

Okuchi



Japan's #1 Mouthwash Brand

'OKUCHI Series' Global Partnership Proposal

E-mail

andrew@gntkorea.co

Phone

+82-10-9222-5736

Official Website

<https://gntglobal.co.kr/>



Global and Trade

G&T KOREA is a Korea-based product creation company that integrates the entire process from product planning and development to manufacturing, marketing, distribution and consumer engagement – delivering innovative Korean products to global markets.



OKUCHI Lemon

Okuchi Lemon



オーラルケア
第1位



オーラルケア
第1位



殿堂入り
HALL OF FAME



オーラルケア

A Mouthwash Brand Trusted by Consumers Across Japan

✓ Nationwide Media Recognition



"Featured across television, magazines, newspapers, social media, and digital platforms throughout Japan"

✓ No.1 Online Mouthwash in Japan



"Ranked No.1 on @COSME, Japan's largest beauty review platform"

Validated in Japan, Increasing Demand Among Korean Consumers



김습습Double
Soup
668K Subscribers



사유리 임니다
303K Subscribers



동네친구 강나미
1.49M Subscribers



윤은혜의
EUNHYELOGIN
402K Subscribers

✧ Featured by Korea's Top Influencers and Celebrities ✧

A Trusted Oral Care Brand Loved by Consumers Across Japan

Available in over 100,000 stores through convenience stores, pharmacies, and drugstore chains across Japan.

✓ Japan's Top 3 Convenience Store Chains

マチのほっとステーション
LAWSON

Lawson

FamilyMart

FamilyMart

7-ELEVEN

7-Eleven

✓ Leading Drugstore Chains in Japan

ドン.キホーテ

Don Quijote

welcia

Welcia

マツモトキヨシ

Matsumoto Kiyoshi



Reliable Manufacturing & Quality Assurance System

✓ Manufacturing & Packaging System

- Automated manufacturing and packaging systems ensure consistent quality.
- Standardized processes maximize production efficiency and reliability.

✓ Production Stability & Scalability

- Scalable production capacity supports growing market demand.
- Stable sourcing ensures uninterrupted manufacturing operations.

✓ Quality Assurance Process

- Multi-stage quality control from raw materials to production.
- Every production lot is inspected to ensure safety and consistency.



Why Okuchi Wins?



Brand
Story



Product
Differentiation



Market
Opportunity



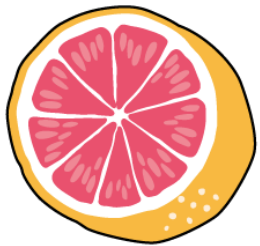
Product
Line-up



Consumer
Experience

1. Brand Story

✓ Fruity Flavors



Why does mouthwash always have to be strong and intense?
Consumers may find oral care more approachable with enjoyable fruit flavors.

✓ Portable Convenience



Why are most mouthwashes only available in large bottles?
A single-use pouch format offers convenience anytime, anywhere.

✓ Character Branding



Character marketing has become a powerful tool across many industries.
Why not bring the same approach to oral care?



Conclusion

A new oral care experience combining portability, enjoyable flavors, and friendly character branding!

2. Product Differentiation

✓ Mild Formula, No Water Required



✓ Visible Cleansing Technology



✓ Patents & Clinical Testing

ECOWORLD PHARM
90, Eoksandan 6-ro, Daejeon-met, Daejeon
T. 061-331-9963 | F. 061-331-9964 | www.ecoworldpharm.com

TEST REPORT

Product Name	Okuchi (LEMON)	Inspection date
Test Item	Standard	Result
Appearance	A brown clear liquid	Somewhat ok
Taste	product-specific flavor	Same
Smell	Lemon odor	Somewhat ok
Weight(g)/Volume (ml)	Average mass of the reference formulation is greater than or equal to the indicated quantity	11.40
pH	3.0±0.5	3.1
Microbial limit test (CFU/ml)	TAMC: Less than 1×10 ³	0
	TYMC: Less than 10	0
	P. aeruginosa	Negative
	S. aureus	Negative
	E. coli	Negative
	Candida	Negative
Resuspension	No Foreign matter, contamination and sediment	None
Accelerated Test (25°C/50%RH/1h)	Same as before	Same

The above test items have been set up according to the MFC (when advertising or displaying test results on containers) and report must be indicated.

