

The cleanest ————— Purest food comes from pures

gra-vity

WE BELIEVE IN THE PURITY

The power that attracts people and culture,
becoming the center of everyday life like gravity.

www.gra-vity.kr



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GRAVITY

GRAVITY Co., Ltd.

"Gravity is the invisible force that pulls everything toward its center."

Gravity aims to become the core of a wellness brand that naturally and powerfully attracts people, culture, and healthy values.

Through the health food brand PURES, we present wellness products optimized for the needs of modern health, proposing a healthy lifestyle that can be easily practiced in daily life.

In March 2024, during our first year of establishment, we recorded 300 million KRW in sales. Despite being an early-stage brand, we are showing rapid growth as a promising health food company.

Going forward, Gravity will continue to expand its brand value with a focus on personalized health solutions and build a sustainable culture of health food consumption.

Company Timeline

2024.03

- Established Gravity Co., Ltd.
- Completed Food Sanitation Training
- Registered as a Specialized Distributor
- Selected as a Startup Company by the University-Centered Program

2024.10

- Successfully Registered the PURES Trademark

2024.12

- Established a Dedicated R&D Department

2025.01

- Entered the Indonesian market
- Filed a Patent Application
- Received the Highest Performance Rating from a University-Centered Startup Program

2025.02

- Established Gravity Co., Ltd.
- Completed Food Sanitation Training
- Registered as a Specialized Distributor
- Selected as a Startup Company by the University-Centered Program

2025.03

- Certified as a Women-Owned Enterprise
- Admitted to the Youth Startup Academy

2025.05

- Entered into MOU Agreements with Indonesia and Australia
- Launched Overseas Expansion Project in Tianjin, China

2025.07

- Entered into a Memorandum of Understanding (MOU) with Shandong Group, China
- Expanded into the Texas, USA Market
- Expanded into the Japanese Market

2025.09

- Selected for the PIONEERS Global Expansion Program
- Secured entry into the SME Premium Showcase located in Korean subway station

• Company Vision & Mission



• A Global Wellness Brand Setting the Standard for Healthy Living

Gravity places health and beauty at its core and strives to build a sustainable wellness culture worldwide.

• The Power to Attract People and Culture, Becoming the Center of Daily Life, Just Like Gravity.

Our products and content go beyond simple consumption, offering experiences that transform attitudes and lifestyles.

Through natural ingredients and science-driven innovation, we create sustainable wellness solutions.

By connecting with global partners, we deliver cultural diversity and healthy values.

Company Slogan



Gravity grows continuously by connecting innovative ideas and global networks,
just like a powerful force that binds the world together.

GRAVITY, the powerful force that binds the world together, connects innovation

• Brand Meaning

About Pures

PURES believes in the pure power of healthy food.

Our core philosophy is to create products that are both healthy and delicious.

With sustainability and daily routines at the core, we aspire to become a premium wellness brand by uniting scientific design with enriching sensory experiences through collaboration with our expert R&D team.



• Brand Philosophy

PURES offers healthy yet delicious choices, making your daily routine a true inner beauty ritual.

In the hectic repetition of daily life, we often lose the time to take care of ourselves.

We realized that both health and beauty ultimately depend on sustainability, which inspired us to create routines that are simple and easy to practice every day.

As a former trainer and Pilates instructor, I met countless people every day and witnessed them struggling with extreme diets, excessive fasting, and sugar addiction.

In today's stress-filled society, I found it disheartening that even healthy eating habits had turned into mere acts of endurance—for myself and those around me.

It all began with the question: "Why must healthy eating always come with suffering?"

The same goes for exercise: real change happens not when you force yourself to conform to the machine, but when you use the equipment in harmony with your body's natural rhythm.

I realized eating habits are no different—true sustainability comes not from restrictive diets, but from routines that feel natural and enjoyable.

Therefore, to help those struggling with eating disorders or unhealthy habits, I aimed to move away from harmful products and create opportunities for self-care through healthy yet tasty alternatives.

As a first step, we developed products using apple cider vinegar, an ingredient aligned with modern needs and offering diverse health benefits.

We hope that PURES products, developed with key ingredients for inner beauty, will provide everyone with a delightful and healthy daily routine—delivering not only functionality but also taste and texture.

Slogan Core Message

Enjoy Health
Deliciously

High-Quality
Ingredients

Pure
Ingredients

Health enjoyed deliciously, and the changes created by high-quality ingredients.
A wellness brand built on pure ingredients, free from additives, embodying the value of PURE.

• Product Introduction

Convenient for everyday use,
hassle-free without water — introducing PURES' first product, "PURES ACV Cleanse."

We developed our first product as a liquid apple cider vinegar (ACV) stick that can be consumed without water and carried conveniently anywhere.

