



# SAFRISE

Rise mind Rise body



werange



+



**Vision :** Global No.1 K-inner beauty company

**Mission :** Comforts weary bodies and minds,  
much like the color orange—the warmest color in the world.

# Company



- 2024년 6월 법인 설립
- 신사업창업사관학교 (경기) 선정 및 중간평가 1위
- KOTRA 주관 '2024 Seoul Food in Bangkok' 박람회 참가 : 인도, 스리랑카 기업과 MOU 체결
- 2025 경기 여성 창업 경진대회 장려상 수상
- 중소벤처기업부 'TOPS' 브랜드 선정
- SSG.COM 美지엄 팝업 행사(성수동) 참여
- 산업통상자원부 / KOTRA 주관 '2025수출 붐업코리아' 참가 : 일본, 중국 기업과 MOU 체결
- 2026 산업통상자원부 / KOTRA 주관 '한-중 비즈니스 파트너십' 참가 : 50만 달러 본계약 체결
- 중소벤처기업부 '브랜드 소상공인 점프업' 선정
- G-Fair 충청 / 용인시 일본 시장 개척단 선정- 도쿄 시부야 팝업 행사 참여
- G-Fair KOREA 참가 예정(10/29~31)
- 국내: 자사몰, 네이버 스마트스토어, SSG.COM, CJ온스타일 입점
- 해외: 일본 Qoo10 Japan, 중국 Tmall Global, 홍콩 SaSa 입점

# 팀소개



## 김성미 대표

경영 / 마케팅 / 커뮤니케이션



### 주요 전문성 및 역할

- 학력/경력
  - 서울예대 연극과
  - 광고 모델 10년, 라이브커머스 셀러 3년 경력
- 브랜드 전략 수립 및 마케팅 캠페인 기획
- SNS 마케팅 및 인플루언서 협업 관리
- 온/오프라인 판매 채널 확장 및 유통망 구축
- 판매 관리 및 고객 커뮤니케이션 전략 수립



## 이순장 대표

경영 / 개발/연구 책임자



### 주요 전문성 및 역할

- 학력/경력
  - 한동대 생명식품과학부 학사 / 아주대대학원 의생명과학과 석사
  - 前 연세대의대 연구원
  - 前 이룸 마케팅팀 / 개발팀
  - 前 코스맥스바이오 전략마케팅팀
  - 前 교원 (건강식품 분야) 자문위원
- 제품 연구 개발 총괄
- 해외 시장 진출 전략 및 비즈니스 파트너십 개발
- 제품 리뉴얼 및 신제품 연구 개발
- 제품 효능 검증 및 임상 결과 관리

SAFRISE

Product



# SAFRISE

**국내 최초 사프란 스틱젤리**

사프란추출물이 세로토닌을 높여  
화, 짜증, 우울감을 낮춰주고  
포만감을 주어 체중이 감소하며  
수면의 질을 향상시킵니다.



# Product

많은 스트레스는 세로토닌(행복 호르몬)을 감소하게 만듭니다.  
세로토닌 수치가 낮아지면, 우울감, 수면부족을 일으킵니다.  
또 고탄수화물, 고지방의 군것질 횟수가 늘고 강박적 과식을 하게 되어, 결국 체중을 증가시킵니다.

