

The cleanest and purest food comes from PURES.



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WE BELIEVE IN THE PURITY

Creating Healthy & Delicious Wellness Routines, PURES



GRAVITY Co., Ltd.



GRAVITY was founded on the belief that healthy choices attract healthy lives.

Like the force that draws things together, we connect people who pursue physical and mental well-being and inspire healthier lifestyles.

We research and develop wellness solutions that make healthy living simpler, more enjoyable, and more sustainable.

Through our wellness and inner beauty brand, **PURES**, we combine the purity of nature with scientific innovation to create products that help people build lasting healthy routines.

At GRAVITY, we believe that meaningful change begins with small daily choices and grows stronger when shared by like-minded people.

Company Timeline

	01 · Registered as a Licensed Import Food Distributor 02 · Entered the Indonesian Market · Filed Patent Application · Awarded Excellence Recognition in the Startup Convergence University Program 03 · Certified as a Women-Owned Business · Selected for the Youth Entrepreneurship Academy Program 05 · Signed MOU with Partners in Indonesia and Australia · Initiated Tianjin Branch Establishment Project in China 07 · Launched PURES A.C.V Collagen Jelly Stick · Signed MOU with a Shandong-based Group in China · Entered the Texas Market in the United States · Entered the Japanese Market · Certified as an EMS Overseas Sales Partner 09 · Selected for the PIONEERS Global Expansion Program · Entered Retail Distribution through Corelle Stores
2024	03 · Established GRAVITY Co., Ltd. · Completed Food Safety Training · Registered as a Food Distribution Business · Selected for the Startup Convergence University Program 05 · Launched PURES A.C.V Cleanse 07 · Launched PURES A.C.V Tablet 09 · Launched PURES A.C.V Inner Stick · Launched PURES Liposome Glutathione 10 · Registered the PURES Trademark 12 · Established Corporate R&D Center
2025	
2026	03 · Filed Additional Patents Related to PURES Products · Entered MegaFarms Global 04 · Signed MOU with a U.S. Distribution Partner · Entered Prika Jeju 05 · Entered Olive Young USA Stores · Listed on Target Marketplace · Initiated Dallas Branch Establishment Project in the United States

Brand Meaning

About Pures

PURE + US = PURES

At PURES, our mission is to make wellness feel natural and accessible

We believe that living a healthy life should never be complicated. That is why PURES was created—to make healthy choices easier, more enjoyable, and more sustainable.

Guided by carefully selected ingredients and continuous innovation, We develop wellness solutions that effortlessly fit into everyday life. We believe lasting wellness begins with simple daily choices.



Brand Philosophy

Wellness Begins with Small Daily Choices

A healthy life does not begin with a dramatic transformation, but with the small choices we make every day. Most people understand the importance of health. They know the value of a balanced diet, healthy eating habits, and maintaining an active lifestyle.

So why is it so difficult to sustain these habits?

We do not believe the answer is a lack of willpower. Rather, we believe that many people struggle because healthy habits are often inconvenient, complicated, or difficult to maintain in everyday life. As a Pilates instructor and personal trainer, our founder had the opportunity to closely observe the health journeys and lifestyle habits of countless individuals. What became clear was not that people lacked awareness of health, but that many found it difficult to turn good intentions into lasting habits.

That realization became the starting point of PURES. To address this challenge, we research and develop wellness products in a variety of formats-including liquid sticks, powders, jellies, and tablets—designed to balance health, taste, and convenience. Our goal is simple: To help healthy choices become natural habits, and to help those habits lead to healthier, happier lives.

Slogan Core Message



Product Introduction



**PURES A.C.V
Cleanse**
25g × 30ea

Organic Apple Cider Vinegar-No Water Needed.
A Delicious Cleanse with Light & Refreshing Ingredients.



**PURES
Salady Chew**
2,000mg × 30ea

All the goodness of a bowl of salad, in one convenient tablet.
A smart vegetable routine for busy lifestyles.



**PURES Liposome
Glutathione
Collagen White
Tomato**
600mg × 60ea

Highly Absorbable Liposomal Glutathione with White Tomato, Collagen & Vitamin C for Everyday Inner Beauty.



**PURES A.C.V
Tablet**
600mg × 60ea

Made with 100% Naturally Fermented Korean Apple Cider Vinegar. Convenient tablet form for easy consumption, storage, and portability.



**PURES A.C.V
Inner Stick**
5g × 30ea

A powdered wellness drink featuring Korean apple cider vinegar, 16 probiotics, and apple juice powder for convenient daily gut health support.



**PURES A.C.V
Collagen Jelly Stick**
20g × 14ea

Organic Apple Cider Vinegar, Low-Molecular-Weight Fish Collagen, and Dietary Fiber in One Delicious Jelly Stick. Supporting skin wellness, gut health, and everyday body balance.



