

# You deserve to live healthy beyond 100 years

Humans can live for 120 years.  
What is your choice?

**HUROM**  
[www.hurom.com](http://www.hurom.com)



SINCE 1974  
**HUROM**

In the past, the human life span was short due to malnutrition and disease



Cholera



Typhoid fever



Tuberculosis



Starvation

**Agricultural industrialization and modern medicine extended the average lifespan; however, many still suffer....**

## Modern diseases are due to the buildup of harmful substances in our bodies

Longer life spans are a direct result of agricultural industrialization, vaccines and antibiotics. However, people rarely live past 100 due to modern diseases such as obesity, cardiac disease, cancer, and diabetes.

### Chronic and Modern Diseases



**Overweight**  
1 in 3 adults



**High Blood Pressure**  
1 in 3 adults



**Diabetes**  
1 in 10 adults



**Atopy**  
1 in 5 population



**Osteoporosis**



**Alzheimer's**



**ADHD /Depression**

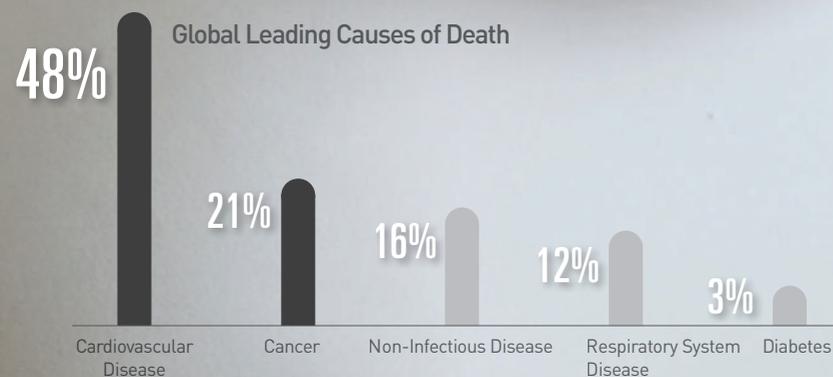
# Dietary habits need to change

The main causes of modern diseases: lack of exercise and poor dietary habits. It is imperative to change eating habits and lead an active lifestyle to prevent modern diseases.



## Excessive weight and obesity are the major risk factors for modern diseases

The World Health Organization (WHO) defines obesity as excessive body fat. Obesity is a leading global mortality factor. WHO requests measures.



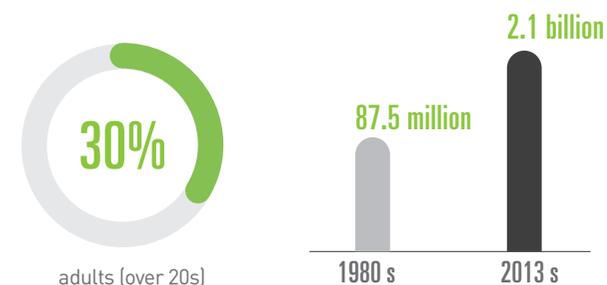
\*WHO, Global Status Report 2010

## Rapidly increasing obesity rates

30% of the world population is obese - the number has increased more than 2.5 times in the last 20 years.

No country has been able to cope with the issue.

Global obesity rates      Rapidly increasing obese population



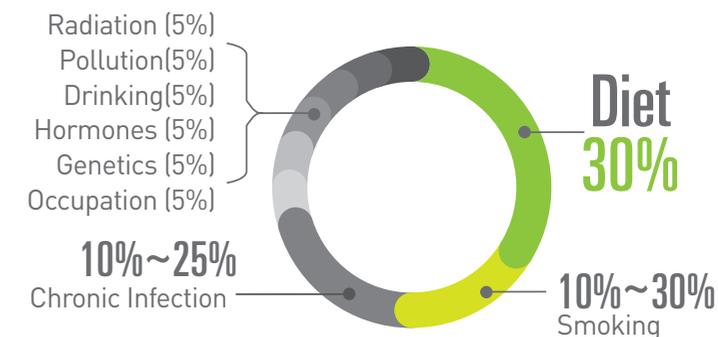
## Excessive weight and obesity are the main factors for cancer

The World Health Organization (WHO) predicts a surge in cancer rates

## 60% increase in death from cancer

The WHO World Cancer Report 2014 states that the number of people worldwide diagnosed with cancer is expected to skyrocket from 14 million to 22 million by 2030. 8.2 million people lost the fight to the disease and the death toll is expected to be over 13 million if no preventive measures are taken.