## SIGNS YOU MAY HAVE SEROTONIN DEFICIENCY



ANXIETY

DEPRESSED  
MOOD

AGGRESSION

IMPULSIVE  
BEHAVIOR

INSOMNIA

DEMENTIA AND  
COGNITIVE DECLINEOBSESSIVE-COMPULSIVE  
DISORDERPANIC  
DISORDER

PTSD



스트레스

세로토닌  
수치 감소

우울감, 과식  
군것질 증가

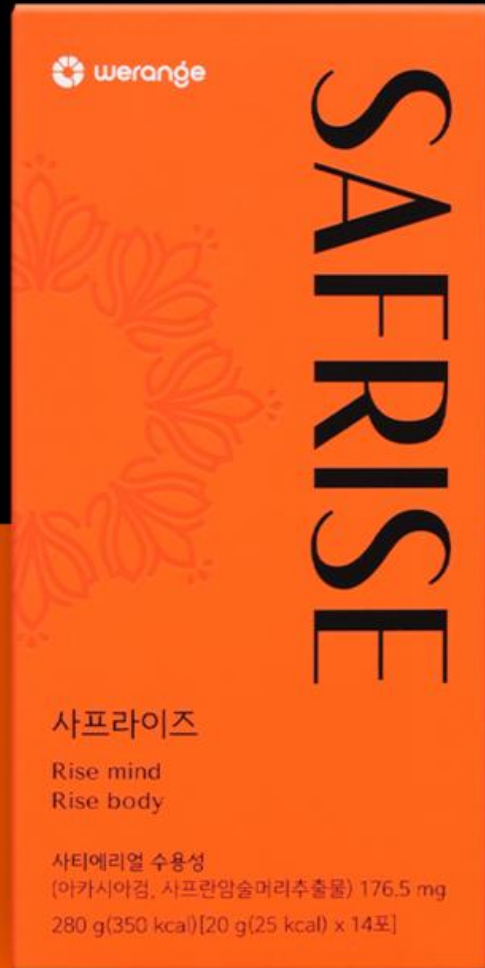
체중증가

Solution  
세로토닌 증가!



사프라이즈

# RISE MIND RISE BODY SAFRISE!



사프라이즈는  
사프란 암술머리 추출물(사티에리얼)과  
비타민B complex(B<sub>1</sub>,B<sub>2</sub>,B<sub>6</sub> 100%)로,  
마음을 편안하게 몸을 가볍게 하여  
놀라운 일상을 선물합니다.

## Keypoint

- SATIEREAL 176.5 mg
- Vitamin B complex(B<sub>1</sub>,B<sub>2</sub>,B<sub>6</sub>) 100%
- Healthy alternative sweeteners
- Stick jelly
- The most expensive saffron
- HACCP certified manufacturer

# What is Saffron?

## 세계에서 가장 비싼 향신료 : 사프란

사프란(saffron)은 사프란 크로커스(saffron crocus, 학명: *Crocus sativus*) 꽃의 암술머리를 건조시켜 만든 향신료입니다.  
기원전 16세기부터 사용해온 사프란은 크레타 벽화속에서도 볼 수 있습니다



# The most expensive saffron

사프란 1g을 얻기 위해 160송이의 꽃에서  
500여개의 암술을 채취



귀한 사프란 암술머리의 핵심성분이 사프라날(Safranal)

사티에리얼(SATIEREAL)은  
사프라날이 **0.34% 이상**이 되도록  
관리하고 있어요

| CERTIFICATE OF ANALYSIS                                                                                                                                                                                                                                                                                                                                                        |                                                                             |                         |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------|----------|
| Product: SATIEREAL® - AS<br>Product Code: N20110260 Batch number: 202210251033<br>Manufacturing date: 18/02/23 (mm/yy) Re-test date: 10/02/26 (mm/yy)<br>Botanical name: Crocus sativus L.<br>Plant Part Used: Stigmas<br>Excipients: Acacia gum<br>Solubility: 10% in water<br>Description: Fine powder with beige/yellow to orange color and characteristic odor and taste** |                                                                             |                         |          |
| ANALYSIS                                                                                                                                                                                                                                                                                                                                                                       | SPECIFICATION                                                               | METHODS                 | RESULTS  |
| Identification                                                                                                                                                                                                                                                                                                                                                                 | Conforms to Eur. Ph. Monograph for Saffron for Homeopathic Preparations 7th | HPTLC                   | Complies |
| Assay                                                                                                                                                                                                                                                                                                                                                                          | Absence sudan red                                                           | HPLC                    | Absence  |
| Assay (%)                                                                                                                                                                                                                                                                                                                                                                      | Min 0.34 Safranal***                                                        | Spectrophotometry       | 0.51     |
| Loss on drying (%)                                                                                                                                                                                                                                                                                                                                                             | ≤ 10.0                                                                      | IR balance 105°C        | 1.01     |
| <b>Microbiology</b>                                                                                                                                                                                                                                                                                                                                                            |                                                                             |                         |          |
| TAMC (cfu/g)                                                                                                                                                                                                                                                                                                                                                                   | ≤ 10000                                                                     | Bu. Pharm c.v. (2.6.12) | Complies |
| TYMC (cfu/g)                                                                                                                                                                                                                                                                                                                                                                   | ≤ 100                                                                       | Bu. Pharm c.v. (2.6.12) | Complies |

## SAFRANAL ASSAY

SPECIFICATION 규격

Min 0.34 Safranal

RESULTS 결과

0.51%

SAFRISE

# SATIEREAL 176.5mg

세계 유일 체중조절 특허 사프란

**SATIEREAL**®  
by Natac

SATIEREAL은 NATAC의 사프란 암술머리추출물의 상표입니다.

