

Presenting the secret of healthy beauty

## "A 90-Day Promise"

정신건강, 아름다움의 시작

**본초위**

**BONCHOWI**

本草

(BONCHO : medical herb)

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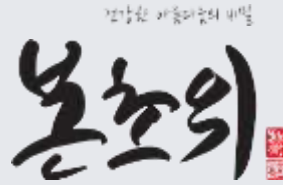
(WI : to guard and protect)

"BONCHOWI" is a premium Cordyceps brand that combines the meaning of preventing diseases and protecting health with more than just herbs.



The red Seal is certifying that the product uses premium Cordyceps cultivated by Bioara.





“BONCHOWI Fermented Extract’ use the new variety Cordyceps developed through long research and development of Cordyceps militaris strain collected in Korea. It is a fermented Cordyceps product with a high absorption rate of Cordycepin, Adenosine, and  $\beta$ -glucan extracted from Cordyceps through BIOARA’s specialized fermentation method.

‘BONCHOWI’ is made through continuous research for everybody to enjoy without any side effects.

Experience the power of Cordyceps through its combination with fermentation science containing the oriental mystic.



# Biotech Energy Drink

## BONCHOWI Fermented Extract

### Biotech Energy Drink "BONCHOWI"

is a fermented extract that helps human health based on the efficacy of Cordyceps containing Cordycepin and Adenosine, a self-healing and immune-enhancing substance.

Bonchowi uses only Bioara's Cordyceps, the best new drug material in the world.

*Bioara's Cordyceps militaris 100%,  
100% Korean raw materials,  
unsweetened and preservative-free  
products*



- Bonchowi has not been added harmful additives to the human body, such as synthetic preservatives.
- No artificial sugars and synthetic flavoring agents are added to cover up bitterness and sweeten the taste.
- Healthy sweetness is achieved only with fruit concentrations such as pears, quince, and persimmons.

### ★ Value with Different Basis

We wish to share the mystic vitality of Cordyceps with the most important people. After 20 years thinking only of health...

We now present to you the fruit of this passion in the name of BONCHOWI.

### ★ BONCHOWI, that wants to resemble the clean nature

BONCHOWI. is the premium Cordyceps brand made by BIOARA, which presents health, and uses only materials cultivated, grown, and harvested under strict management know-how of the Cordyceps company 'BIOARA'.