報告書

部 署 研究部
作成日 2022.10.13

タイトル オクチの汚れの発生の原理

1. 目的: オクチ マウスウォッシュの汚れの発生の原理を説明

2. 内容
汚れの発生原理: キトサンとチャモニエキスのカチオン成分が適正なpH範囲の中で口内にあるタンパク質と科学的に結合し、汚れ(固まり)を形成。

3. 汚れの発生原理 イメージ

キトサン + 口内タンパク質 + カデニン

汚れの固まりが発生

・オクチ成分の中には、キトサン、チャモニエキス(カデニン)、pH調整剤のチロシン、リンゴ酸が含まれている。
・オクチ成分の中のキトサン、チャモニエキス(カデニン)は口内の適正なpHの範囲の中でタンパク質と結合し、汚れの固まりを形成する。
・着色剤としてのカラメル色素が形成された汚れに着色され可視化できる。

ECOWORLDPHARM Co., Ltd.

3. Market Opportunity



From school and work to travel, dining, and entertainment, OKUCHI offers broad consumer appeal and strong global growth potential.

4. Product Line-up



Okuchi Lemon
오쿠치 레몬



Okuchi Mint
오쿠치 민트



Okuchi Cherry
오쿠치 체리



Okuchi Orange
오쿠치 오렌지



Okuchi Peach
오쿠치 복숭아



Okuchi Shine muscat
오쿠치 샤인머스켓



Okuchi Green Apple
오쿠치 청사과

With a portfolio of approximately 20 variants, including best-selling flavors such as Lemon and Mint, OKUCHI enables strategic product launches tailored to the characteristics of each market.

5. Consumer Experience

Why Japan Matters?

Japan is widely regarded as one of the world's most demanding consumer markets, making success in Japan a strong indicator of product quality and brand credibility.



友人に教えてもらい、初めて購入し、やってみました。こんなに汚れがたまっていたのかとビックリです。後味スッキリで爽快感がたまらない。

"I was amazed by the visible cleansing effect and the refreshing feeling afterward."



汚いものがごそとと取れている感じがします。インビザライン（矯正）をしているのですが、これを使った後は、白濁なく綺麗な矯正器具のままでいられました。

"It removes hidden buildup and keeps my aligners clean and clear."



口の中の汚れが目に見えるので爽快です！レモン味もお気に入りです！常備してます！

"I love the visible cleansing effect and refreshing lemon flavor."



出先で歯磨き出来ない時にとても便利。びっくりするくらい汚れが取れます。あともサッパリして良いですね。

"Perfect for on-the-go use, with a surprisingly effective cleansing result."