With the convenience of drinking one stick without dilution, a durable pouch that fits easily into your bag, and the added quality of organic apple cider vinegar, this product is designed as a balanced solution.

It offers a light yet practical wellness routine for busy modern lifestyles.

In addition, PURES has diversified its product forms to meet various consumer needs and preferences: tablets for those sensitive to taste, powder sticks (Inner Stick) for a tangy and refreshing option, and the first-ever ACV Collagen Jelly Stick in Korea, which combines apple cider vinegar with collagen. This allows consumers to choose the format that best suits their lifestyle and taste.

Product Introduction



PURES ACV Cleanse

PURES ACV Cleanse is the first liquid stick product in Korea that can be consumed directly without dilution.

Formulated with Spanish organic apple cider vinegar as its base, along with lemon balm, pu'er tea, green grape, and probiotics, it is designed to provide both functional benefits and convenience.



PURES ACV Collagen Jelly Stick

PURES ACV Collagen Jelly Stick is the first of its kind in Korea, enriched with collagen.

Formulated with organic apple cider vinegar, glutathione, low-molecular fish collagen, hyaluronic acid, and white tomato, it is a premium functional jelly designed to support skin health, digestive wellness, and body management all at once.

Product Introduction



PURES ACV Tablet

For consumers who may find the unique taste or aroma of ACV overwhelming, this product provides a simpler and more convenient way to consume it.

Produced in tablet form, it is easy to swallow, convenient to store and carry, and can be taken anytime without burden.



PURES ACV Inner Stick

Formulated with domestic apple cider vinegar and 16 additional ingredients (including probiotics and mixed fruit & vegetable powders),

this powdered stick offers both a tangy-sweet flavor and nutritional benefits.

Product Introduction



PURES Liposome Glutathione Collagen White Tomato

This inner beauty product is designed for both functionality and practicality, offering skin brightening and antioxidant benefits in just two capsules a day.

PURES Liposome Glutathione Collagen White Tomato offers a new approach to inner beauty, focusing on skin antioxidant and brightening.

By applying high-absorption liposomal glutathione technology, we have significantly enhanced bioavailability and formulated an optimal blend of premium ingredients—including white tomato, low-molecular fish collagen, and vitamin C—that work synergistically to improve skin condition.

• Brand Philosophy

Core Features and Common Traits of All Products

PURES, the brand that truly understands Apple Cider Vinegar

While existing ACV products may already be good options, PURES recognized the need for solutions that are easier and more convenient to incorporate into daily life.

In today's society, wellness culture is becoming increasingly integrated into daily life, with a growing number of age groups showing interest in blood sugar management and dietary improvement.

Therefore, we chose apple cider vinegar for its diverse benefits—including blood sugar management, weight control, and digestive health—and focused on the insight that consistency is possible only when consumption is simple and hassle-free.

PURES presents apple cider vinegar not as a passing trend, but as a sustainable wellness routine that can be practiced consistently in daily life.

The PURES ACV lineup, available in four forms—liquid, tablet, powder, and jelly—offers choices tailored to consumer preferences and lifestyles.

+ Cleanse, Collagen Jelly

Convenient, water-free ACV with Spanish organic apple cider vinegar, enriched with premium inner beauty ingredients, in a durable and hygienic stick type.

+ Inner Stick, Tablet

Made with domestic organic apple cider vinegar, designed for maximum convenience in consumption and storage.

Product Lineup

Introduction to the Full Product Lineup

PURES
Apple Cider Vinegar
Cleanse



PURES
Apple Cider Vinegar
Inner Stick



PURES
Apple Cider Vinegar
Tablet



PURES Liposome
Glutathione Collagen
White Tomato



PURES
Apple Cider Vinegar
Collagen Jelly Stick



Tasting Notes

Product Comparison & Tasting Notes

Product Name	Type	Key Functions	Target Consumers	Taste & Flavor	Texture / Features	Recommended Intake Time
PURES ACV Cleanse	Liquid	Detox, pre-meal care, light inner care	Consumers focused on diet, swelling, and satiety management	Refreshing green grape flavor + unique ACV tartness	Light & refreshing liquid, portable	Before breakfast, pre-workout, before meals
PURES ACV Inner Stick	Powder	Gut health + Vitamin C + probiotics	Consumers with sensitive digestion, beginners to inner beauty	Apple juice flavor, mild sweetness	Water-soluble powder, tangy-sweet	1 stick per day, recommended after lunch
PURES ACV Tablet	Tablet	Tablet-type diet substitute, portability emphasis	Men and women of all ages who prefer convenient intake	Neutral taste or a subtle apple note	Easy-to-swallow small tablet	After meals or on-the-go
PURES Liposome Glutathione Collagen White Tomato	Tablet	Whitening, antioxidation, intensive inner beauty	Consumers focused on skincare, premium beauty segment	Neutral taste or mild capsule aroma	High-absorption liposome capsule	Before bed or on an empty stomach
PURES ACV Collagen Jelly Stick	Jelly	Skin hydration, elasticity, gut health, meal replacement	Active inner beauty users, beauty-conscious women	Sweet white peach with an apple undertone	Chewy jelly texture, dessert-like feel	1-2 sticks per day, as a snack or before meals

