

HUROM Juice is pressed gently  
on the spot - squeezing fresh fruits and  
vegetables to deliver natural taste and nutrition.



HUROM technology inspires a new lifestyle





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### Chapter 1

## Good Health

HUROM is concerned about your personal health

HUROM believes “Health & Nutrition” are nature’s true gifts. HUROM has developed healthy homemade products for half a century knowing that nature has the answer to personal health.

The first step for healthy dietary habits is to eat raw, unprocessed, and natural food. HUROM is the start to a healthy and happy life.

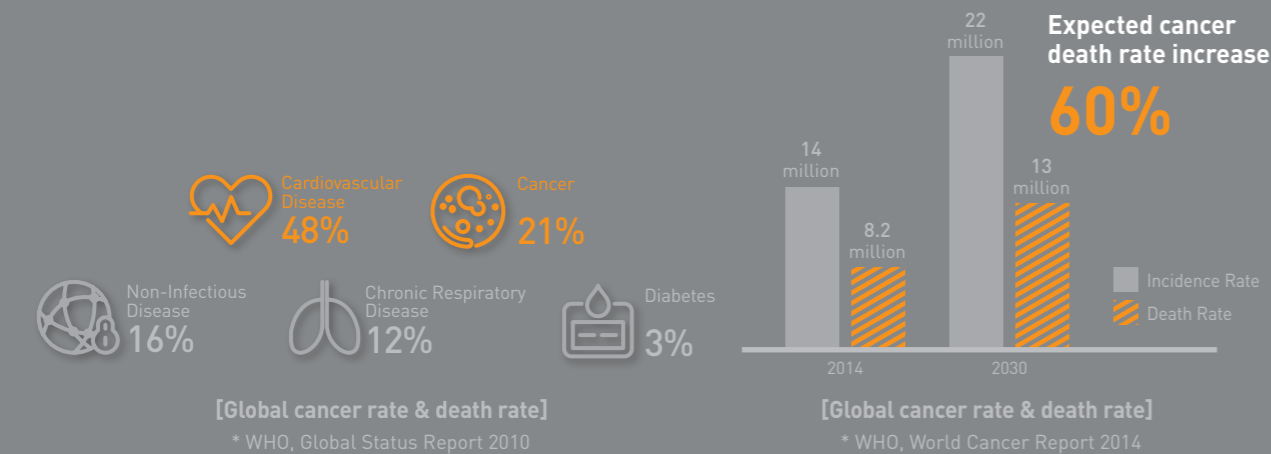


Poor nourishment (that leads to a weak immune system) and a lack of medical facilities have traditionally shortened human lifespans



- 1 Malnutrition
- 2 Medical Technology
- 3 Sanitation

However, people are not healthy despite proper nutrition and wide-spread accessibility to proper medical care.



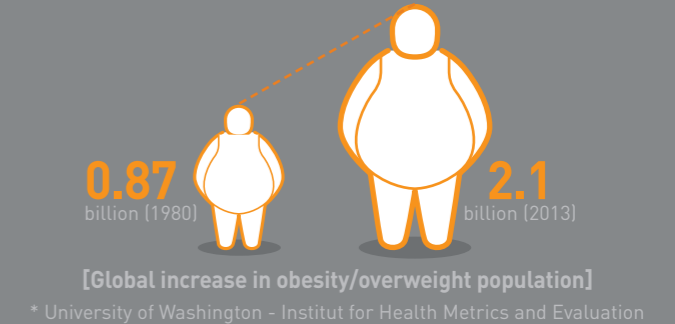
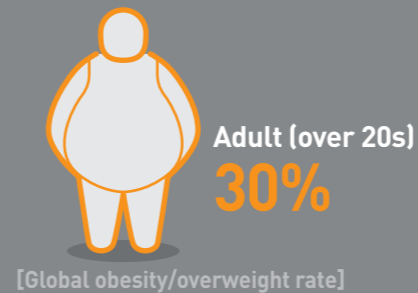
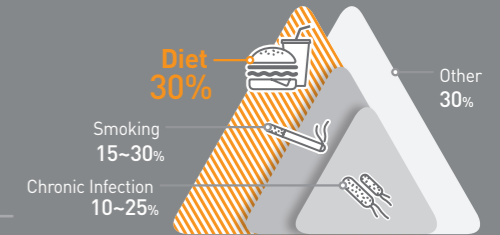
Poor dietary habits and living environments are the leading causes of adult diseases



- Poor living environment
  - 1 Lack of exercise
  - 2 Stress
- Poor dietary habits
  - 1 Instant food
  - 2 Fast food
  - 3 Nutritional imbalance (excessive calories)

Overweight and obesity caused by harmful dietary habits are the main factors for cardiovascular disease.

30% of the global population is obese and overweight - 2.5 times increase over the last 20 years. The World Health Organization (WHO) defines obesity as excessive body fat and advises in government-initiated prevention programs.







## Daily Intake - over 7 servings

\* Recommended - At least 10 servings (over 560 g/day)

UCL conducted an 8-year study on the mortality rate of 70,000 individuals who ate fruits and vegetables. Results show that the risk of premature death was reduced by 42% (25% reduction for cancer and 31% for cardiovascular diseases) for those who ate over 560g of fruits and vegetables a day.



