in overseas markets. Furthermore, DRTECH introduced the world's first dynamic detector utilizing IGZO panels, establishing IGZO panel integration as an industry standard for dynamic detectors. Expanding its business scope with its detector technology and sales capabilities, DRTECH has since ventured into the X-ray system business, developing and selling general radiography, mammography, and C-arm systems domestically and internationally.

"Our mammography system, AIDIA, which offers performance equivalent to the top product in the global industry, has been released and gained popularity both domestically and overseas at a competitive price," says Mr. An. "Continuing these efforts, DRTECH aims to play a role as a pioneer in transforming market standards towards increased efficiency in diagnostic imaging through continuous innovation and technological expertise."

The company has strengthened its competitiveness as a provider of a total solution for diagnostic imaging by releasing differentiated products such as the long-length detector, 4357, IGZO line sensor, low-dose high-end C-arm system EXTRON, and the bendable Flex Series.

"DRTECH has been launching numerous products that are transforming the industry with technological prowess and creative ideas," says Mr. An.

While DRTECH's existing system lineup mainly focuses on diagnostic systems, its recently launched C-arm system (EXTRON) takes a step further by provid-

ing fluoroscopic imaging at a low dose for surgical and orthopedic procedures. The C-arm system is used in procedures where real-time projection is necessary, and has been developed with a focus on reducing radiation exposure without compromising image quality, ensuring a safer surgical environment for both patients and medical professionals.

"With up to six times less radiation exposure, EXTRON is able to provide clear real-time images for perfect visibility of the surgical area," says Mr. An.

Over the past five years, DRTECH has experienced rapid growth, with sales jumping from KRW 38 billion to KRW 89 billion. Mr. An attributes this remarkable growth to strategic investments in research and development (R&D),

human resources, and product development. Looking ahead to 2030, the CEO envisions achieving a market capitalization of around KRW 6 trillion, positioning DRTECH as a unicorn company valued at over KRW 1 trillion.

"The company aims to secure the number one position in the industry by continuously developing unique and exceptional products," he says, highlighting how DRTECH has strategically expanded its presence globally, with bases in the United States, China, and Europe.

In summary, DRTECH stands as a beacon of innovation in South Korea's medical device sector, navigating the challenges of an aging society and spearheading advancements that contribute to global healthcare solutions.



## EXTRON

Experience True Digital for  
**Low Dose Imaging**

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**Ultimate  
Low Dose  
C-arm System**



**High-quality  
Low-noise  
images**



**Improved  
Workflow by  
User-friendly  
Design**



**Reinforced  
Safety**

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# DRTECH

[www.drtech.com](http://www.drtech.com)



# Pioneering the Global Medical Aesthetics Market with Innovative Solutions

Ultracol, the world's first microsphere bio-stimulator based on polydioxanone (PDO), has quickly become world renowned amongst doctors and patients alike due to its unique, patented and certified technology.



"The combination of innovation and extensive experience enables us to provide safe, powerful and cutting-edge products in the field of medical aesthetics."

Kwon Han Jin, CEO, Ultra V Co., Ltd.

 **Ultra V**

[www.ultrav.co.kr/en](http://www.ultrav.co.kr/en)

Ultra V is a renowned South Korean company that develops, manufactures, and supplies medical devices and functional cosmetics to domestic and overseas markets. It also manufactures polydioxanone (PDO) and polycaprolactone (PCL) for use in dermatology and plastic surgery through its global distribution network in 60 countries.

"The combination of innovation and extensive experience enables us to provide safe, powerful and cutting-edge products in the field of medical aesthetics," says Dr. Kwon Han Jin, CEO of Ultra V. "Our focus is the constant development and improvement of treatment methods in thread lifting, mesotherapy and dermal fillers. Due to our highly skilled team of medical doctors, instructors and employees, we can provide unique products of excellent quality, and up-to-date hands-on training for doctors, natural practitioners, medical practices and clinics worldwide."

The lifting threads, dermal filler and mesotherapy boosters made by Ultra V are among the safest and most innovative products on the global market today, whilst the company's PDO, PCL, PLCL lifting threads, fillers and boosters are used for applications such as facial and eyebrow lifting, wrinkle reduction, skin tightening, skin radiance and other corporeal aesthetic treatments.

