



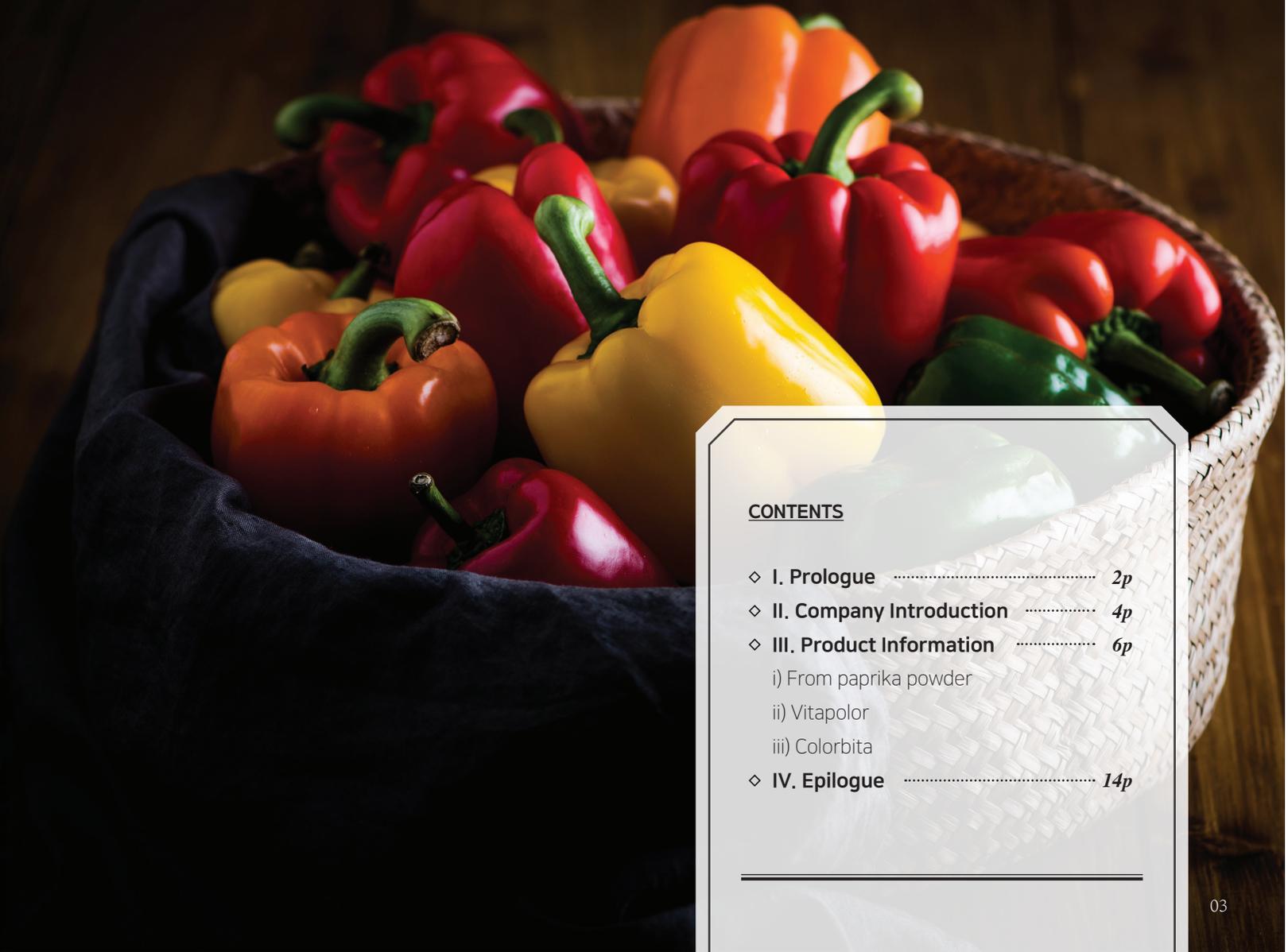
## PROLOGUE

In Gwangyang, blessed with wonderful sunshine,  
We grow fresh paprika (bell peppers) in this healthy soil.

### **Haenuri Agriculture Co., Ltd.**

Paprika(Bell peppers) are rich in vitamin A, iron, and calcium, and other nutrients; especially, it has 5 times more vitamin C than those of tomato, twice more than lemon, 4 times more than orange, and 41 times more than apple. Paprika of different colors have varied levels of phytochemicals such as carotenoids and capsaicin. They also contain a large amount of dietary fibers and are low in calories for which they are very popular as a health food.

All our products are made from the fresh paprika grown in Gwangyang, directly selected by us. We warrant the safety, healthiness, and quality of our paprika products.