Premature death rate



Cardiovascular disease death rate



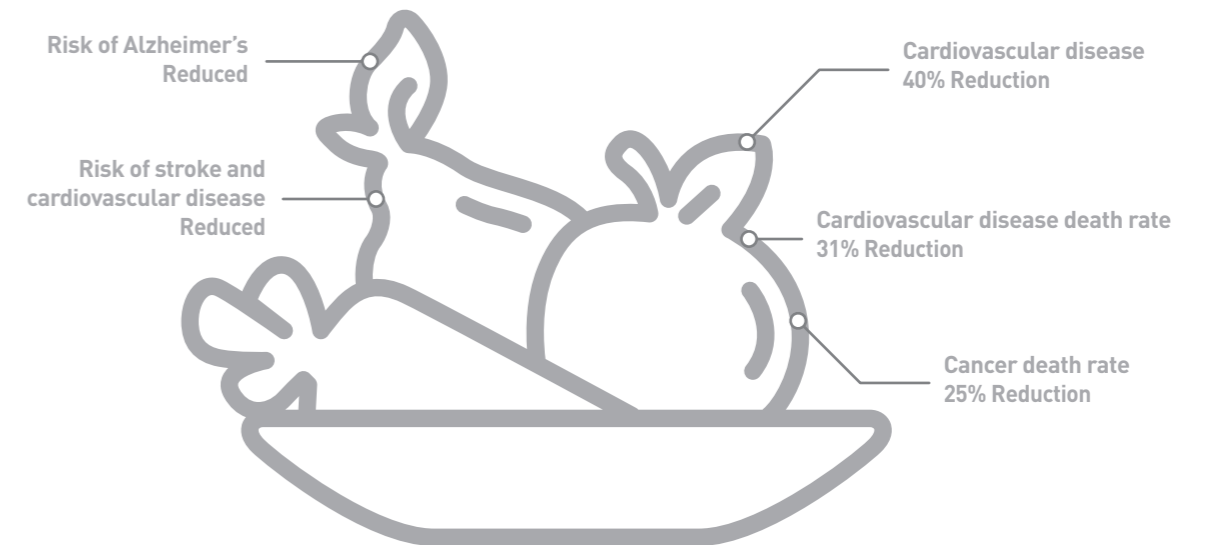
Cancer death rate



Oyebode O, Gordon-Dseagu V, Walker A, et al. J Epidemiol Community Health 2014;68:856-862

## Eat More Fruits and Vegetables for a long and healthy life

Global health agencies encourage the increased intake of fruits and vegetables that can lower mortality rates



### Fruits and vegetables result in vitality for our body



**UK**  
University of Oxford

Daily intake of 150g of fruits reduces cardiovascular disease by 40%



**CANADA**  
National Cancer Institute

Intake of fruits and vegetables reduces the risk of cancer



**USA**  
Columbia-University

A high intake of fruits and vegetables reduces the risk of Alzheimer's disease



**JAPAN**  
Fukuoka University

Intake of healthy fruits and vegetables can reduce allergic reactions



**JAPAN**  
University of Human Art and Science

Intake of fruits and vegetables reduces risk of stroke and cardiovascular disease



**NEW ZEALAND**  
University of Otago

Eating fruits and vegetables is associated with increased productivity in daily life



Global Campaigns – Intake of Fruits and Vegetables

# Eat as many fruits and vegetables as you can

The world continually strives towards a healthier life based on well-directed dietary habits and balanced nutrition

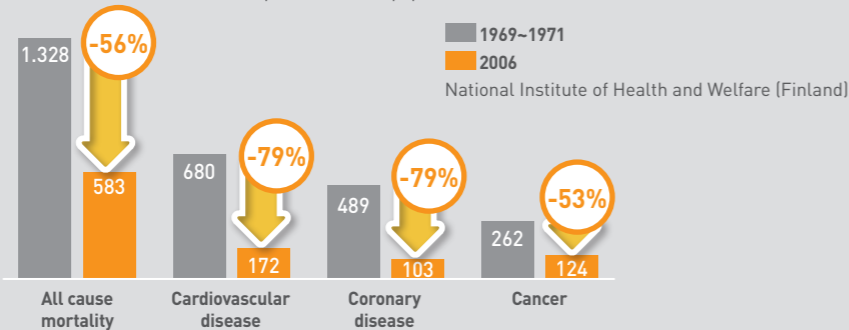


Finland

## North Karelia Project

Finland implemented the North Karelia project in 1972 as a national pilot and demonstration program; subsequently, cardiovascular mortality decreased by 80%.

The death rate of Finnish males between the ages of 35 and 64 (Unit: death toll per 100K of the population)



## Global campaigns for proper dietary habits



Republic of Korea

### Family Health 365

3 times a day – 6 different kinds of fruits and vegetables, with 5 different colors.



USA

### Strive for 5 cups

5 to 9 servings of fruits and vegetables a day.



UK

### Eat in Colour

The healthy eating campaign Eat in Colour gets everyone to take a five minute break at 11am on Thursday 1 October 2009 and eat a nutritious piece of fruit or vegetable.



Canada

### Fruits and Vegetables - Mix it up!

Fruits and Vegetables - Mix it up! focuses on simple ways to add a variety of fruits and vegetables to every meal and snack – at home, at school, at work, or eating out.



Japan

### 5 servings of fruits and vegetables a day

The 5 A DAY Association-Japan recommends five servings totaling 200 grams of fruits and 350 grams of vegetables.



New Zealand

### 5 + a day

5+ A Day is a Charitable Trust that encourages Kiwis to eat five or more servings of colourful, fresh fruits and vegetables every day for health and vitality.



Australia

### 2 - 5 servings of fruits and vegetables a day

Go for 2 & 5 encourages adults to eat at least two servings of fruits and five servings of vegetables a day.



Hungary

### 3 servings of fruits and vegetables a day

Hungary promotes "Eat 3 times and 3 types of fruits and vegetables a day".



Poland

### Fruits and vegetables 5 times a day

Children should eat 400 g of vegetables and fruits, divided into 5 portions, everyday.



Denmark

### 6 servings of fruits and vegetables a day

The 6 a day is the ideal consumption of 600 grams of fruits and vegetables a day.



Brazil

### 5 a day

"5 a day" reminds Brazilians to eat at least 5 servings of fruits and vegetables a day.



Netherlands

### 2X2

Eat 2 ounces of vegetables and 2 servings of fruits a day.



# Diverse nutrients: phytonutrients, enzymes, vitamins, minerals and dietary fiber

Advanced countries strongly encourage the intake of natural nutrients because they contain an abundance of healthy mineral and vitamins.



## Phytonutrients

Found only in fruits and vegetables to protect them from viruses, bacteria, and fungi.



## Enzymes

Essential nutrition that converts food into energy.



## Vitamins

Essential nutrition to maintain normal bodily function, development and physical growth.



## Minerals

Minerals prevent degradation of bodily functions and rebuild muscle.