### ★ Mystical remedy meets fermentation science

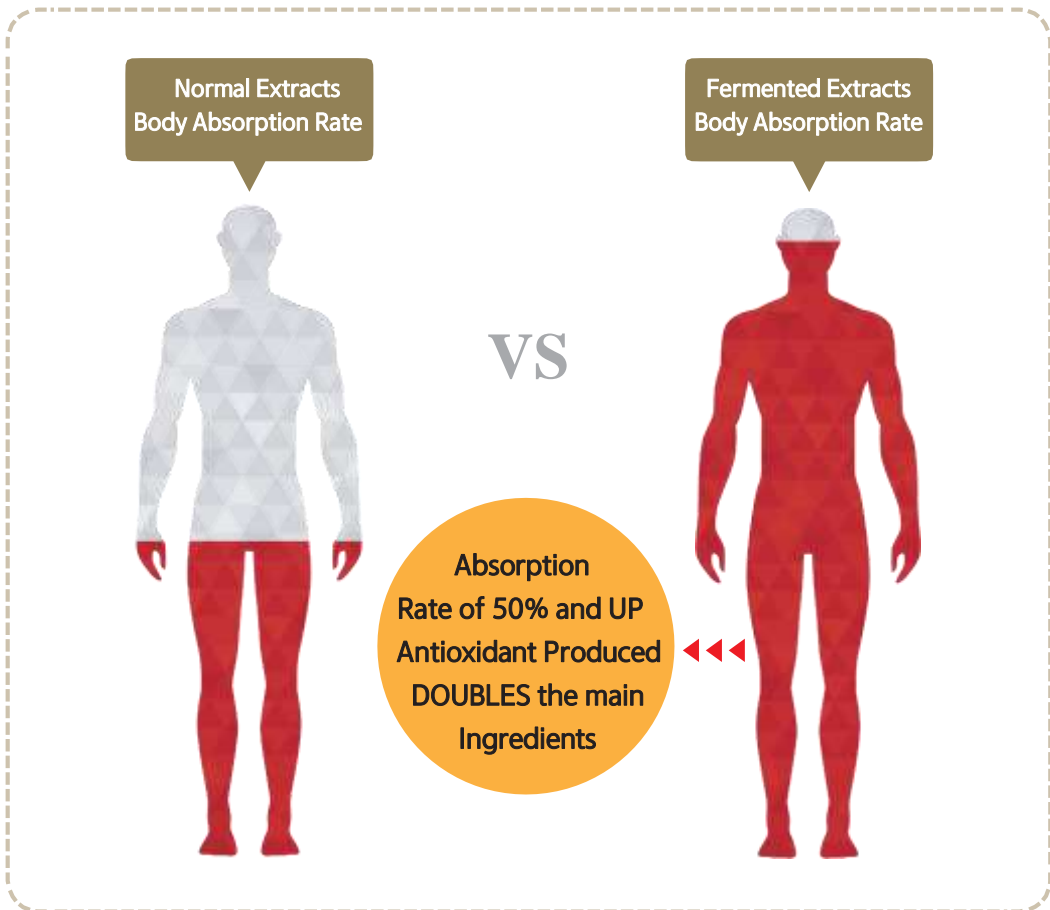
Fermented Cordyceps products made to easily absorb the active ingredients of Cordycepin, Adenosine, and  $\beta$ -glucan by having the new Cordyceps variety developed through long research go through specialized fermentation method of BIOARA.

### ★ Confession to Myself (Go Back : to the time when I was most healthy...)

BONCHOWI, which keeps our body healthy and helps it return to a pure condition without any illnesses the most valuable present you can give yourself.

Ingredient	► Main ingredients of Cordyceps are Cordycepin, Adenosine, $\beta$ -glucan, and other active ingredients
Mix	► The optimal mix fortifying and maximizing the ingredient's compositions
Technology	► Extraction know-how of not destroying the active ingredients and fermentation technique to increase body absorption rate
Symbol	► Made with the wish to guard the body with mystical oriental herb, BONCHOWI is a brand with value beyond medical herb

# BONCHOWI Now!



## Advantages of BONCHOWI

- 1. Best substance :** Contains average of 15 times the Cordycepin found in Chinese Cordyceps 'ARA301'-New variety of BIOARA registered at Korea Seed & Variety Service (Protection number 7041/Name Number Cordyceps-4)
- 2. Safety guaranteed :** Heavy metal contamination prevented through thorough ingredient management and special cultivation methods
- 3. Even content :** Product quality uniformity kept by using superb uniform R&D substance
- 4. Specialized processing method :** Holds fertilization, decomposition, extract, and production technology (Patent Reg. # : 10-0602430, Patent App. # : 10-2015-0117143, 10-2016-0170280)



The 100% Korean BONCHOWI hand-grown through strict quality control is produced through patented extraction & fermentation process for fast absorption and effects.

# What is Cordyceps(冬蟲夏草)?

Cordyceps are medicinal fungi that parasite on insects in the winter and form a fruit body outside the body of insect in the summer. The types that are effective are *C. militaris*, *C. sinensis*, and *P. japonica*.

Cordyceps were made famous for being used by Emperor Qin and Yang Guifei. It is a mystical remedy that is considered the best among 3 restorative herbs of China (Ginseng, Deer antlers, and Cordyceps), and is well known as the secret of Deng Xiaoping, who was a heavy smoker that lived until 94 years old. Its fame to the world was made through the records set by the Ma Family Army, and is particularly effective for respiratory problems, weakening of the immune system, fatigue, cancer, inflammations and diabetes.