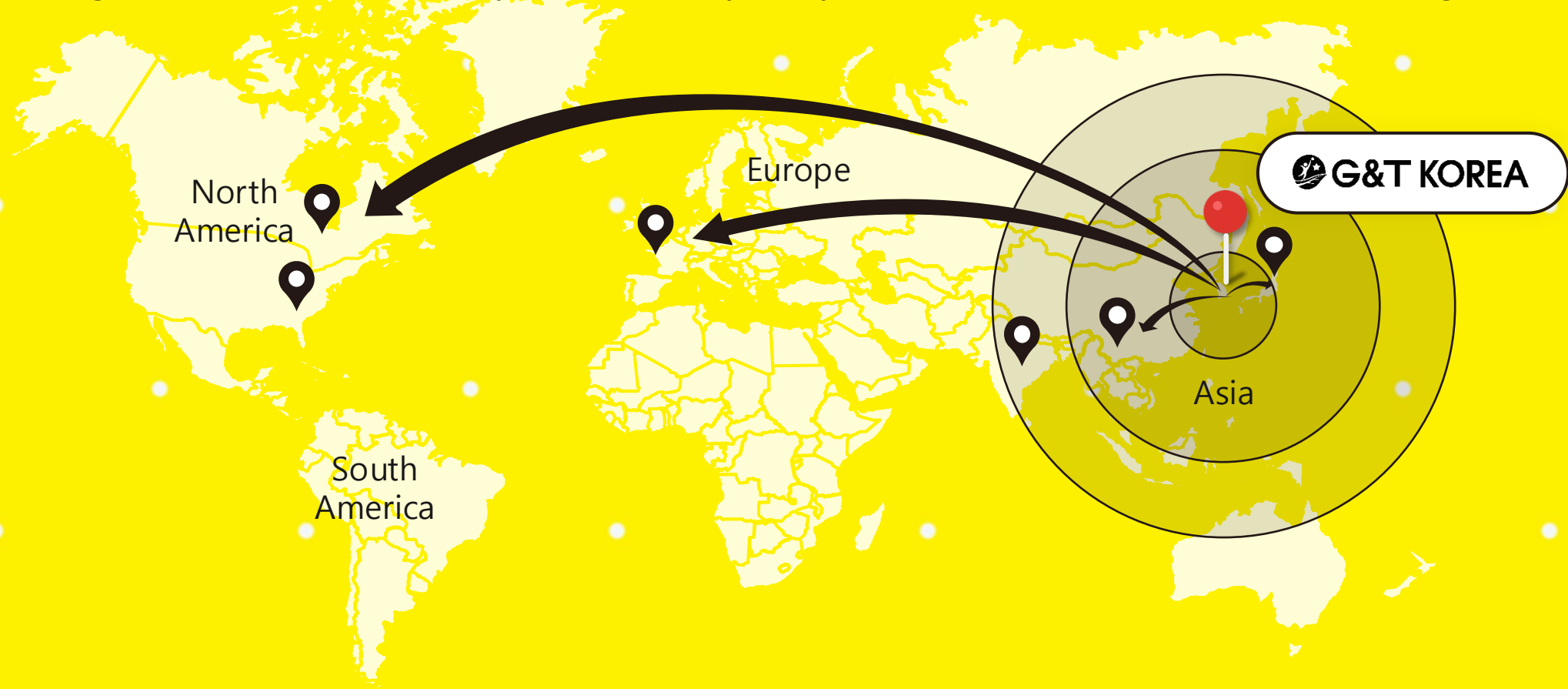
Our Go-To-Market Strategy

A strong product is the foundation of global success,
while strategic distribution is the key to delivering its value to consumers.



One Exclusive Distribution Partner per Country

Exclusive distribution rights are granted on a country-by-country basis, subject to annual MOQ commitments. Distribution agreements are automatically renewed every two years upon continued fulfillment of the agreed MOQ.



Regional Expansion Opportunities



Partners demonstrating sustained sales growth and long-term market development may be considered for additional distribution opportunities in neighboring markets.

This creates opportunities for broader market expansion while strengthening long-term strategic collaboration.

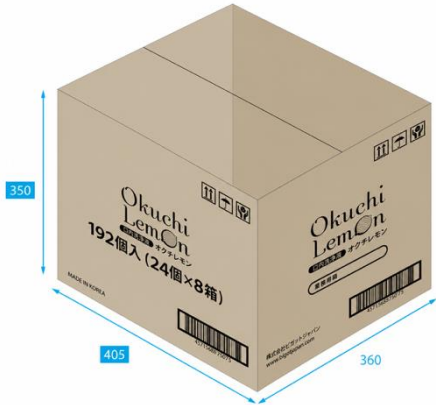
* MOQ requirements can be tailored to the scale of the partnership *

Supporting Local Market Growth

Marketing support includes social media advertising and local influencer collaborations.
Offline activations initiatives may also be considered based on market needs.



Inner Box / Master Carton Specifications

PACKAGE LEVEL	PHOTO	PACKAGING CONFIGURATION	TOTAL PACKS	DIMENSIONS (L x W x H)
Inner Box 이너 박스		24 x 5-Pack OPP	24 Packs (24 x 5-Pack OPP)	170 x 194 x 165 mm
Master Carton 아우터 박스		8 Inner Boxes (24 x 5-Pack OPP each)	192 Packs (24 pcs x 5-Pack OPP x 8 Inner Boxes)	360 x 405 x 350 mm

Samples are provide on a paid basis, with email serving as the primary communication channel.
Following an online or in-person meeting, partnership terms
and contracts procedures will be discussed upon mutual agreement.