## Dietary Fiber

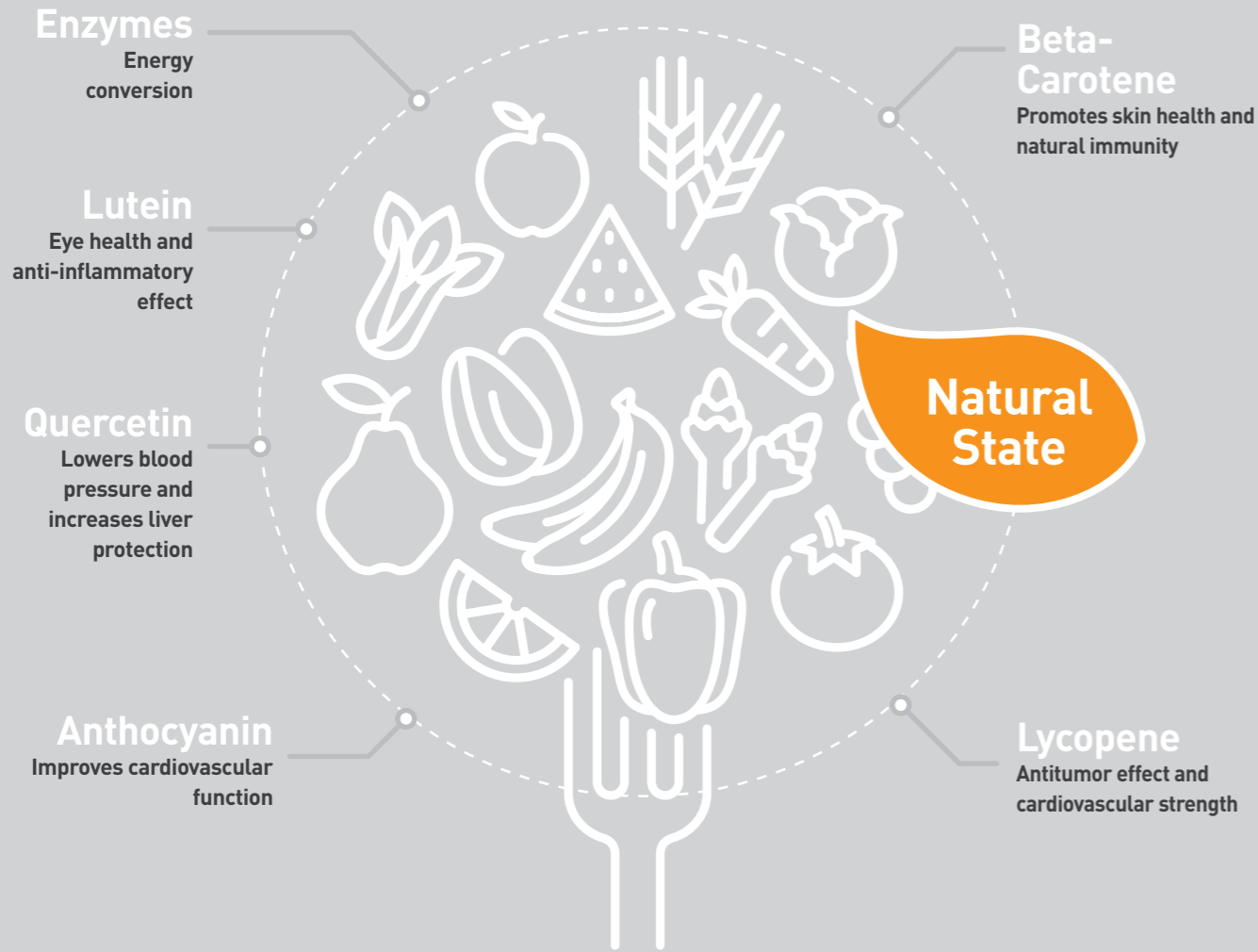
Facilitates the elimination of waste from the human body.





# Eat fruits and vegetables as naturally as possible






Consume fruits and vegetables as natural as possible for an optimal nutritional balance



## Phytonutrients – nutrition that keep your body healthy

Phytonutrients (found in fruits and vegetables) can be represented as color, aroma, and taste. Phytonutrients allow plants to protect themselves from harmful Insects, microbes, and ultraviolet rays. These substances also protect the human body from harmful substances.

### Eat more colorful fruits and vegetables

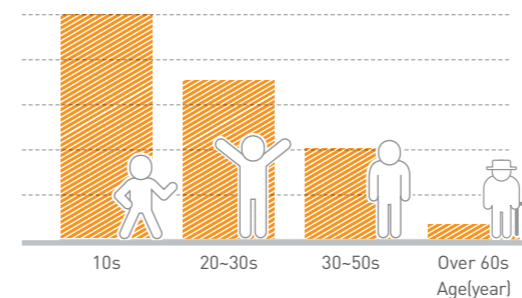
				
<b>White</b>	<b>Yellow</b>	<b>Purple</b>	<b>Red</b>	<b>Green</b>
<b>Quercetin [Cabbage]</b>	<b>Beta-Carotene [Orange]</b>	<b>Anthocyanin [Grapes]</b>	<b>Lycopene [Tomato]</b>	<b>Lutein [Kale]</b>
Lowers blood pressure and increases liver protection	Promotes skin health and natural immunity	Improves cardiovascular function	Antitumor effect and cardiovascular strength	Eye health and anti-inflammatory effect

## Enzymes are essential nutrition

Enzymes are essential substances to help convert nutrients into needed energy. Enzymes are needed for the whole life process, to improve digestion, natural-healing powers, elimination of waste and improve immune function.

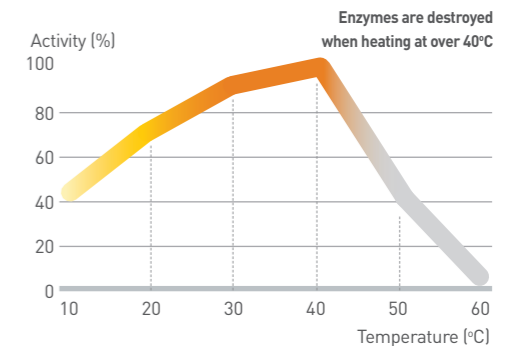
### The amount of enzymes in our bodies decreases as we get older.

It is important to eat fruits and vegetables that replenish the enzymes our body needs.