## Cordyceps militaris

- Cordyceps that produce a bold orange fruit body. Successful mass production in Korea.
- Cultivation more difficult than *P. Japonica* and cultivation period is twice as much.
- Higher content of Cordycepin than *C. Sinensis* and larger price range.



## Cordyceps sinensis

- Only *Sinensis* considered as Cordyceps in China.
- Price very high as artificial cultivation is impossible, so most *C. Sinensis* in the market are fake ones.



## Paecilomyces japonica

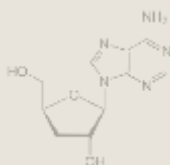
- Cordyceps that produce a thin yellow fruit body.
- A low-priced Cordyceps that contains some Adenosine, but has a low rate of Cordycepin and is toxic.

# Cordyceps' Effect on the Human Body



With a high dosage of Cordycepin, Adenosine, and  $\beta$ -glucan, Cordyceps helps with the following. decreased energy, fatigue, weakened immune system, aging, blood circulation, diabetes, high blood pressure, toothache, headache, prostatitis, cancer, asthma, rhinitis, dermatitis, antiphlogistics, menstrual pain, skin reproduction, rheum- arthritis, insomnia and nerve stability.

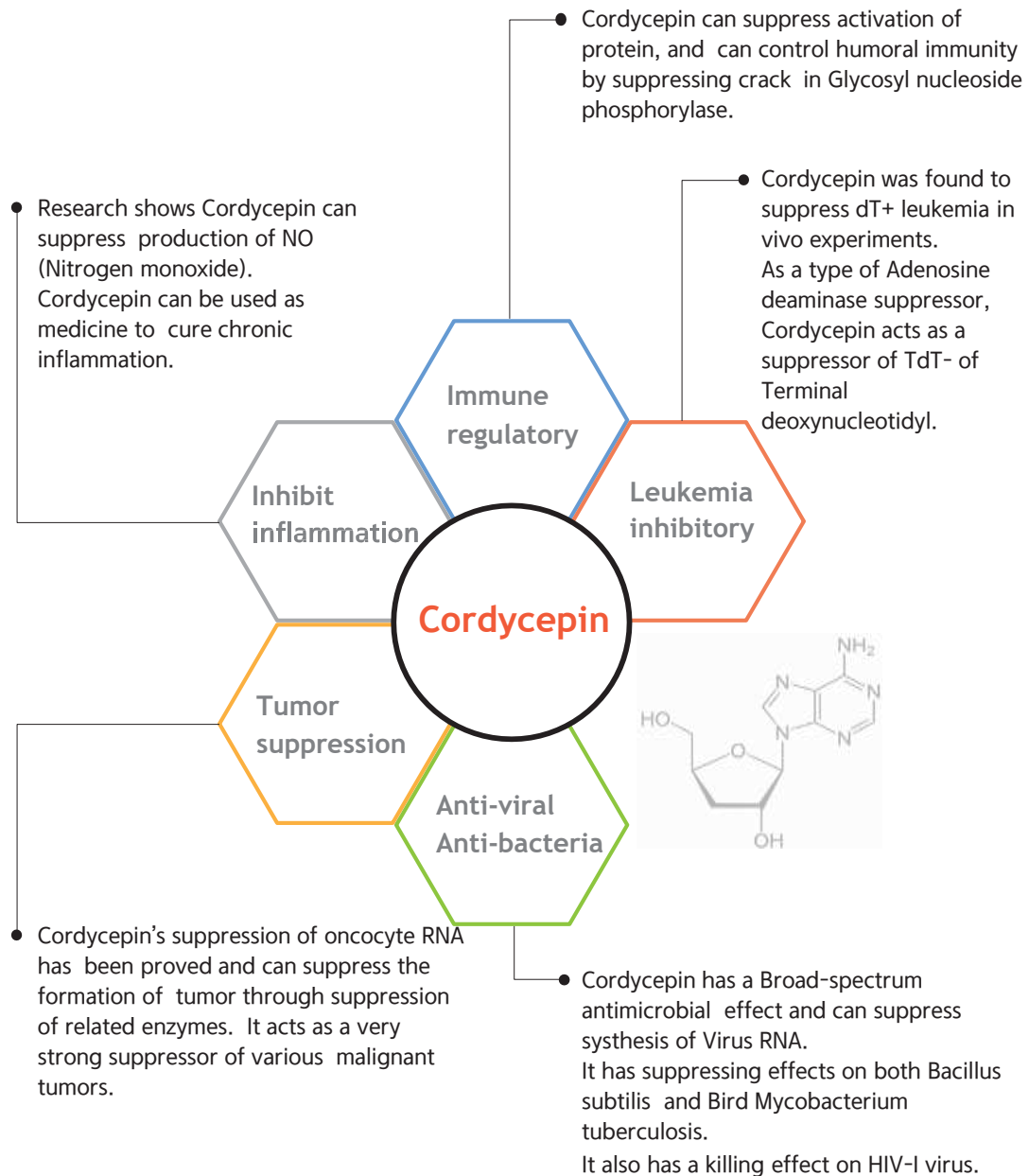
## Effects of Cordycepin, The main ingredient of Cordyceps