Manufacturing & Quality

Manufacturing & Quality Control



Manufacturing in HACCP-Certified Facilities

Produced in manufacturing facilities certified under HACCP (Hazard Analysis and Critical Control Points), which proactively manage and eliminate potential hazards in food safety.

Comprehensive process monitoring systems block contamination, foreign substances, and spoilage risks at the source.

Additionally equipped to meet global regulatory standards such as HALAL and FDA certifications, supported by a flexible manufacturing system.



Ingredient Stability Testing for High-Functionality Products

Accelerated tests are conducted under ambient, high-temperature, and high-humidity conditions prior to shelf-life determination.

We consistently maintain quality standards that ensure products are safe for consumption.

Manufacturing & Quality

Manufacturing & Quality Control



Operation of Specialized R&D Center and Formulation Technology

- + Collaboration with specialized researchers in health functional foods, inner beauty, and functional raw materials.
- + Expertise in new product development, customized formulations, and multi-functional ingredient blending.
- + Capable of market-responsive product planning and joint development aligned with domestic and global trends.



Mass Production and Global Export Capability

- + Flexible labeling certification and packaging compliance for exports to the U.S., Japan, and Southeast Asia.
- + Large-scale facilities capable of producing millions of units annually with a stable delivery system.
- + Experienced in collaborating on overseas certifications / Capable of handling various dosage forms (liquid, powder, tablet, jelly stick, etc.)
- + Flexible system covering all stages from small-batch samples to mass production / Export expansion supported by domestic and international certifications.

Customer Reviews

Customer Review #1



It was really convenient to take! Not only did it help with blood sugar management, but it also supported skin health, making it very effective.

Since it's in jelly stick form, it's perfect for those who enjoy jelly or want something to replace snacks or cravings.

The flavor is more like an apple jelly taste, with less of the sharp sourness and fermented notes of regular apple cider vinegar.

The chewy texture gives a sense of satisfaction from actually eating something, which I really liked.

★★★★★ 5/5 수 ****님

Customer Review #2



I was pleasantly surprised—it was my first time trying such a delicious ACV product!

It's not overpowering, and since it's in jelly form, it's convenient and easy to enjoy without any burden.

I loved that I could carry it in my bag or pouch and simply have one anytime.

Especially after lunch, it felt refreshing to enjoy it like a dessert.

The chewy yet soft jelly texture made it fun to eat, and it also left me feeling more comfortable inside, which made the experience even more satisfying.

★★★★★ 5/5 lo ***님

Customer Review #3



Since I often drink coffee, water, and other beverages, it was inconvenient and filling to mix in ACV, so I didn't keep it up consistently.

But with PURES ACV Jelly, it's so convenient that I can easily stay on track.

It tasted so good that I had to stop myself from eating too much. There's none of the strong vinegar smell, and I love its chewy, bouncy texture.

After eating greasy foods, I often felt guilty and failed at dieting many times, but with PURES ACV, I don't think I'll have to worry anymore.

★★★★★ 5/5 력 **님

Customer Review #4



I used to dislike ACV because of its fermented, pungent smell, the strange aftertaste, and its strong sourness.

However, with this PURES ACV Jelly, the sourness wasn't overwhelming, and I didn't notice any pungent or unpleasant aftertaste.

Instead, it had a refreshing sweetness, almost like a hint of peach flavor, which I really enjoyed.

Its chewy and bouncy texture was exactly to my taste.

Even though it contains collagen, there was no fishy collagen flavor, which made it even more pleasant.

★★★★★ 5/5 시 **님

Customer Reviews



I can easily carry these great ingredients in my bag!

The design is so cute and portable, making it easy to keep in my bag and take without forgetting.

With a variety of quality ingredients, I'm excited to see the benefits with consistent use!

★★★★★ 5/5 ppan****



Reliable inner beauty care with just two capsules a day

I always take glutathione, collagen, vitamin C, etc...

It used to be hard to manage separately, but PURES Liposome Glutathione is much stronger than regular glutathione for brightening my skin.

With collagen and hyaluronic acid included, I can cover all my inner beauty needs with just two capsules a day—so convenient!

★★★★★ 5/5 psg1****



I feel more comfortable inside when I drink it after meals!

The refreshing apple aroma spreads pleasantly, making the first sip so refreshing!