## 'Food' is a leading cause of cancer.



\*World Cancer Report 2003 by International Agency for Research on Cancer

# How to change our dietary habits?

Minimize meat - processed food  
Maximize fresh fruits and vegetables

## A great gift from nature

Fruits and vegetables contain 5 major nutrients, as well as phytochemicals known as the 7th nutrient which is full of enzymes, essential substances for life.



## Natural supplements, **phytochemicals**

Phytochemicals, found only in fruits and vegetables, are substances that inhibit external pollutants. They help give plants their distinctive color, smell, taste and other organoleptic properties.

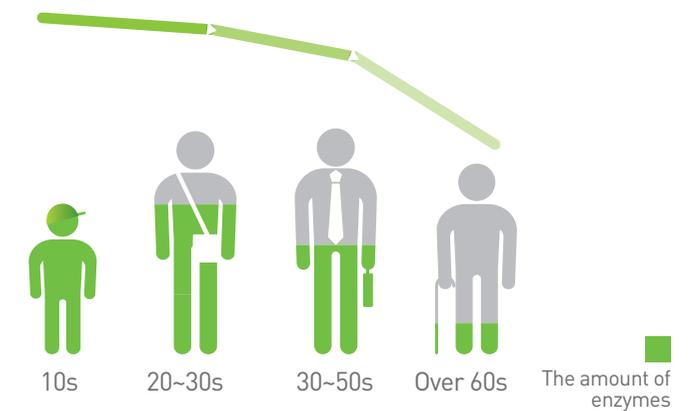


# Ingest living enzymes

Consume fruits and vegetables that contain abundant enzymes to keep healthy and prevent diseases

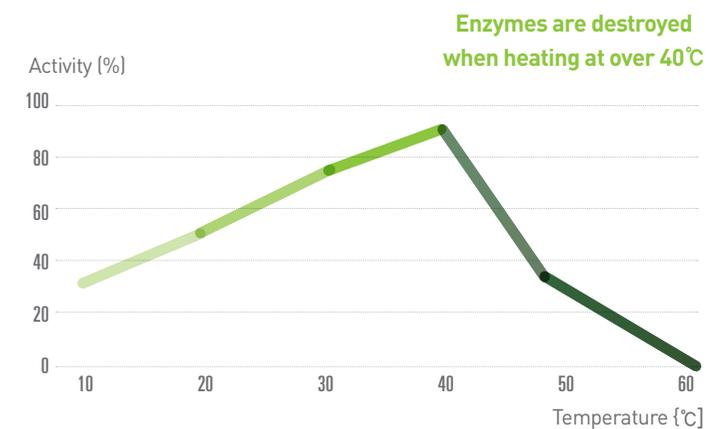
## Enzymes, living nutrients

Enzymes sustain life as essential substance to help convert ingested food into energy