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Company  
Introduction

### Corporate identity (CI) of Haenuri

Haenuri is a compound word of Hae (meaning the sun) and Nuri (meaning the whole world), which implies the state of the sun shining and sending its warmth to all across the world.



### Brand identity(BI) of From paprika

The brand represents the new products we produce. It aims to enhance the image of healthy products made of clean and fresh paprika from nature and also to take the lead in the color food industry and win trust and loyalty from consumers with our new products.



Haenuri is a food company, located in Gwangyang which is endowed with beautiful sunshine that specializes in the processing of paprika grown in this area.

Providing reliable healthy products of carefully selected materials processed in our strict quality control system, we will always be with our customers.



#### Red paprika

Contains rich amounts of lycopene, beta-carotene, folic acid, and iron that are helpful in slowing the aging process, preventing cancer, treating anemia, promoting children's growth, and boosting immunity.

#### Orange paprika

Contains abundant vitamin A and beta carotene that are effective in treating skin conditions including atopic dermatitis and providing skincare effects on chloasma and skin whitening as well as in protecting eye health and vision.

#### Yellow paprika

Contains abundant amounts of pyrazine and vitamin C that are good for the stress relief, improvement of blood circulation, strengthening of blood vessels, and prevention of hypertension and cardiovascular disease.

#### Green paprika

Contains rich amounts of capsaicin and iron that are beneficial in breaking down fats and thus preventing and treating anemia effectively.

# From Paprika Powder

For you, who are very mindful of your health.

From paprika powder,  
we will be with you at all times.



“ From paprika powder ”



Our high-quality powdered products from paprika contain no additives and maintain 100% its original nutrition, colors, tastes, and smells thanks to the rapid freeze-drying method.

20g 80g 300g



## Healthy recipes using paprika powders include

- Diluting powder with hot or cold water and drinking it.
- Using the powder as a natural condiment.
- Upgrading foods by giving colors.
- Adding powder while making noodles, pastry, bread, cakes, etc.
- Removing the unique greasy smell when cooking meat and fish.
- Putting powder in salads, dressings, soups, and sauces.
- Using powder when making natural products (such as soaps and cosmetic products).

“Vitapolor”



Vitapolor is a vitamin supplement that contains beneficial substances that are extracted from paprika of different colors. This premium multi-vitamin tablet contains more than 13% of natural paprika. It will deliver you the health that nature can bring.



- Father, who is tired of frequent overwork.
- Mother, who is busy with childcare and housekeeping.
- Brother, who is exhausted studying.
- Uncle, who suffers from chronic fatigue.
- Grandparents, who are susceptible to colds when the weather changes.
- Aunt, who worries about nutritional imbalance due to her weight-loss program.

"One Vitapolor tablet is enough for a day.  
Give another protection for the health of your family."

Ingredients: Freeze-dried paprika powder (Korean) 13.57%, freeze-dried plum powder (Korean), and vitamin C (British) Weight: 1,500mg\*60 tablets/ 90g

# Vita Polor

We use materials as  
naturally as possible.



# Colorbita

4 colors and 4 flavors!  
Upgrade the health of your family with 4 colors.



## “ Colorbita ”



Yellow Paprika  
Lemon flavor

Red Paprika  
Strawberry flavor



Orange Paprika  
Orange flavor

Green Paprika  
Grape flavor



Colorbita comes in various tastes, smells, and efficacy and gives you fun to make choices. Powdered plum fruit is added to give a sweet and sour taste. These chewable tablets are for all the members of your family, including children who tend to dislike paprika.

Ingredients: Freeze-dried paprika powder (Korean) 15%, freeze-dried plum fruit powder (Korean), and vitamin C (British)  
Weight: 1,500mg\*60 tablets/ 90g

66 Gift set 99



Whenever you look for different sorts but remain unsatisfied with them, we'd like to recommend you to present health in place of ordinary gifts. Our products will be gladly accepted and always be remembered, because they are prepared meticulously with the heart of making best wishes for your family.



**Vitapolor, Colorbita:**  
A gift set holds 4 bottles  
consisting of one bottle of  
each color



**Paprika powder:**  
20g, 80g, 300g

# Gift Set

The best way to express your gratitude—  
Our carefully-prepared gift sets are here  
to provide a solution.



EPILOGUE

# Born Fresh!

**Paprika**, A product of health from nature!  
We'd like to share it with you



Haenuri starts business  
with the spirit of sharing these good and healthy paprika  
products with as many people as possible.

We promise to return your trust and faithfulness with honest  
and reliable products.  
That is because you are our family members of different  
names. We always cherish relationships with all of you.





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- (B) <https://blog.naver.com/haenuri2016>
- (N) [Naver Modoo https://haenuripaprika.modoo.at/](https://haenuripaprika.modoo.at/)
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