### Enzymes exposed to heat break down

Enzymes over 40 °C (104 °F) break down and are eliminated in processed foods.





## Chapter 2

# HUROM Juice

HUROM Juice is pressed gently on the spot - squeezing fresh fruits and vegetables to deliver natural taste and nutrition.

### Healthy juice from fruits and vegetables

Mixed juice that contains various fruits and vegetables - seeds and nuts

### Custom - prepared homemade juice

Prepared, homemade juice squeezed from freshly handpicked ingredients

### Fresh juice with unprocessed enzymes

Gently squeezed juice from pristine enzymes



# Drink Healthy Colors - Drink HUROM Juice

Different color fruits and vegetables contain different nutrients



## Vibrant HUROM Juice

The vivid colors of HUROM Juice come from the ingredients



**White**

Lowers blood pressure and liver protection

**Yellow**

Promotes skin health and natural immunity

**Purple**

Improves cardiovascular function

**Red**

Antitumor effect and cardiovascular strength

**Green**

Eye health and anti-inflammatory effect

# Drink HUROM Juice - nutrition from fruits and vegetables

Drink fresh squeezed juice, an easier way to digest and consume seasonal fruits, vegetables, nuts and cruciferous vegetables (kale, cabbage, broccoli, and cauliflower)

## Increase nutrient absorption and decrease digestion time

Dietary fiber facilitates the elimination of waste from the human body; however, it hinders the absorbance of nutrition. Fruit and vegetable juice with partially eliminated fiber can help increase the intake of major nutrients.



\*Anticancer Effects of Green Juice. Food Industry and Nutrition 8(1), 28-36, 2003.

## A large amount of nutrients from fruits and vegetables in one simple glass of HUROM Juice

Achieve the daily recommendation of 7 servings of fruits and vegetables in an easy-to-drink glass of juice.



**UCL** University College London  
\* Oyebode O, Gordon-Dseagu V, Walker A, et al. J Epidemiol Community Health 2014;68:856-862.

## A natural nutritional combination from fruit peel, seeds and nuts

HUROM Juice provides 'real taste' and natural nutrition squeezed from peels, seeds, and nuts



# Maintain your health with HUROM Juice

HUROM Juice helps children grow and develop proper dietary habits. It can substitute as a healthy meal that revitalizes the human body.



## Children's Health



### Effective nutrients

Children should consume abundant vitamins and minerals from fruits and vegetables to prevent undeveloped teeth and immature digestive systems.



### Preventing unbalanced dietary habits

Children can consume various fruit and vegetable colors with a fresh taste to prevent poor dietary habits.



### Mental health

Eating processed foods that contain artificial colors and flavoring agents may increase the risk of children developing ADHD. The intake of fruits and vegetables, a gift from nature, helps children grow.



### Energy source for the brain

HUROM Juice contains glucose, the sole energy source for the brain, crucial for children and active teenagers.

## People's Health Today



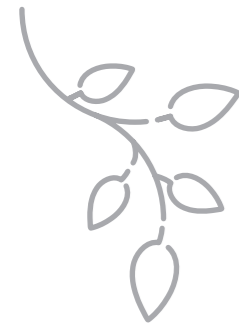
One glass of HUROM Juice squeezed from fruits, vegetables, cereals and nuts provides vitality.





# Homemade HUROM Juice from Nature

HUROM Juice is a natural homemade juice full of nutrients from fresh fruits and vegetables.



## HUROM Juice as close to natural as possible

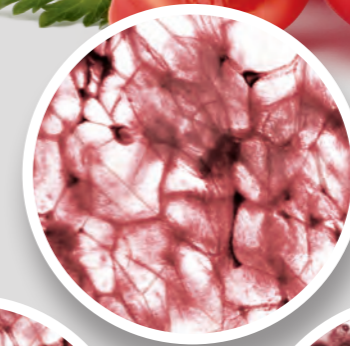
HUROM juicing keeps freshness with natural enzymes and does not destroy cell membranes or increase oxidation.

## They are the same tomatoes, but why the different outcomes?

High-speed rotating blades destroy the tomato's cell walls. High-speed juicers produce a large inflow of oxygen that cause changes in color and content separation in tomato juice.



Live cells before squeezing

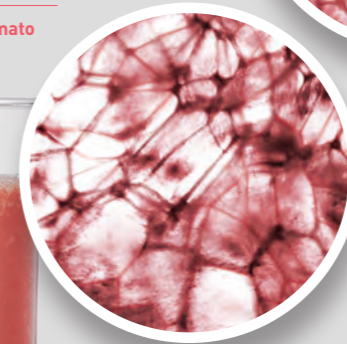


### Juice made from HUROM

A hand-squeezing juicing method innovation

- No air-inflow
- Tomato cell walls are intact

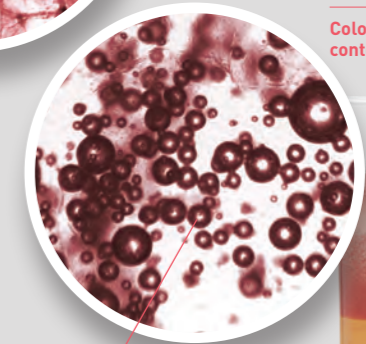
Retains original red tomato color after extraction



Cells similar to before squeezing



\*After 5 minutes



Inflow of tiny air bubbles  
Deformed cells

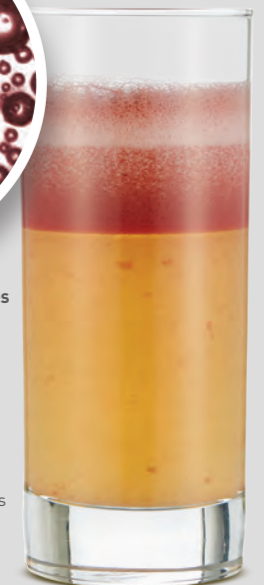
Tiny air bubbles

### High-speed juice

High-speed juicers causes:

- A large Inflow of air bubbles that promote oxidation
- Destroyed cells

Color changed and content separation



\*After 5 minutes

\*Kim MJ, Kim JI, Kang MJ, et al. Quality evaluation of fresh tomato juices prepared using high speed centrifugal and low-speeds masticating household juicers, Food Sci. Biotechnol. 2015