세계 7개국 특허원료 /  
Diet Supplement(체중조절 보조제)로서  
14개국 국가 사용 승인



US 9,833,489 B2



ES 2 616 128 T3



AU 2007245501 B2



CA 2 648 985 C



DK 2010012 T3



EP 2 010 012 B1



JP 6093425 B2

사프라이즈 한포에

임상 논문 함량 그대로 사티에리얼 176.5mg

microcrystalline cellulose carrier using a liquid saffron extract to cellulose ratio of 1/6 (16.7% wt/wt) to obtain the final Satiereal extract powder. Concentrations of active ingredients in the dried extract were analyzed according to validated methods and standardized using a functional test (5-HT uptake in vitro assay vs reference agent). Each colored hard gelatin capsule contained 88.25 mg of Satiereal (see Table 1 for composition). Two capsules were taken each day to provide 176.5 mg of Satiereal daily. Satiereal is notified and registered as food supplement in France by the National Trade and Fraud Authority (Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes).

176.5 mg of Satiereal daily



100% 식물성



코셔인증



korea halal

할랄인증



ELSEVIER

Available online at www.sciencedirect.com



Nutrition Research 30 (2010) 305–313

Nutrition  
Research

www.nrjournal.com

Satiereal, a *Crocus sativus* L extract, reduces snacking and increases satiety in a randomized placebo-controlled study of mildly overweight, healthy women

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<sup>a</sup>Biomedical and Global Clinical Solutions, Parc Technologique du Canal, 26 rue Hermès, 31520 Ramonville Saint-Agne, France

<sup>b</sup>Nutraveris, Parc Technologique du Zoopôle, 18c rue du Sabot, 22440 Ploufragan, France

Received 18 January 2010; revised 14 April 2010; accepted 21 April 2010

## Abstract

Snacking is an uncontrolled eating behavior, predisposing weight gain and obesity. It primarily affects the female population and is frequently associated with stress. We hypothesized that oral supplementation with Satiereal (Inoreal Ltd, Plerin, France), a novel extract of saffron stigma, may reduce snacking and enhance satiety through its suggested mood-improving effect, and thus contribute to weight loss. Healthy, mildly overweight women (N = 60) participated in this randomized, placebo-controlled, double-blind study that evaluated the efficacy of Satiereal supplementation on body weight changes over an 8-week period. Snacking frequency, the main secondary variable, was assessed by daily self-recording of episodes by the subjects in a nutrition diary. Twice a day, enrolled subjects consumed 1 capsule of Satiereal (176.5 mg extract per day (n = 31) or a matching placebo (n = 29). Caloric intake was left unrestricted during the study. At baseline, both groups were homogeneous for age, body weight, and snacking frequency. Satiereal caused a significantly greater body weight reduction than placebo after 8 weeks ( $P < .01$ ). The mean snacking frequency was significantly decreased in the Satiereal group as compared with the placebo group ( $P < .05$ ). Other anthropometric dimensions and vital signs remained almost unchanged in both groups. No subject withdrawal attributable to a product effect was reported throughout the trial, suggesting a good tolerability to Satiereal. Our results indicate that Satiereal consumption produces a reduction of snacking and creates a satiating effect that could contribute to body weight loss. The combination of an adequate diet with Satiereal supplementation might help subjects engaged in a weight loss program in achieving their objective.

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**Keywords:** *Crocus sativus*; Food supplement; Placebo-controlled trial; Satiety; Snacking; Women  
**Abbreviations:** BMI, body mass index; GI, gastrointestinal; SEM, standard error of mean.