Enzymes decrease with age

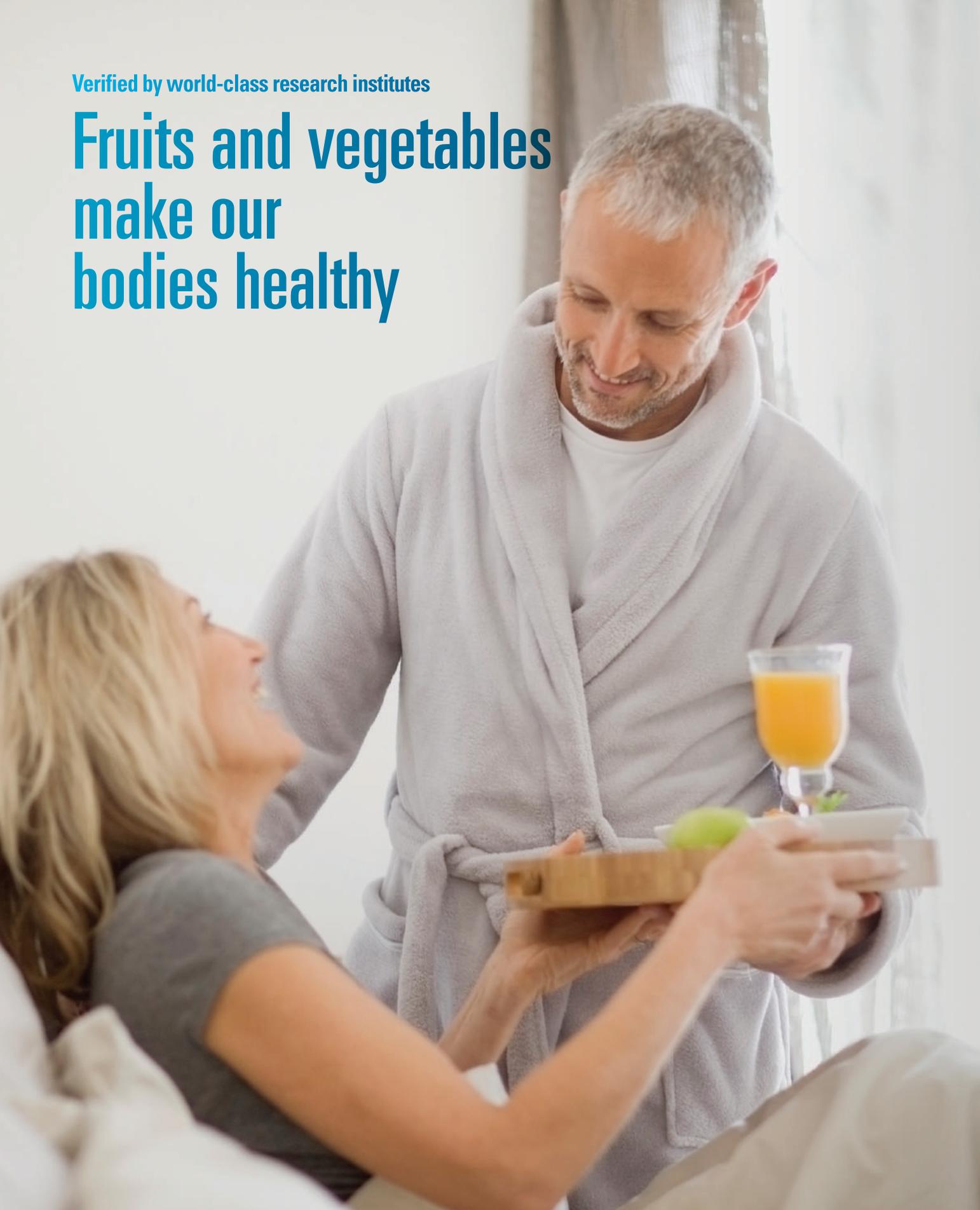
Consume fruits and vegetables to intake enzymes because enzymes decreases with age and are destroyed with heat



Activity of enzymes upon temperature

Verified by world-class research institutes

# Fruits and vegetables make our bodies healthy



The world strives to sustain a healthy life through good eating and nutritional balance

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McGovern's Report (1977)

### Humans need to change dietary habits

A study, conducted by 280 researchers from 30 countries (including US university laboratories and Royal Research of the UK) urges to : eat more fruits, vegetables, and whole grains / eat less meat, sugar, and salt.

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University College London (2014)

### The intake of fruits and vegetables can increase lifespans

UCL conducted an 8-year study on 70,000 people who eat fruits and vegetables and those who died from disease. The results showed that the risk of premature death is reduced by 42% for those who ate over 560g of fruits and vegetables a day.