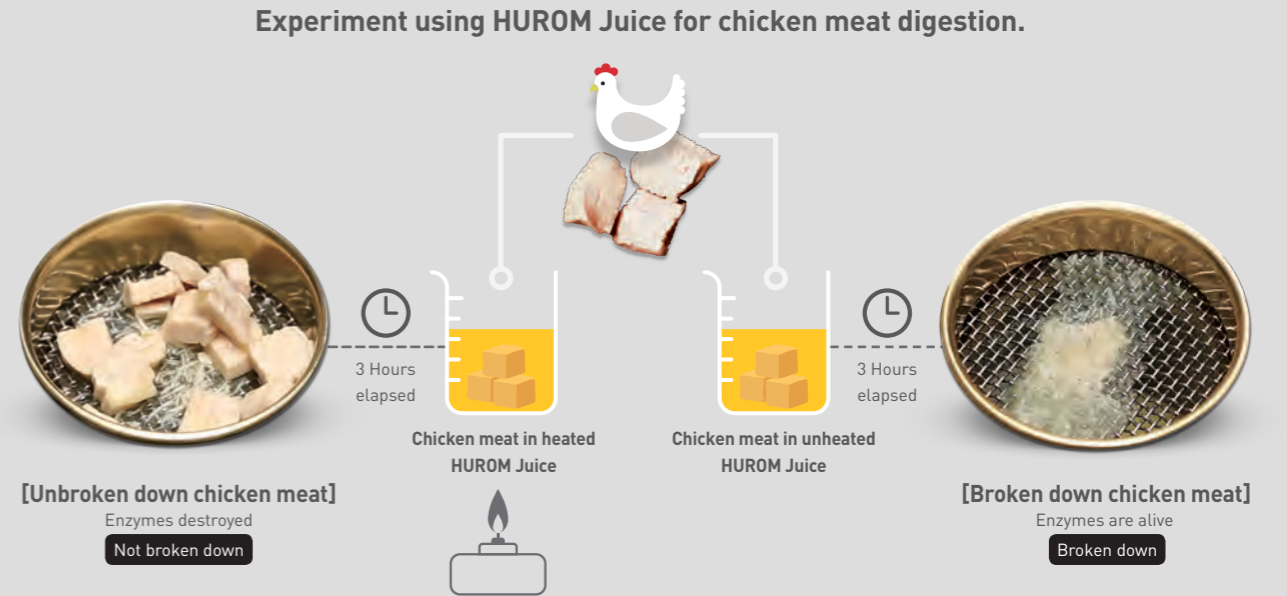
# Fresh HUROM Juice with Living Enzymes

For a healthy life, it is necessary to consume unprocessed enzymes in a natural state. Enzymes are weak under heat - they are destroyed in cooked and processed food. The only way to consume unprocessed enzymes is by eating natural foods and by drinking HUROM Juice.



## Living enzymes in HUROM Juice help digestion

Most chicken meat placed in HUROM Juice breaks down versus meat that remains intact if the enzymes are destroyed when heated or processed. HUROM Juice contains living enzymes that aid in human digestion.



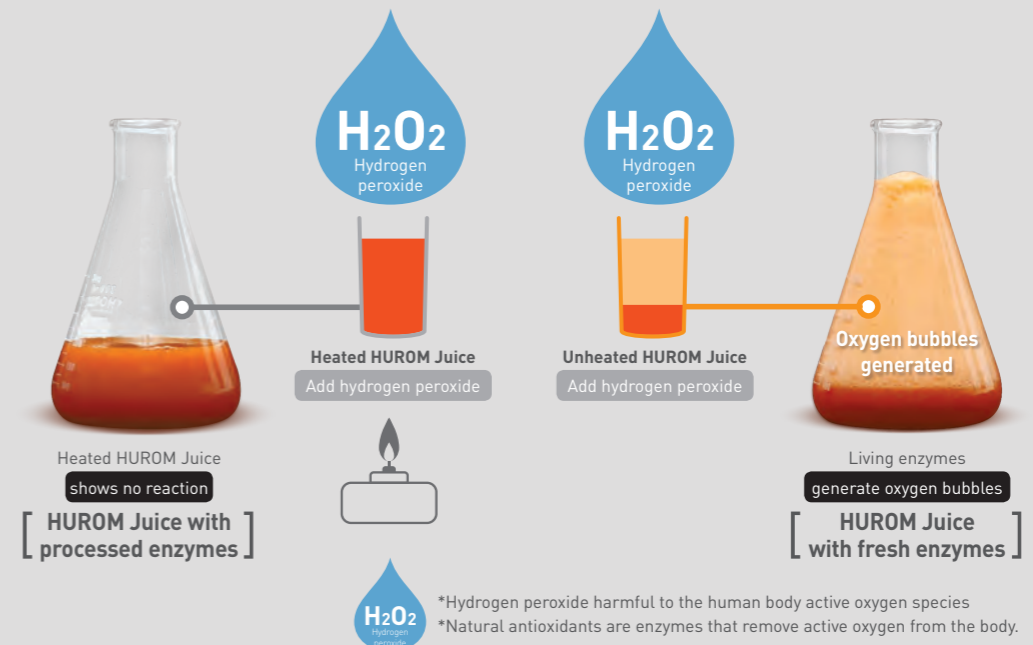
## Living enzymes in HUROM Juice remove harmful substances from the body that cause diseases.

Hydrogen peroxide added to HUROM Juice produces foam that shows the active oxygen breaking down into water and oxygen. Unprocessed enzymes in HUROM Juice accelerate this process and change harmful matter into benign nutrients. However, juice with enzymes destroyed by heat does not show this reaction.

**What is active oxygen?**  
 Substances that attack cells in our body creates a large amount of oxidized matter that increases aging and causes major chronic degenerative diseases such as cancer and cardiovascular disease.

\*Results may vary depending on sample and method  
 (HUROM Nutrition Analysis Center / Juice ingredient pineapple / 2014)

## Experiment on the reaction of antioxidant enzymes in HUROM Juice









# Fruits and vegetables, even cereals and nuts Healthy HUROM Juice

HUROM Juice contains a variety of nutrition  
in one glass - gently squeezed  
from fruits, vegetables, cereals and nuts



-   
Vegetables
-   
Fruits
-   
Cereals
-   
Nuts



## Healthy juice with natural color, taste, and aroma

### Orange Carrot

skin care / healthy eyes / relieve fatigue **127kcal/280ml**

Vitamin C facilitates the absorbance and maximize nutrition effect of beta-carotene and vitamin A from carrots to improve eye vision.