사프란추출물(SATIEREAL)가 기분 개선 효과를 통해  
군것질(Snacking) 빈도를 줄이고 포만감(Satiety)을 향상시켜  
체중감소에 기여 할 수 있습니다

## 특허 사프란 SATIEREAL<sup>®</sup> 연구결과

**대상** 건강한 여성 60명  
\*25-45세, BMI 25-28 kg/m<sup>2</sup>

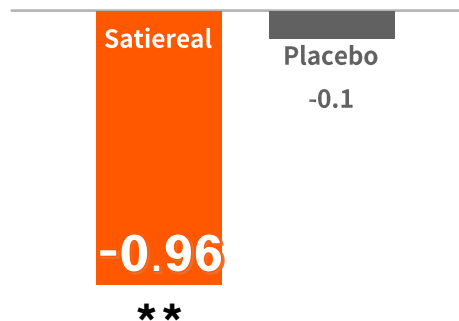
**기간** 8주

**실험 그룹** - Placebo(N=29)  
- 사티에리얼(SATIEREAL)  
176.5mg (N=31)  
\*칼로리 섭취 제한하지 않음

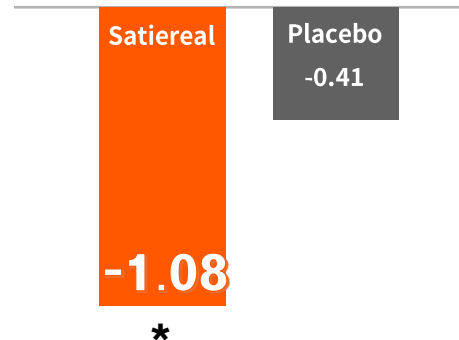
BMI 평균 26kg/m<sup>2</sup> 의 건강한 여성이  
Satiereal<sup>®</sup> 8주간 섭취

# SATIEREAL 176.5mg

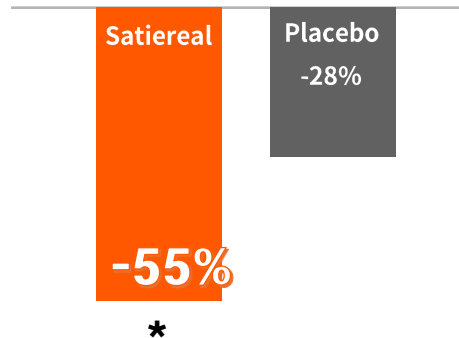
체중 감소(0.96 kg)



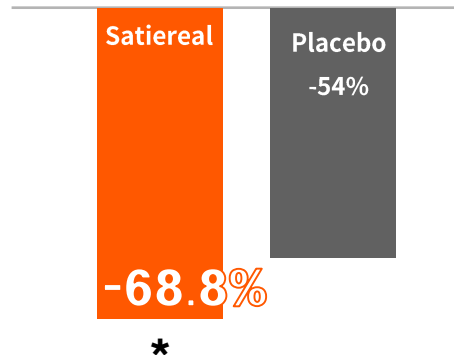
허벅지 둘레 감소(1.08 cm)



군것질 감소(55%)



배고픔 감소(68.8%)



# Saffron & Depression



Available online at [www.sciencedirect.com](http://www.sciencedirect.com)

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Journal of  
ETHNO-  
PHARMACOLOGY

Journal of Ethnopharmacology 97 (2005) 281–284

[www.elsevier.com/locate/jethpharm](http://www.elsevier.com/locate/jethpharm)

## Hydro-alcoholic extract of *Crocus sativus* L. versus fluoxetine in the treatment of mild to moderate depression: a double-blind, randomized pilot trial

A.A. Noorbala<sup>a</sup>, S. Akhondzadeh<sup>a,\*</sup>, N. Tahmacebi-Pour<sup>a</sup>, A.H. Jamshidi<sup>b</sup>

<sup>a</sup> Psychiatric Research Center, Roozbeh Hospital, Tehran University of Medical Sciences, South Kargar Avenue, Tehran 13337, Iran

<sup>b</sup> School of Pharmacy, Tehran University of Medical Sciences, Tehran, Iran