1. Antibacterial effect : staphylococcus, streptococcus, actinobacillus mallei, septicemia bacilli, anthrax bacterium, tubercular bacillus, pneumonia control
2. Effects on central nervous system : sedation, anticonvulsant
3. Effects on respiratory system : asthma, rhinitis, expectorant effect
4. Effects on cardiovascular system : relaxing of heart, decline of cholesterol, prevention of cerebral apoplexy, prevention of hypoxia, effective on high blood pressure and hyperlipidemia
5. Anticancer effects : 'Acetoxyscirpenol' induces antibody
6. Hangover cure and liver protection : Alanine stimulates alcohol metabolism
7. Effects on reinforcement of immunization : Cordycepic acid, ergosterol
8. Fatigue recovery
9. Anti-aging : similar active intensity as Vitamin E
10. Effective in sexual dysfunction : improve prostatitis, dysmenorrhea, premature ejaculation
11. Alopecia treatment : suppress dandruff coli
12. Reduction of surgery side effects
13. Diabetes : indolent effect on type-II and type-I
14. AIDS resistance : growth inhibition, treatment (J300 Cordyceps)

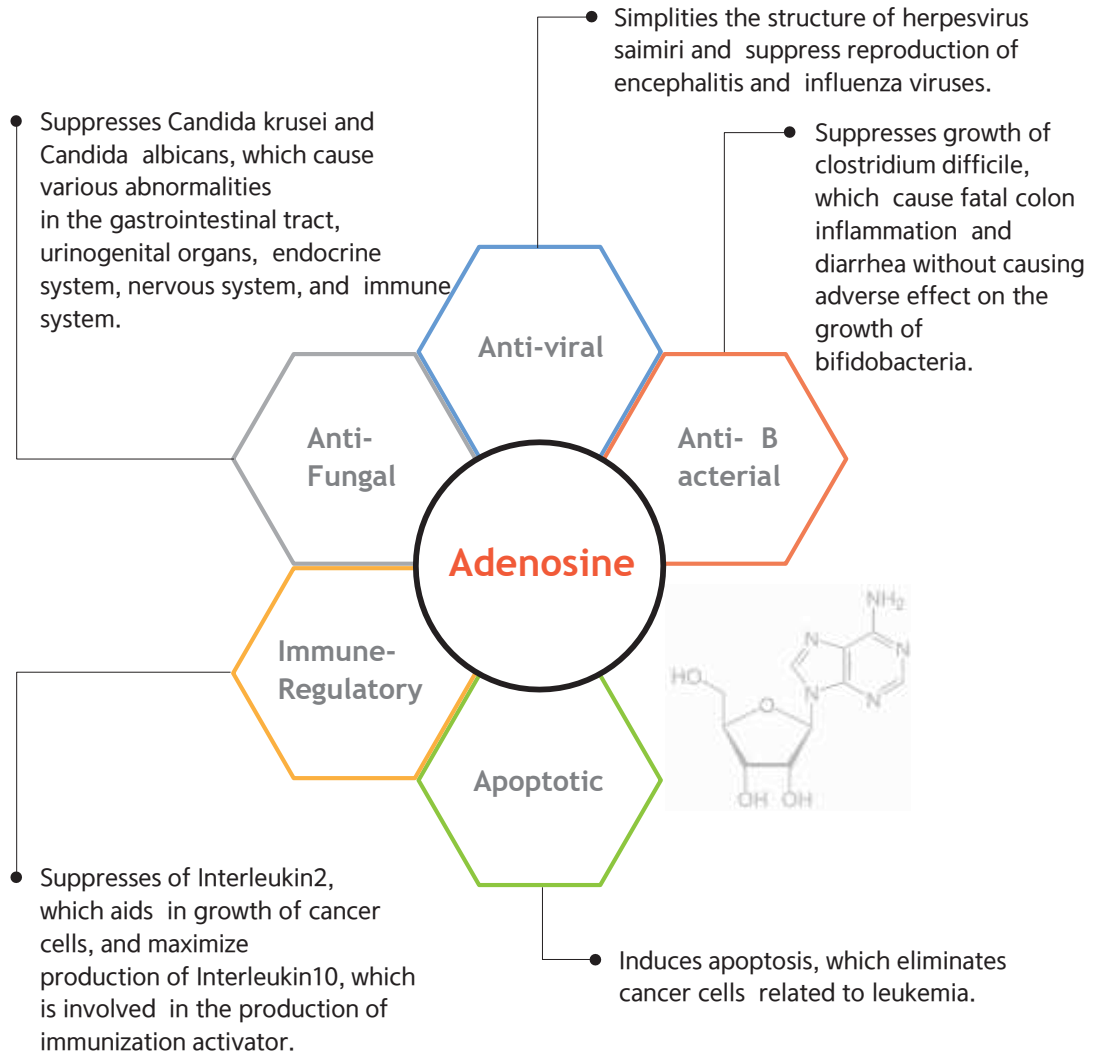


# Pharmacological Action of Cordycepin



Natural Antibiotic of the 21<sup>st</sup> Century, Cordycepin

# Pharmacological Action of Adenosine



## Natural Anti-Aging Agent of the 21<sup>st</sup> Century, Adenosine

KFDA also acknowledged its wrinkle improvement effects, stability, collagen composition promotion, anti-aging effects and anti-inflammatory effects.

# Cordycepin content is the Best value of Cordyceps!



The effect of eating one pack of BONCHOWI and eating 30ea of sinensis.



The effect of eating one pack of BONCHOWI and eating 20ea of sinensis.



\* SOURCE : KIST (KOREA INSTITUTE of SCIENCE & TECHNOLOGY)

# One Pack a Day, a Healthy Habit



*Always confident of stamina,  
but haven't been the same recently?  
We recommend when it's hard to wake up  
in the morning, or when you feel fatigued  
during the day.  
We also recommend especially to  
the businessmen who bear a heavy burden.*

## Characteristics

Cordyceps militaris and all additives are 100% Korean

## Intake

One pack a day on an empty stomach in the morning. Can take a pack each in the morning and evening on an empty stomach.

## Intake Subject

- Businessmen with lots of stress
- Men who want to recover confidence
- Students who need replenishment of concentration and stamina
- Women who want clear and elastic skin
- Children who are weak and sensitive
- Elderly with heavy numb hands & feet
- Men and women with chronic insomnia or who simply cannot sleep well.
- Athletes and manual workers



Due to Cordyceps' self-restoring components, the effects are first felt in the weakest area. The body shows a different response depending on the state of health and physical constitution.