-   
Orange  
200g
-   
Carrot  
140g
-   
Apple  
140g



### Apple Nut Shake

Prevents constipation / Nutritious **248kcal / 280ml**

The pectin and fiber from apples aids digestion; nuts provide essential fatty acids.

-   
Sweet potato  
75g
-   
apple  
80g
-   
almond  
10g
-   
milk  
160g



### Bell Pepper Soy

Growth / Preventing Aging **170kcal/280ml**

A healthy juice for children who need abundant minerals from bellpeppers and protein from soybeans.





-   
White Grapes  
220g
-   
Soy beans  
20g
-   
Bell Pepper  
80g
-   
Cranberry  
50g



### Kale and Spinach

Antioxidant / Prevent anemia **100kcal/280ml**

Kale contains  $\beta$ -carotene and spinach is rich in iron, vitamin A and vitamin C. A combination of these vegetables makes for the ultimate antioxidant juice

-   
Pineapple  
100g
-   
Orange  
250g
-   
Kale  
30g
-   
Spinach  
30g



### Blueberry Smoothie

Prevention of vascular disease **122kcal/280ml**

Blueberries are one of the 10 super foods Selected by TIME magazine. Fresh blueberries contain abundant polyphenols that lessen the levels of active oxygen increased by stress to prevent aging

-   
Pear  
180g
-   
Grapes  
60g
-   
Blueberry  
100g





### Chapter 3

## HUROM Technology

HUROM Juice, a direct juice, squeezed from fresh fruits and vegetables that produces pure natural ingredients.

HUROM created a hand-squeezing juicing method innovation - HUROM is the world's first low speed screw type juicer.



**Won the three major invention awards in the world  
Achieved a grand slam**

HUROM was awarded with the grand prize from three major invention contests (Geneva, Switzerland, Pittsburg, U.S.A., and Nuremburg, Germany) representing its enduring appeal to people around the world.



# New technology and innovation Half a century of hard work

Striving for easily-made, yet 100% natural, juice through the development and progress of a world's first technology.



**1974**  
Early Squeezing Screw  
of Juice Extractor



**1988** Early Squeezing Screw  
of HUROM Juicer



**2008** 1st Generation  
Squeezing Screw



**2014** 2nd Generation  
Squeezing Screw



Globally innovative 2nd  
Generation Slow  
Squeezing Technology  
(SST™) by HUROM

## HUROM Slow Squeezing Technology [SST™]

### HUROM's Global Slow Squeezing Technology

HUROM technology squeezes ingredients slowly to deliver a pure natural taste, unlike conventional juicers with high-speed blades.

# Pure and Natural Health

HUROM's squeezing technology – a natural way to extract juice

HUROM Juicer retains all the Fresh Nutrients of Nature

HUROM's squeezing technology - for handmade quality, nutritional value and natural taste.

HUROM's slow squeezing technology - for a natural taste



A variety of ingredients can be juiced by squeezing while slowly pressing and turning





# Persistent Efforts



Natural Nutrition



Nutrition from Seeds and Peels



Customized Juice

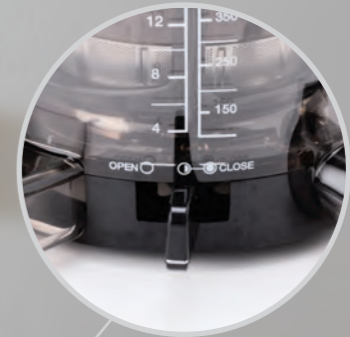
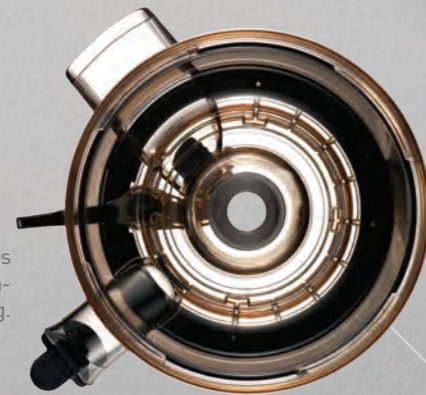


Convenient and Simpler Structure

Healthy juice can be made by squeezing all types of fruit, vegetables and nuts.



A simple structure enables convenient assembly, maintenance and cleaning.



Extraction of core nutrition from seeds and peels gives HUROM Juice a high nutritional value.



The juice cap allows for a hygienic way to create a mixture of diverse ingredients.



Globally innovative  
**2<sup>nd</sup> Generation Slow Squeezing Technology (SST™)**  
by HUROM



## The drum and body design improve user convenience and juice extraction.



### HH Series

Color	Silver
Cord Length	4.5 ft.
Dimensions	6.6 x 9.3 x15.7 in.
Motor	Single Phase Induction (A/C)
Power Consumption	150 W
RPM	40 rpm
Voltage	100-240V
Weight	13.4 lbs
Fuse	125V 5A - 250V 8A
Standard usage time	Less than 30 minutes continuously





# HUROM Chef

True leader in a healthy kitchen philosophy. HUROM Chef combined with an applied squeezing mode that offers various cooking functions.



[DT Series]

## Simple & Easy



Simple operation reduces cooking steps and time. A 'one-touch' button allows for stress-free assembly and disassembly - cleaning is also simple and easy.