(decreased by 25% for cancer and by 31% for cardiac disease)



2014  
Recommended daily intake of  
fruit and vegetables

**At least 7 plates  
(560 g/day)**

Risk of premature  
death

**-42%**

Cancer death  
rate

**-25%**

Cardiac disease  
death rate

**-31%**

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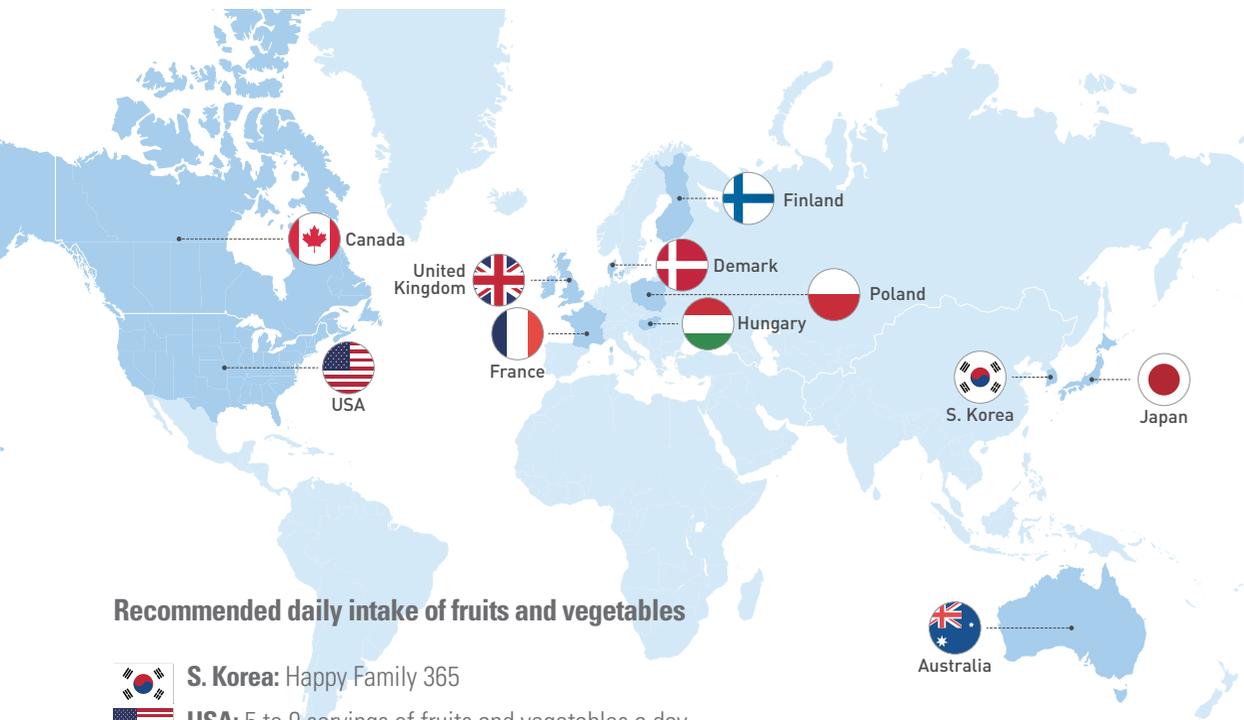
World Health Organization (WHO)

**The World Health Organization (WHO) strongly recommends to increase the intake of fruits and vegetables to prevent cardiovascular disease, chronic diseases and cancer.**

# 5-A-Day for better health

Consume at least 5 portions of fruits and vegetables a day

The US National Cancer Institute encourages the consumption of at least 5 portions of fruits and vegetables a day to prevent cancer and obesity caused by the excessive intake of meat.