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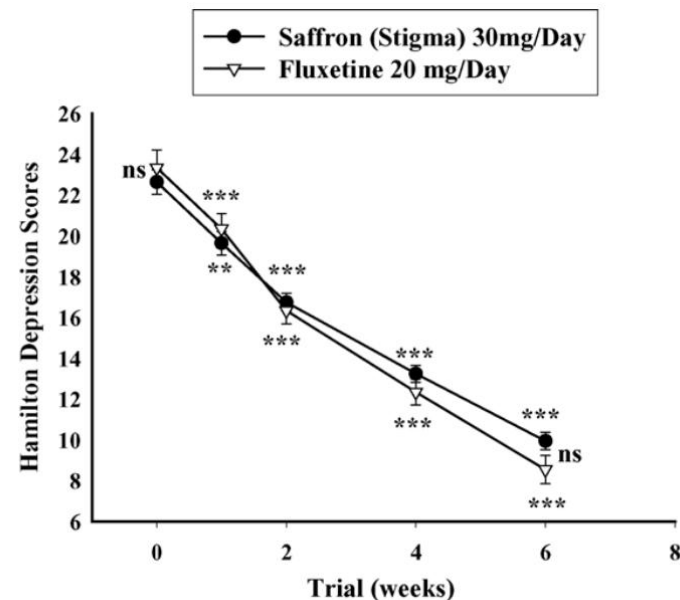
Available online 6 January 2005

### Abstract

Depressive disorders are very common in clinical practice, with approximately 11.3 of all adults afflicted during any a year. Saffron is the world's most expensive spice and apart from its traditional value as a food additive, recent studies indicate several therapeutic effects for saffron. It is used for depression in Persian traditional medicine. Our objective was to compare the efficacy of hydro-alcoholic extract of *Crocus sativus* (stigma) with fluoxetine in the treatment of mild to moderate depression in a 6-week double-blind, randomized trial. Forty adult outpatients who met the Diagnostic and Statistical Manual of Mental Disorders, fourth edition for major depression based on the structured clinical interview for DSM-IV and with mild to moderate depression participated in the trial. In this double-blind, single-center trial and randomized trial, patients were randomly assigned to receive capsules of saffron 30 mg/day (BD) (Group 1) and capsule of fluoxetine 20 mg/day (BD) (Group 2) for a 6-week study. Saffron at this dose was found to be effective similar to fluoxetine in the treatment of mild to moderate depression ( $F=0.13$ , d.f. = 1,  $P=0.71$ ). There were no significant differences in the two groups in terms of observed side effects. The results of this study indicate the efficacy of *Crocus sativus* in the treatment of mild to moderate depression. A large-scale trial is justified. © 2004 Elsevier Ireland Ltd. All rights reserved.

**Keywords:** *Crocus sativus*; Depression; Fluoxetine; Herbal medicine; Saffron; Stigma

\*Hamilton Rating Scale for Depression score:  
우울 수준을 확인하기 위한 평가도구



## 시험설계

대상: 30명의남녀

※ 대상자의초기 해밀턴스코어는18점이상

Group1: Saffron 30mg/day (>2% safranal)

Group2: Fluoxetine\* 20mg/day

\*세로토닌 재흡수 억제제 계열의 항우울제

## 시험결과

Group1의 해밀턴스코어 54% 감소

Group2의 해밀턴스코어 64% 감소

Saffron이 Fluoxetine과 유사한 효과 보임

## Saffron and Sleep Quality: A Systematic Review of Randomized Controlled Trials

Seyyed Kiarash Sadat Rafiei<sup>1\*</sup>, Setare Abolghasemi<sup>2\*</sup>, Mahsa Frashidi<sup>3</sup>, Shiva Ebrahimi<sup>4</sup>, Fatemeh Ghareh<sup>1</sup>, Zahra Razmkhah<sup>5</sup>, Najmeh Tavousi<sup>6</sup>, Behnaz Mahmoudvand<sup>7</sup>, Melika Faani<sup>1</sup>, Narges Karimi<sup>8</sup>, Amir Abdi<sup>8</sup>, Mahsa Soleimanzadeh<sup>9</sup>, Mahya Ahmadpour Youshanlui<sup>3</sup>, Sayedeh-Fatemeh Sadatmadani<sup>10</sup>, Reyhaneh Alikhani<sup>11</sup>, Yasamin Pishkari<sup>12</sup> and Niloofar Deravi<sup>1</sup>

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The mechanism of the saffron effect on sleep quality is not well known but some studies showed the saffron-mediated analgesic effects on sleep quality because insomnia and poor sleep quality are among the factors that are closely related to pain.<sup>52</sup> By investigating the effect of saffron on sleep quality, we found a powerful connection between the use of saffron, sleep quality, and decreased anxiety. In the higher stages of sleep disorders, using crocin should not be a stand-alone intervention. In these stages, using saffron should be an adjunct intervention beside other treatment ways.