## Clean & Durable

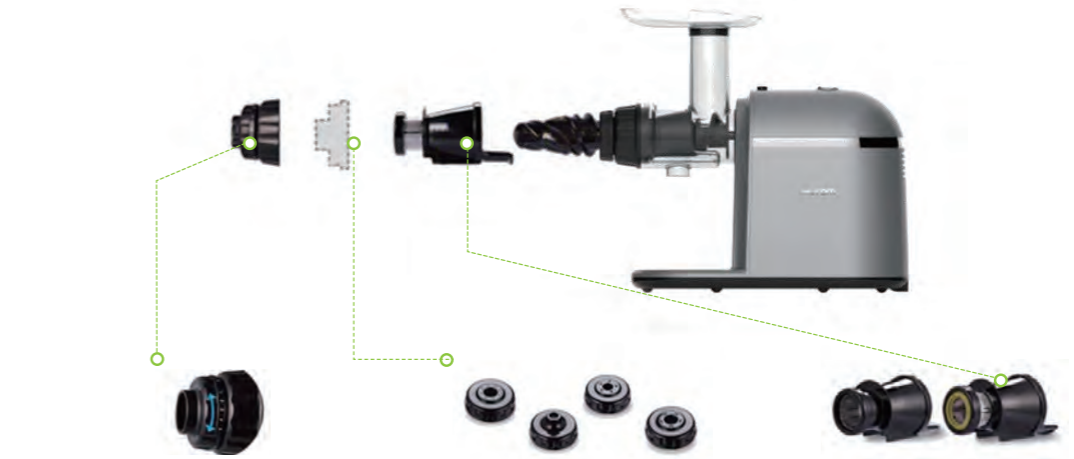


HUROM's eco-friendly material is harmless and preserves fresh nutrients. The heat resistant construction permits clean, an long-term use.

## 4-in-1



Pulverization, grinding, kneading, making of noodles, making pressed rice cake, and more functions are available. Numerous types of recipes can be made: from juice to natural seasonings.



### Control lever

5 pressure/extraction settings to vary juice concentration and thickness

### 4 types of nozzles

4 types of nozzles for noodles, dough, and pressed rice cake  
Diverse usage - suited to preference and recipe

### Extraction Mesh and Grinding Mesh

Green vegetable juice, juice, smoothies, dough, grinding, noodles, pressed rice cake, and grinding meat. Food is based on the ingredients' character and recipe purpose

## HUROM Chef's diverse functions - an all in one product



### Extraction

5 pressure/extraction settings suited to diverse fruit and vegetable extraction requirements



### Grinding meat

Make hamburger steak, hamburger, and meatballs.



### Kneading dough/Making noodles

Simply add ingredients to create a healthy dough with a great texture.

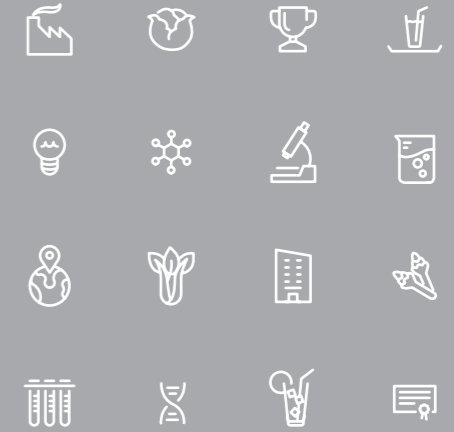


### Grinding

Anchovies, shrimp, mushrooms, and other ingredients are ground into soft powder with aromas and flavors preserved.







#### Chapter 4

## About HUROM

Leading technology that truly considers and benefits people

Since its establishment in 1974, HUROM has committed to bettering people's nutrition, dietary habits, and ultimately their lives - as well as by developing cutting-edge technology by leading in research and innovation in the global kitchen appliance industry.



World's first technology  
World's largest sales  
**Number 1**

Founded HUROM

1974

Created 'Slow Squeezing System'