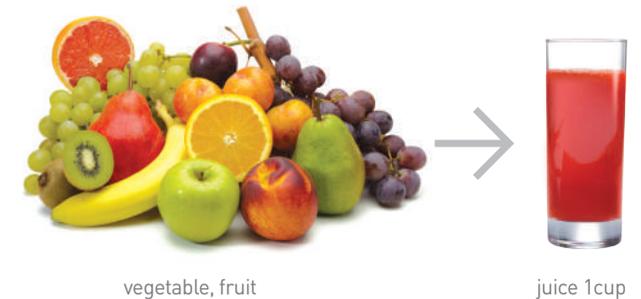


## Recommended daily intake of fruits and vegetables

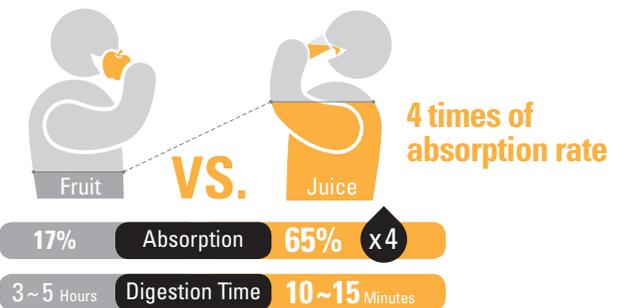
-  **S. Korea:** Happy Family 365
-  **USA:** 5 to 9 servings of fruits and vegetables a day
-  **United Kingdom:** 5 colors of fruits and vegetables a day
-  **Canada:** Fruits and Veggies- Mix it up!
-  **Japan:** 5 servings of fruits and vegetables a day
-  **Australia:** 2 - 5 servings of fruits and vegetables a day
-  **Hungary:** 3 servings of fruits and vegetables a day
-  **Poland:** 5-6 servings of fruits and vegetables a day
-  **Finland:** 500g of fruits and vegetables a day
-  **Denmark:** 6 servings of fruits and vegetables a day
-  **France:** 10 servings of fruits and vegetables

# Drink natural juice with Hurom

Conveniently drink abundant amounts of fruits and vegetables in juice



More absorbance of nutrition & less digestion time



\*Food Industry and Nutrition 8(1), 28-36, 2003

## Nutrition from seeds and peel

Hurom makes fresh juice by extracting core nutrition from seeds and peel



Discover natural taste in Hurom

# Hurom juice comes from nature

Enlarged photo of tomato (100 times)

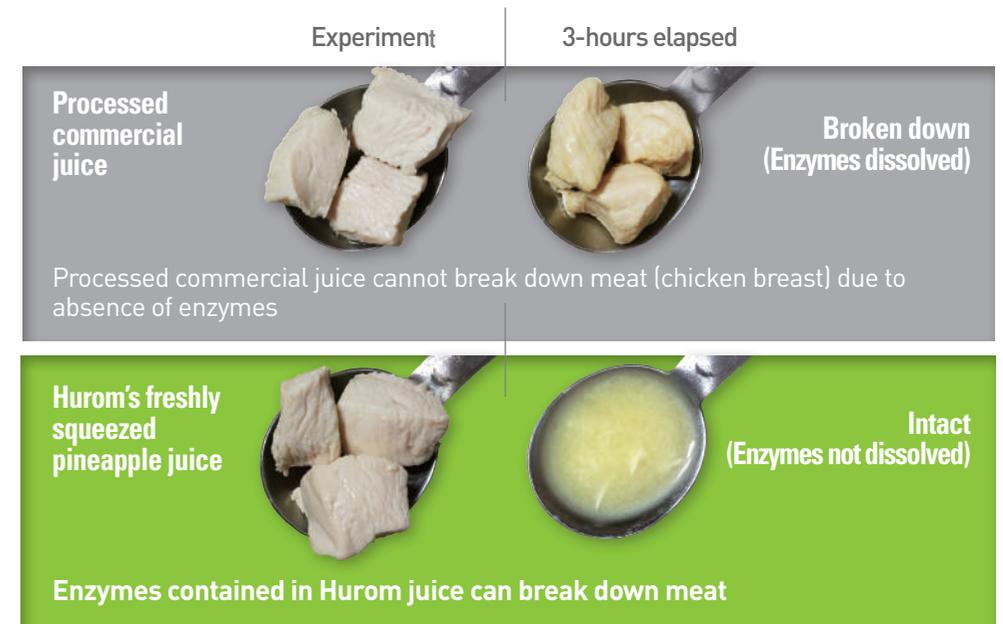


**Hurom juice is gently squeezed with all the natural nutrition and rich flavor from fresh fruits and vegetables.**

Discover abundant nutrition in Hurom juice

# Hurom juice with live enzymes

Enzyme degradation experiment with pineapple juice  
(Example: chicken breast)