Its new Ultracol product, the world's first microsphere bio-stimulator based on polydioxanone

– commonly known as PDO – has quickly become most widely associated with Ultra V due to its unique, patented and certified technology.

"Ultracol is an effective collagen stimulator and highly suited for difficult indications such as the glabella, dark circles and wrinkles in the undereye area," says Dr. Kwon. "Despite the relatively short time in the market, Ultracol has already created a significant sensation, as doctors recognize its unique benefits. Our enhancement of this technology lies in the particle shape of Ultracol, a fine round shape that achieved a Korean patent for its production technology. Thanks to this shape, the side effect of this product is significantly lower than other fillers that have irregular-shaped particles. Fortunately, Ultracol was approved by the KFDA in 2016 and so far it has been approved by 19 countries, including China (in Hainan Province), and many European, South American and Asian countries."

Because PDO has been safely used for synthetic sutures for 60 years, doctors who have begun using Ultracol have provided positive feedback on its performance, says Dr. Kwon. The collagen created by the PDO microsphere of Ultracol remains unlike hyaluronic acid-based fillers, which are absorbed into the body. Instead of providing an instant plumping effect, these injections stimulate the body's own processes for longer-term smoothing and volumizing.

"PDO offers numerous advantages over threads as it eliminates the variability associated with the doctor's skill," explains the Ultra V CEO. "The powder form allows for simple puncturing and spreading, resulting in consistently visible results. It is truly an amazing product. Moreover, PDO has been extensively studied and proven to be safe. When foreign material is placed under the skin, it stimulates the surrounding tissues to produce collagen, leading to a natural filling effect. This aligns with the global trend of desiring natural-looking results rather than artificial enhancements."

While Korea has been utilizing thread lifting for various purposes such as collagen stimulation, body enhancements, and even hair follicle growth for over 20 years, the European market however has yet to fully embrace the versatility and potential of thread treatments. However, the landscape is changing with the rise of bio-stimulators and collagen stimulators in the market.

"Previously, hyaluronic acid fillers dominated the market, comprising approximately 90% of usage, while bio-stimulators accounted for only around 10%," says Dr. Kwon.

"However, the trend has shifted significantly, with bio-stimulators experiencing exponential growth. Young Korean individuals, in particular, prefer thread treatments over fillers because fillers can create an unnatural appearance."

Ultra V's strategy for the overseas market involves several key initiatives. Ultracol has recently been approved by the China Food and Drug Administration (CFDA) for Hainan Province as the first PDO microsphere bio-stimulator. This will allow the company to expand its market to the mainland of China, which is the third biggest aesthetic market after the USA and Brazil. Meanwhile, Ultracol is currently at the final stage of approval by the Brazilian Health Regulatory Agency (ANVISA) for entry into the country's market, and Ultra V is also looking for a competitive distributor to move it forward with the USA market.

"We are actively seeking partnerships in the U.S. with reliable and capable distributors to further penetrate the North American market. Having a substantial marketing budget plays a crucial role in these expansion efforts," says Dr. Kwon. "We anticipate that both PCL and PDO threads will continue to gain traction globally, as they are already widely used in clinics around the world. Mastery of thread techniques is essential for those aiming to excel in the beauty industry."

Whilst PDO threads are considered fundamental in Korea, PCL threads are slightly more expensive but offer additional benefits. As for PDO powder (Ultracol), its popularity has surged due to the issues experienced with Sculptra, which faced complications such as nodule and granuloma formation.

"The trend has shifted away from these complications, and PDO powder has emerged as a favored alternative," says Dr. Kwon. "We have hosted training sessions and workshops for international doctors all over the world, allowing us to showcase specialized techniques for challenging wrinkle treatments, emphasizing that technique is just as vital as the products themselves in the field of medical aesthetics."

Ultra V participates in conferences and congresses worldwide, including AMWC Monaco and IM-CAS Paris every year. Dr. Kwon adds: "Through these endeavors, we aim to expand our global footprint and share our expertise with doctors and clinics around the world, fostering mutually beneficial partnerships and delivering exceptional results in the field of beauty and aesthetics."