DA

Developed slow juicer

2005



HU-001



HU-100



HB Series



HU-300

2015



HH Series

Developed multi-purpose juicer

1993



DC



DE



DH



DM



DI



DJ



DN

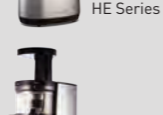
2008



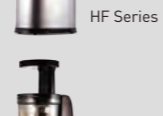
HU-400



HE Series



HF Series



HG Series



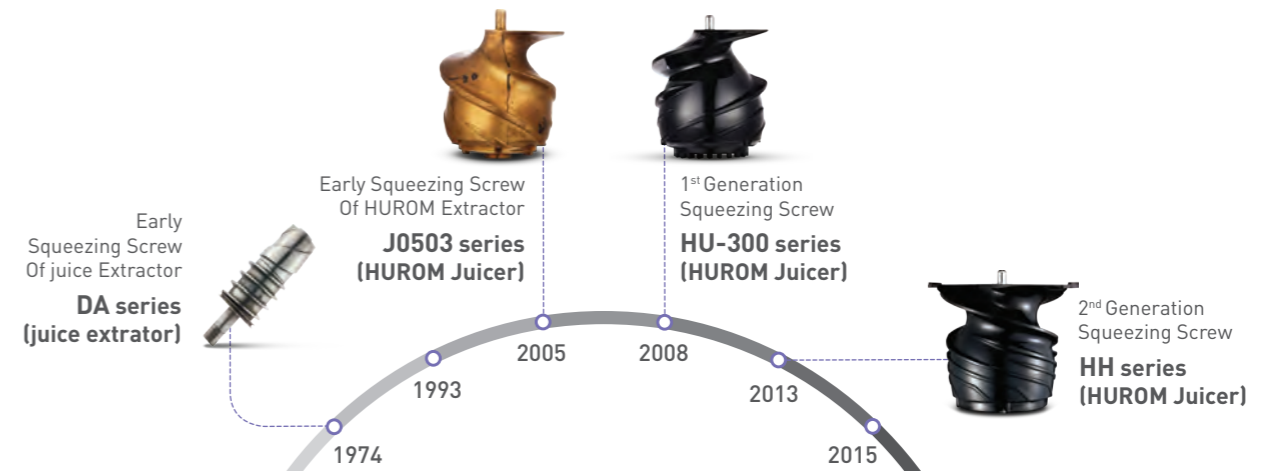
DQ



DR



HH Series

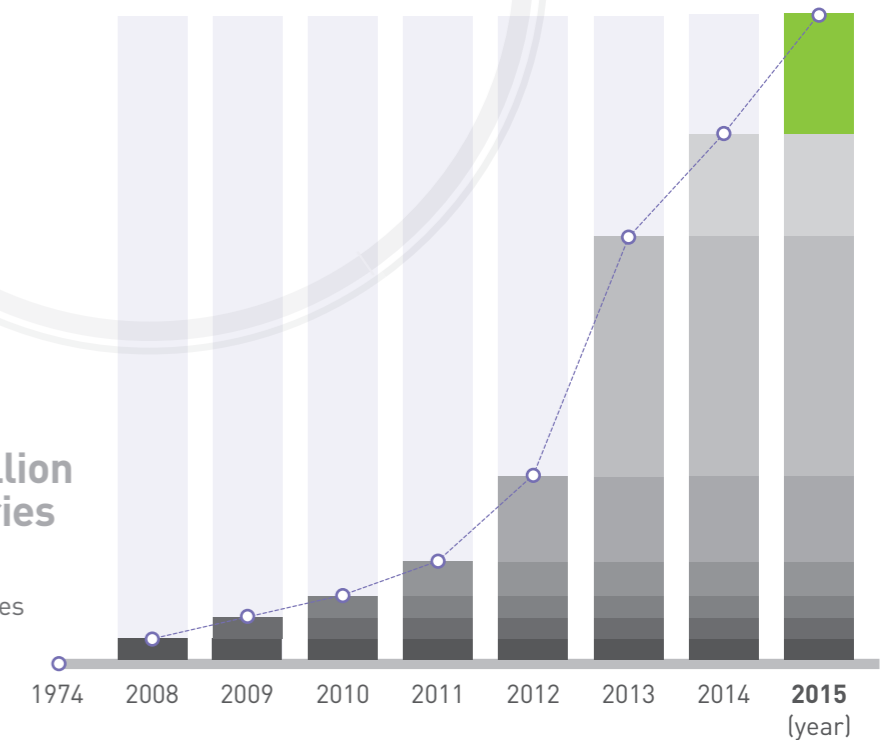


**Innovation – Endless improvement in technology**

Researching better technology to help spread nature's health.

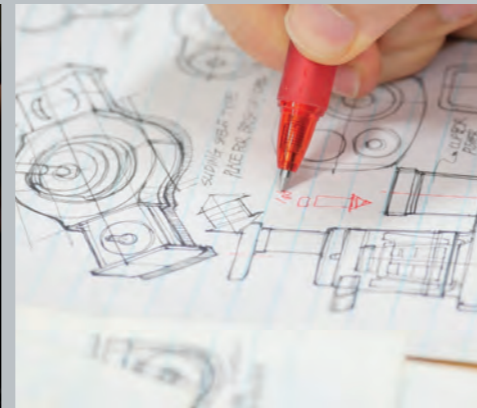
**Global – the choice of 10 million people in 85 countries**

Leading the slow juicer market since 1974, HUROM now provides global production capabilities.



# HUROM Product Laboratory

The HUROM R&D Center is in charge of product improvement, nutrition research and healthy lifestyle analysis.



• **Product design (exterior)**

Design and function based on global trends and consumer tendencies

• **Product design (interior)**

Designs and tests product models using a 3D printer

• **Certification**

Obtains domestic and international product safety certification for all electrical parts

• **Quality control**

Ensures that products meet our exacting standards

• **Designs edit**

Control of product manual, recipe, pamphlet design and editing

• **Advanced development**

Preliminary research in product development, as well as examination and testing of newly developed parts.



# HUROM Bio-food Research Center

The HUROM R&D Center is in charge of product improvement, nutrition research and healthy lifestyle analysis.



Joint research development and publication of recipes



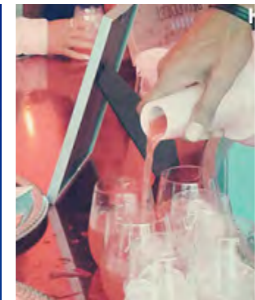
- We verify the nutritional effectiveness, excellence and safety of HUROM Juice through a sensory test based on fruit and vegetable ingredients.
- We specialize in developing recipes, evaluating products, studying nutrition and evaluating life-style requirements.

- Sensory evaluation of color, taste, aroma
- HUROM Juice recipe development and verification
- Comparative extractor evaluations
- Measurement of juice's function and enzyme activity
- Safety evaluation of juice through tests of microorganisms
- Conducts Industry-academic research in Korea



# HUROM Juice Culture

HUROM Juice creates a new fresh juice culture for a healthy consumer eating lifestyle.



HUROM JUICE CAFE



HUROM MARKETING



# HUROM Performance

## Patents and status of certification

With the foundation of world-class technology, HUROM proves itself as a leading global company with patent applications, registrations, and global certificates in 42 countries (including Korea, USA, China, Japan and EU members).

### Major International Patents (Overseas)

- 2015. 04. 29 European patent registration no. 2510842 (COMBINED SMOOTHIE MAKER AND JUICER)
- 2015. 02. 25 Chinese patent registration no. ZL 201380002451.2 (juicer)
- 2012. 01. 10 U.S patent registration no. 8091473 (juice extractor)
- 2010. 11. 24 Chinese patent registration no. ZL 200780001269.X (juice extractor)
- 2010. 09. 03 Japanese patent registration no. 4580408 (juice extractor)

### Major Domestic Patents (Korea)

- 2015. 04. 29 Patent registration no. 101365503 (juicer)
- 2015. 02. 25 Patent registration no. 101291738 (COMBINED SMOOTHIE MAKER AND JUICER)
- 2012. 01. 10 Patent registration no. 101102902 (COMBINED SMOOTHIE MAKER AND JUICER)
- 2010. 11. 24 Patent registration no. 100793852 (juice extractor)
- 2010. 09. 03 Patent registration no. 100755440 (juice extractor)

### Design Awards

Achieved a grand slam of design awards from globally prestigious iF, IDEA, and reddot.



Moving forward as a global kitchen appliance company

Aggregate annual production of **8,200,000** units

## HUROM Global Network

### HUROM Corporation (#1 Factory)

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#1 Factory  
HUROM Gimhae, Nongso

Annual production  
**2,300,000 units**



#2 Factory  
HUROM Gimhae, Juchon

Annual production  
**1,500,000 units**



#3 Factory  
HUROM Gimhae, Juchon

Annual production  
**1,400,000 units**



HUROM China  
Ji Lin Sheng, Tumen

Annual production  
**2,300,000 units**



since 1974  
**HUROM**