## Hurom juice contains abundant enzymes from nature that maintain health

Enzymes are fragile to heat. Experiments show that amount of enzymes found in Hurom juice are almost the same as those in fresh fruit

**Consume fruits and vegetables to intake enzymes because enzymes decreases with age and are destroyed with heat**

Squeeze fresh fruits and vegetables gently and produce Hurom juice of natural tastes and nutrients

Natural living juice

# The Hurom Style



Awarded Gold Medal at German Nuremberg International Invention Exhibition: Achieved Grand Slam Design



Patent Applications in over 40 countries Selected as World Class Korean Product

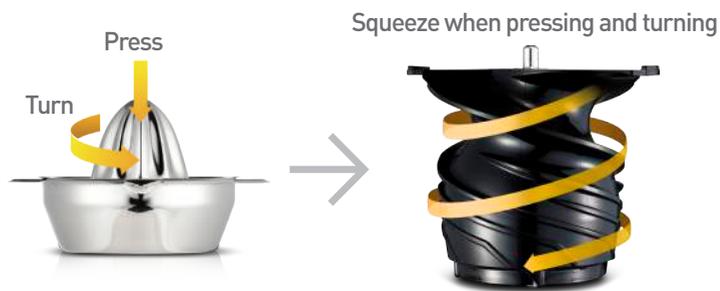


Hurom, World-Class Design Achieved Design Award

# Hurom, Delivers natural goodness to the world

**Hurom - squeezer mode technology that can produce natural tastes**

Many ways to make juice . The natural way to make juice is to slowly hand-squeeze fruits and vegetables. The patented Hurom screw also slowly squeezes healthy ingredients.



Global innovated  
technology of Hurom, SST™

Hurom's leading-edge, innovative, and patented second generation SST™ Hurom's original innovation, SST™, slowly squeezes ingredients minimizing the cause of frictional heat and helps to preserve natural tastes and nutrition.



**Squeezer mode**

Squeezer mode produces fresh-natural quality juice

**Optimal squeezing structure**

Designed to squeeze various ingredients

**Easy of use**

So easy to produce daily juice requirements

**Fruit and vegetable juices:  
greater absorption,  
greater nutrition!**

# Hurom Juicer



### Natural Nutrition

Produce fresh juice by slowly squeezing ingredient, preserving the natural nutrition as it is



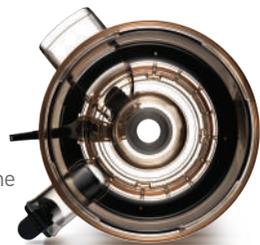
### Extracts Core Nutrition from Seeds and Peels

Extracts core nutrition from seeds and peel through adjustable pulp ejection pressure



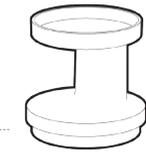
### Customized Juice

Make your own juice with preferred ingredients using the juice cap



### Optimized Convenience

A simply designed mesh strainer  
Easy to clean and assembly



### Hopper

Hurom's ergonomic design offers optimal convenience and stability



### Auger

Hurom's unique spiral design for optimal squeezing



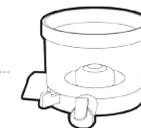
### Strainer

This helps squeeze ingredients thoroughly and interlocks with the auger to push squeezed juice out.