Ultracol 100mg



Ultracol 200mg

# NPK Inc.: Pioneering Naturalistic Health Solutions

**NPK Inc. pioneers naturalistic health solutions in Korea, capitalizing on rising demand for organic products, while aiming for global expansion and innovation.**

In a world increasingly dominated by synthetic products, NPK Inc. stands out as a beacon of naturalistic health solutions. Founded in 2009, NPK Inc. has swiftly risen to become Korea's premier manufacturer of naturalistic vitamins and health functional foods. Kim Sang Jun, President of NPK Inc., emphasizes the company's commitment to revolutionizing the industry through innovation and dedication to consumer well-being.

NPK Inc. prides itself on being at the forefront of naturalism, introducing Korea to a new era of health supplements. Mr. Jun highlights their pioneering efforts, stating, "We are proud to be the first to pave the way on this uncharted territory and open the door to the era of naturalism in Korea."

The ongoing COVID-19 pandemic has underscored the importance of health products, particularly those aimed at enhancing immunity. Mr. Jun acknowledges this shift, noting the increasing demand for health functional foods in response to heightened awareness of immunity. And with the domestic health functional food market valued at KRW 6 trillion annually, NPK Inc. is poised to capitalize on this growing trend.

Central to NPK Inc.'s success is its emphasis on natural ingredients and fermentation technology. The president emphasizes the benefits of fermented

products, explaining: "It has been scientifically proven that fermented products or natural vitamins offer more benefits than synthetic alternatives."

NPK Inc.'s research center specializes in fermented products, harnessing traditional Korean fermentation methods to produce safe and effective supplements. But the company's journey hasn't been without its challenges.

"Regarding our natural vitamin product development, NPK's inception in 2009 coincided with the Subprime Mortgage Crisis and a surge in currency exchange rates," recalls Mr. Jun.

Originally engaged in manufacturing and importing goods from the U.S. and China for sale in Korea, the abrupt changes in the exchange rate prompted a strategic shift. "In 2009, we established a factory in Korea to manufacture our own goods and serve as OEM or ODM providers. Recognizing the limitations of this business model, I set the direction for the company, emphasizing technological evolution and research and development of raw material production methods."

Since then, NPK has grown to become a leading ODM/OEM producer of health functional foods using organic raw materials. It was the first Korean company to develop and manufacture natural vitamins that are more effective and easier for

the body to absorb compared to their synthetic counterparts.

More recently, NPK has acquired certification for its Glutennase, an enzyme with the ability to break down or degrade gluten proteins. One of NPK Inc.'s flagship products is Clostridium Butyricum, an anaerobic bacterium with the potential to transform the human microbiome. Mr. Jun highlights the global potential of this unique ingredient, stating: "Anaerobic bacteria are in high demand globally due to limited supply." To meet this demand, NPK Inc. is actively pursuing FDA approval for the U.S. market and exploring opportunities internationally.

In Korea, meanwhile, the naturalistic health market is experiencing exponential growth, driven by increasing consumer awareness and demand for organic and natural products. According to a report by Euromonitor International, the health and wellness trend in the country is gaining momentum, with consumers prioritizing products that promote overall well-being and longevity.

Supplementary data from Statista reveals that the market size of health functional foods in South Korea reached KRW 6.5 trillion in 2020, demonstrating a steady upward trajectory. This growth is attributed to factors such as rising health consciousness, aging population demographics, and the influence of traditional Korean medicine emphasizing natural remedies.

The success of NPK Inc. is deeply rooted in its commitment to research and development. Mr. Jun emphasizes the importance of continuous investment in R&D, adding: "In order for a company to not only survive but also generate substantial added value in the



"We are proud to be the first to pave the way in this uncharted territory and open the door to the era of naturalism in Korea."

**Kim Sang Jun,**  
President, NPK Inc.

industry, R&D-based production of self-made materials is crucial."

Looking ahead, NPK Inc. envisions a future focused on expanding its global presence. The president outlines plans for market penetration in the United States, Latin America, and Europe, leveraging the company's unique products and expertise. With a strong emphasis on collaboration and innovation, NPK Inc. is poised to lead the way in shaping the future of naturalistic health solutions on a global scale.

In essence, the company represents a paradigm shift in the health industry, championing naturalistic solutions in a world dominated by synthetic products. With a commitment to innovation, research, and consumer well-being, NPK Inc. is set to make a lasting impact on the health and wellness landscape, both domestically and internationally. As Mr. Jun aptly summarizes, "Our vision is clear: to create a healthier world through naturalism."



Gluten Bye

C. butyricum Probiotics



<https://npk-e.imweb.me>