# Product Information



## BONCHOWI Fermented Extract [Red]

Premium products produced by nano extraction method by fermenting the new species of Ara301 registered by the National Seed Institute



**Composition** : 20ml X 30 Pack (Total 600ml)

**Ingredients** : Purified water, Fermented Cordyceps extract 33.5% [Cordyceps militaris (Korea) 100%], Persimmon extract (Korea), Pear extract (Korea), Quince extract (Korea), Pectin



## BONCHOWI Fermented Extract [Black]

Representative products produced by the nano extraction method by fermenting new Ara301 strains registered by the National Seed Institute



**Composition** : 20ml X 30 Pack (Total 600ml)

**Ingredients** : Purified water, Fermented Cordyceps extract 19% [Cordyceps militaris (Korea) 100%], Persimmon extract (Korea), Pear extract (Korea), Quince extract (Korea), Pectin



## BONCHOWI Cordyceps militaris Tea

Using only the fruit bodies of the new type of Ara301 fungus A tea product that gives you a clean and luxurious flavor



**Composition** : 35g X 3 Pack (Total 105g)

**Ingredients** : Cordyceps militaris fruit body 100% (Korean)

# Product Information



## BONCHOWI SUNDUDAN 20

Premium products made from golden recipes by Professor Ahn Deok-gyun, a master of herbal medicine

**Composition** : 5g X 20pill

**Ingredients** : Honey, Cordyceps militaris, Deer antler, Astragalus root, Aloeswood



## BONCHOWI SUNDUDAN 10

Premium products made from golden recipes by Professor Ahn Deok-gyun, a master of herbal medicine

**Composition** : 5g X 10pill

**Ingredients** : Honey, Cordyceps militaris, Deer antler, Astragalus root, Aloeswood



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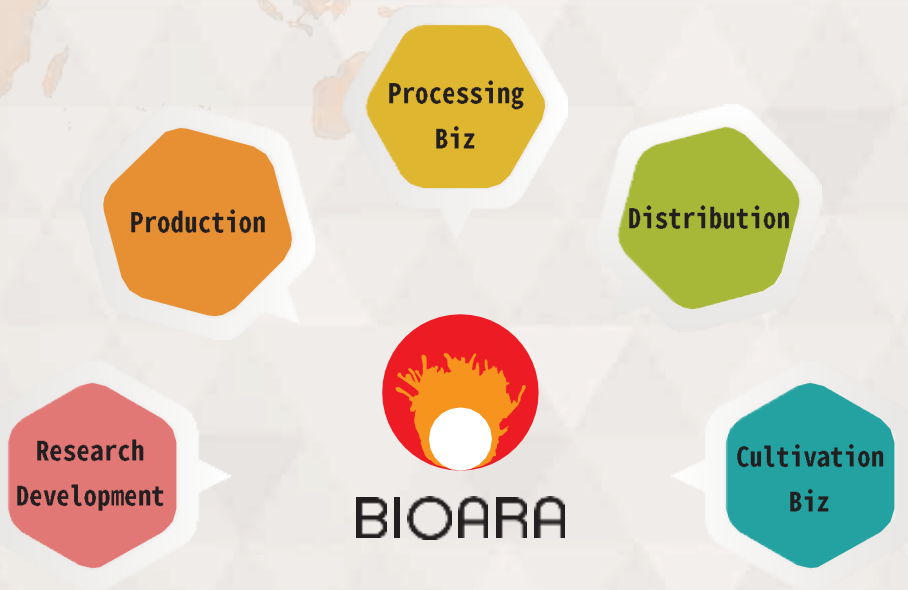
Made in cooperation with the Seoul Metropolitan Government for the health of the people 2020 Seoul Partners Products

**Composition** : 20g X 14 Pack (Total 280g)

**Ingredients** : Purified water, Fermented Cordyceps extract 10% [Cordyceps militaris (Korea) 100%], Persimmon extract (Korea), Pear extract (Korea), Quince extract (Korea), Pectin



*BIOARA, the company that presents  
health, Produces honest, high quality  
BONCHOWI.*





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