✓ Sample Price List

Unit: KRW(VAT Excluded)

	ITEM	QTY	Price
1	Okuchi Lemon	10,000	1,400
2	Okuchi Lemon Example	5,000	1,600
3	Okuchi Lemon	1,000	1,800
4	Okuchi Lemon	<100	2,000

A sample pricing sheet based on order quantity
will be provided separately via email.

✓ Communication Channels

[Supported Languages]

- English
- Korean
- Japanese



A Proven Product, ✨ A Global Opportunity.

'OKUCHI' has already earned the trust of consumers in Japan.
Now, we look forward to building the next stage of growth together
in your market.

Okuchi ✨



CONTACT

Andrew Won (Seiyeon Won)

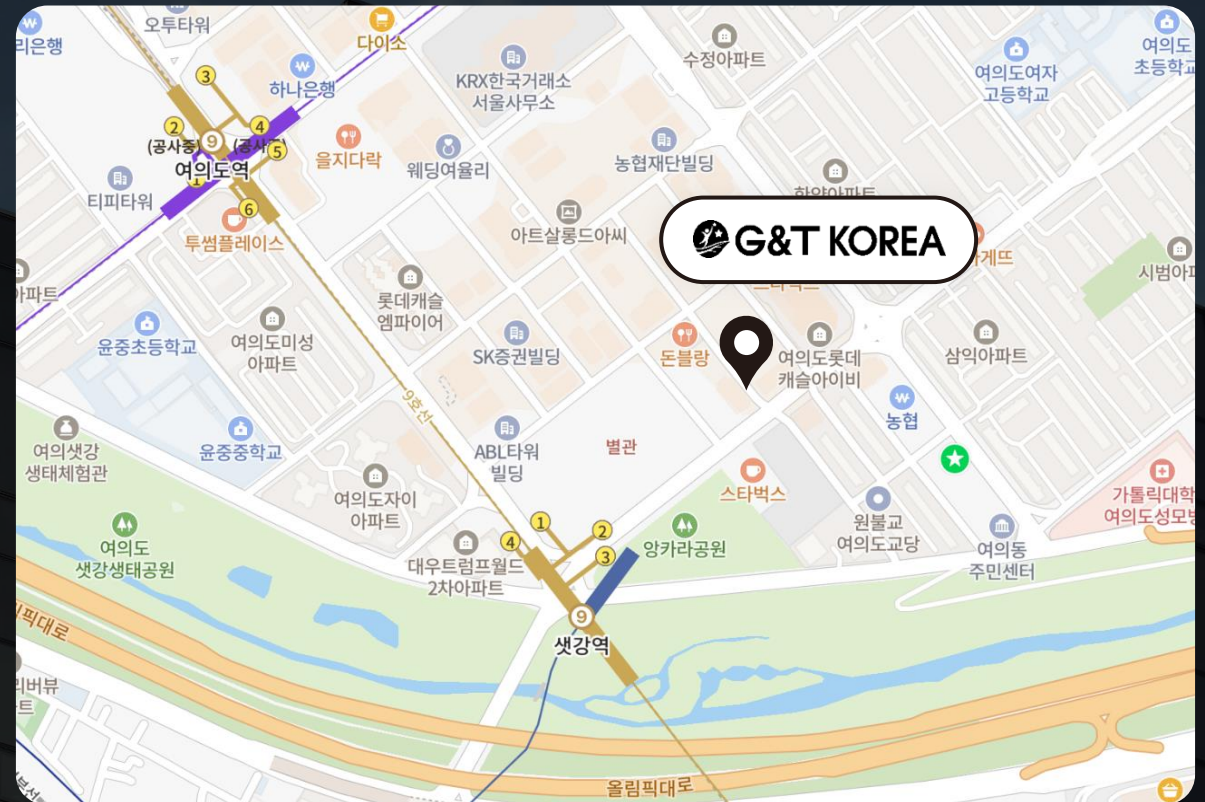
Global Sales & Distribution

Director of Global Sales & Partnerships

Phone : +82-2-6294-5588

Mobile : +82-10-9222-5736

E-mail : andrew@gntkorea.co



(주)지앤티코리아 | G&T KOREA

서울특별시 영등포구 여의대방로 379, 509호 (여의도동, 제일빌딩)

379, Yeouidaebang-ro, Yeongdeungpo-gu, Seoul, Republic of Korea