When I drink it after meals, my stomach feels comfortable, so it's become a daily habit.

★★★★★ 5/5 bbom****



Delicious ACV with just the right sweetness and subtle aroma!

I've tried lots of ACV products lately for blood sugar management, but many had an overpowering sour vinegar taste.

PURES Inner Stick has just the right sweetness with a subtle flavor—it's really tasty!

It's great that I don't have to force myself to drink it anymore—it's actually enjoyable.

★★★★★ 5/5 ksyu****

Marketing

Marketing – Multi-Channel Branding & Distribution Strategy



D2C Brand Store Operation

Strengthening brand loyalty through a direct-to-consumer (D2C) online store, supported by data-driven CRM.



Omni-Channel Presence (Online & Offline)

Online Naver Smart Store, Coupang, Kakao Store, DAKDAMALL, celebrity group purchases, private malls, Wadiz crowdfunding, etc.

Offline NongHyup Hanaro Mart, Lotte-AK Department Store pop-up stores, AK Department Store Culture Academy, Olive Young, expanding into pharmacy channels.



Global Market Expansion

Advancing into global e-commerce platforms such as Qoo10, Lazada, and Amazon.

Marketing

Marketing – Target Segment Strategy



MZ Generation Female Consumers

Women in their 30s and 40s with high interest in skin, body shape, and gut health.



Consumers Interested in Inner Beauty & Diet

Messaging focused on detox, convenient intake, and high-function formulas.



Busy Modern Consumers

All-in-one products designed for those who find it difficult to manage multiple supplements, offered in diverse formats such as jelly and powder sticks, with emphasis on taste and convenient dosage forms.

Marketing

Marketing – Building Credibility & Strengthening Partnerships



EXPERT REVIEWS & INFLUENCER COLLABORATIONS

Enhancing brand trust and awareness through expert reviews and influencer collaborations that resonate with consumers.



GOVERNMENT SUPPORT PROGRAMS & K-BRAND EXPORT INITIATIVES

Accelerating overseas expansion through government support and global networking under K-Brand initiatives.



JOINT MARKETING WITH OVERSEAS DISTRIBUTION PARTNERS

Example: Launch campaigns following BPOM registration in Indonesia.

Future Plans



Expansion of Product Portfolio

- + Strengthening the PURES lineup with new launches such as Extra Virgin Olive Oil Stick, aligned with PURES' tone & manner.
- + Product renewals and seasonal limited-edition packaging plans.



Global Market Expansion

- + Expanding into markets such as the U.S., Australia, Japan, China, and Indonesia with localized strategies.
- + Securing international certifications including BPOM, HALAL, and FDA.
- + Launching joint campaigns with overseas distribution partners
(e.g., product seeding for local consumers)



Customer Data-Driven Personalized Marketing

- + Personalized product recommendations utilizing in-house CRM data.
- + Development of subscription-based and event-driven services.



Enhancing Brand Value & ESG Practices

- + Expanding sustainable brand practices through eco-friendly packaging and vegan ingredients.
- + Promoting joint brand projects with social enterprises and women's health campaigns.

• Celebrity & Influencer

Group Purchases and Live Commerce
with Celebrities and Influencers

South Korea

Conducted multiple group purchases with various celebrities, including actress Kim Bin-woo, actress Sung Hyun-ah, comedian Choi Seung-kyung, and Okdongja (Okjubu).



including actress
Kim Bin-woo



actress
Sung Hyun-ah



comedian
Okdongja (Okjubu)



comedian
Choi Seung-kyung

Celebrity & Influencer

Group Purchases and Live Commerce
with Celebrities and Influencers

Global

Collaborating with global influencers in countries such as the United States and Japan,
currently conducting the multiple successful group purchases



Follow 40K @cozymerry
U.S. Influencer Diana Seo



Follow 43K @nono_healthy_recipes_
Japanese Influencer Nono



Follow 43K @aya.chokatsu_diet
Japanese Influencer Aya



Follow 171K @hana.fula_diet
Japanese Influencer Hana

Celebrity & Influencer

Group Purchases and Live Commerce with Celebrities and Influencers

Global

Hosted live commerce sessions with top TikTok influencers, including creators from Vietnam and Hong Kong with a combined following of 100 million.



Pop-up Store

Pop-up stores held at major department stores in Korea

Pop-up Store AK Department Store (Pyeongtaek, Suwon), Lotte Department Store (Yeongdeungpo, Myeong-dong)



Cultural Academy

AK Department Store Cultural Academy

AK Department Store Cultural Academy

PURES products were introduced as functional health foods that support post-meal blood sugar control and metabolic health management during rooftop yoga classes and health lectures.



Memorandum of Understanding

MOU-related Materials



The cleanest ————— Purest food comes from pures

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