### Spinning Brush

This rotates softly between strainer and drum to re-release juice for higher quality output



### Chamber

All components are manufactured to produce optimal extracting (squeezing)



### Main body

Maintains stability using a low vibration & a durable AC motor with low-noise level

# Be fresh and healthier with Hurom

Meet a variety of fruit and vegetable juice recipes

## Carrot juice

Eyesight recovery, skin care, cancer prevention



1. Slice carrots finger-thick



2. Close the lever and operate.



3. Move the lever at half open position (shown as ) and leave the residue in the strainer



4. Rotate the screw back and forth if the juicer stops

## Fruit jiggle jelly pleasant dessert

Ingredients: Fruit juice 200ml, gelatin 24g, honey 40g



1. Squeezing fruit in Hurom juicer



2. Soak gelatin in water



3. Mix and boil the squeezed juice, soaked gelatin, and honey



4. Move contents to a dish and refrigerate

## Grape juice

Fatigue recovery, cancer, and youth



1. Wash grapes



2. Close the lever and operate. Move the lever at half open position (shown as ) when juicing



3. Change the intervals for thicker - condensed juice



4. Move the lever at half open position (shown as ) and leave the residue in the strainer

## Banana milk

Constipation improvement, fatigue recovery

Ingredients: Milk 200ml, banana 1



1. Check that juice cap and lever are closed before adding ingredients



2. Add peeled banana and start squeezing



3. Fill milk in drum and operate



4. Squeeze until ingredients are mixed

HUROM Lineup

# Hurom Juicer

Produce natural taste and nutrition



## HH Series

|                     |                                   |
|---------------------|-----------------------------------|
| Color               | Silver                            |
| Cord Length         | 4.5 ft.                           |
| Dimensions          | 6.6 x 9.3 x 15.7 in.              |
| Motor               | Single Phase Induction (A/C)      |
| Power Consumption   | 150 W                             |
| RPM                 | 40 rpm                            |
| Voltage             | 100-240V                          |
| Warranty            | 10 years                          |
| Weight              | 13.4 lbs                          |
| Fuse                | 125V 5A - 250V 8A                 |
| Standard usage time | Less than 30 minutes continuously |



HQ Series HP Series HO Series HN Series  
 HM Series HL Series HK Series HJ Series HI Series HG Series  
 HF Series HE Series HD Series HC Series HB Series HA Series

# Hurom Chef

New and leading food processor technology that brings natural taste and nutrition to your kitchen



### Nutrient loss kept to minimum

The highly durable screw pushes ingredients in between exterior walls to press, grind and squeeze them. It keeps nutrient loss to minimum by slow squeezing system.



### Kitchen icon with convenience

A must-have item in the kitchen, substituting various kitchen appliances for saving cooking time by making a dish with simple use and auto clean function.



### Multi-purposed cooking features

Hurom's multi-purpose juicer can squeeze out fresh green juice from aloe, kale and pine needles. It offers a wide variety of cooking functions from meat grinding to noodle making and sauce grinding.



Since 1974

# You deserve to live healthy beyond 100 years

Since its establishment in 1974, Hurom has committed to improving human nutrition, dietary habits, and lives by developing cutting-edge technology through research and innovation in the global kitchen appliance industry.



## Global Network



### Hurom Corporation

Address : 158-19, Golden root-ro, Juchon-myeon, Gimhae-si, Gyeongsangnam-do, Korea  
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### Seoul branch

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### Hurom LS Corporation / Hurom R&D center

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### Hurom China

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### Hurom China Shanghai Office

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### Hurom India Branch Office

Address : G -122 sushant shopping arcade, sushant lok -1 Gurgaon, Haryana  
Tel : +91-124-427-3500/3600

## R&D

### Ceaseless Research & Development

Hurom relentlessly innovates. Ceaseless R&D helps develop improved technology and new juice recipes. Hurom promises to continue creating new value for consumers.

### R&D: 70 personnel

Design, plan, reliability certification, product planning: 40 personnel

Product quality: 30 personnel



Product Development Center / Nutrition Analysis Center / Product testing lab / Recipe Development Center

## Leap forward as a global kitchen appliance company



### Juchon Hurom

Annual production of 1,500,000 units



### Nongso Hurom

Annual production of 2,300,000 units



### LS Hurom

Annual production of 1,400,000 units



### Tumen Hurom

Annual production of 3,000,000 units

# Aggregate annual production of 8,200,000 units