**PURES A.C.V
Inner Stick
Gift Set**
Inner Stick 5g
× 30ea × 6 Boxes

A special wellness gift set designed for healthy and thoughtful gifting.



**PURES A.C.V
Collagen Jelly Stick
Gift Set**
Collagen Jelly Stick 20g
× 14ea × 6 Boxes

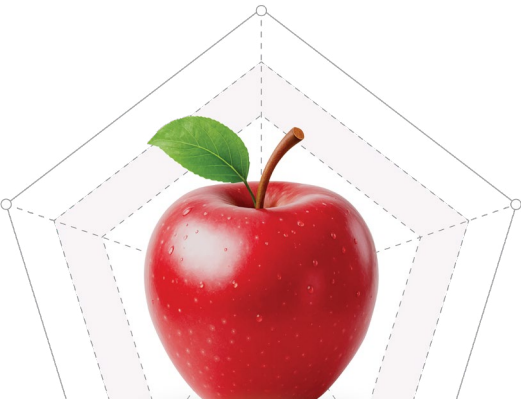
A premium wellness gift set perfect for sharing healthy routines with loved ones.

Apple Cider Vinegar

What is Apple Cider Vinegar?

Apple Cider Vinegar (ACV) is a premium wellness ingredient crafted through the natural fermentation of whole fresh apples over 2,160 hours.

Naturally rich in organic acids and antioxidants, ACV is recognized worldwide as a trusted ingredient for promoting healthy and balanced lifestyles.



Digestive & Gut Health Support

Organic acids help support healthy digestion and promote a balanced gut environment.

Blood Sugar Management Support

Helps support healthy blood sugar levels and promotes sustained energy throughout the day.

Antioxidant & Immune Support

Rich in antioxidants that help protect against oxidative stress and support immune health.

Weight Management & Everyday Wellness

Low in calories and naturally satisfying, supporting healthy weight management and a lighter lifestyle.

Tasting Notes

Product Image	Product Name	Format	Key Benefits	Flavor & Aroma	Best Time to Enjoy
	PURES A.C.V Cleanse	Liquid Stick	Cleanse Support, Pre-Meal Wellness, Daily Inner Care	Refreshing Green Grape Flavor with the Natural Tang of Apple Cider Vinegar	Before Breakfast, Before Exercise, or Before Meals
	PURES A.C.V Inner Stick	Powder Stick	Gut Health, Vitamin C & Probiotics	Apple Juice Flavor with Mild Sweetness	1 Stick Daily, After Lunch
	PURES A.C.V Collagen Jelly Stick	Jelly Stick	Skin Hydration, Elasticity Support, Gut Health & Satiety Support	Sweet White Peach & Apple Flavor	1-2 Sticks Daily, As a Snack or Before Meals

Global Sales Channels

PURES x **OLIVE YOUNG**

PURES A.C.V is Now Available at
Olive Young USA!



PURES













Online			Offline	
· Coupang	· Dakda Mall	· Target USA	· Olive Young Pasadena, USA	· Prika Jeju Aewol Store
· Naver	· Qoo10	· CJ ONSTYLE	· Mega Farms Gayang Store	· Department Store Pop-up Stores
· Ably	· 11st	· Shopee		

Manufacturing & Quality



HACCP-Certified Manufacturing

- + Produced in HACCP-certified facilities with rigorous quality and safety management systems.
- + Full-process monitoring minimizes contamination, foreign substances, and product deterioration.



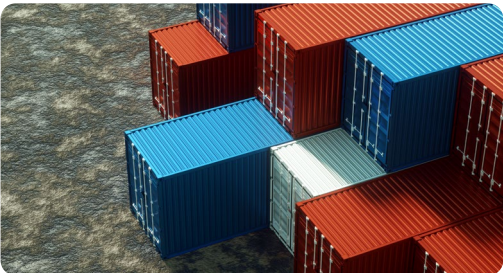
Stability Testing & Quality Assurance

- + Comprehensive stability testing ensures product quality, safety, and shelf-life reliability.
- + Testing is conducted under room temperature, high-temperature, and high-humidity conditions, with continuous quality verification prior to shelf-life determination.



Large-Scale Manufacturing & Global Export Capability

- + From sampling to mass production-multiple formats, international certifications, worldwide distribution.
- + Global-ready labeling, certification support, and customized packaging solutions tailored for international markets.



R&D & Formulation Expertise

- + Dedicated R&D capabilities focused on innovation and market-driven product development.
- + Formulation customization, multi-functional ingredient combinations, and co-development aligned with global market trends.

Food Manufacturing	Research & Development	OEM & ODM Solutions
We manufacture health and wellness products in a variety of formats, including liquid sticks, powders, jellies, tablets, and candies.	Continuously analyzing consumer needs and market trends to develop innovative wellness solutions	One-stop OEM/ODM services from product planning to mass production. Experienced professionals supporting differentiated, market-ready product development.



We maintain and renew relevant domestic and international certifications through regular reviews and compliance management.