### ABSTRACT

**BACKGROUND:** Sleep quality is defined as an individual's consent to sleep experience. Poor sleep quality has important adverse health outcomes. There are drugs to treat sleep disorders but consumption of these drugs is accompanied by adverse effects whereas herbal treatments have fewer side effects. Saffron is spice obtained from *Crocus sativus* flower. Several articles have been done on its effects on the quality of sleep and its safety. This review for the first time critically evaluates effect of saffron on sleep quality improvement.

**METHOD:** The search technique aims to get all related published data-based up to 2022 articles. PubMed, Central, Google Scholar, and Scopus were examined. Only full reports were evaluated (abstracts were excluded). The first screening was done by title and abstract. Then full text of articles was read and irrelevant articles were removed. Duplicate articles were also removed by Endnote. By using Cochrane risk of bias tool assessment, a quality score based on probability of bias was given. Methodological characteristics were also evaluated using the criteria of Stevinson and Ernst.

**RESULT:** In the systematic review, 5 randomized clinical trials with 379 participants from 3 countries were identified. In placebo-comparison trials, saffron contains a large treatment.

**CONCLUSION:** It seems that saffron has a beneficial influence on duration and quality of sleep. Saffron, crocin, and safranal induce hypnotic effects by increasing the duration of sleep. Research conducted so far provides initial support and safety for use of saffron to improve sleep quality.

**KEYWORDS:** *Crocus sativus* L, saffron, sleep quality

# Vitamin B / Healthy sweeteners / Stick jelly

- 비타민B complex의 시너지 효과
- 120년 전통 DSM 사의 비타민B<sub>1</sub>,B<sub>2</sub>,B<sub>6</sub>(원산지 : 독일)



Quali-B®

www.qualityforlife.com  
Quali® is a trademark of DSM



독일

비타민 B<sub>1</sub>



독일

비타민 B<sub>2</sub>



독일

비타민 B<sub>6</sub>

- 건강한 단맛



- 프락토올리고당
- 에리스리톨
- 효소처리스테비아

- 오렌지맛으로 맛있고, 스틱젤리로 간편하게



# HACCP certified manufacturer



**HACCP 인증 제조원에서  
철저한 관리와 기술력으로  
제조하였습니다**

\* HACCP : Hazard Analysis Critical Control Points





# SAFRISE



# Seoul Food in Bangkok 박람회 참가(코트라 주관)

- 인도, 스리랑카 기업과 MOU

# kotra



## SEOUL FOOD in BANGKOK 2024

B2B 및 B2C 참가기업 모집 중  
성공적인 동남아 시장 진출 및 비즈니스 확대 지원

**B2B exhibition**

2024.10.18 - 10.20

장소: 태국 방콕 Icon Siam, True Icon Hall



**B2C pop-up store**

2024.10.18 - 11.03

장소: 태국 방콕 Icon Siam, Sook Siam



주최/주관: kotra INNOCEAN

독자들과 시선을 함께하는  
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홈 > 뉴스 > 사회

## (주)위렌지, '사프라이즈'로 서울푸드인방콕 박람회에서 인도, 스리랑카 해외 바이어와 100만달러 MOU 체결

▲ 김세현 기자 | © 입력 2024.10.31 16:30 | ☎ 수정 2024.10.31 17:09 | 댓글 0



사진: (주)위렌지 김성미 대표가 인도 해외바이어와 MOU 후 기념 촬영을 하고 있다.

### 최신뉴스

- 강원특별자치도, 돛토리현 지사 환영으로 30주년 ...
- 대한민국 지방시대 엑스포 성황리 마무리...출전 ...
- 경기도, 2024년 하반기 군(市) 관련 현안 해결을 ...
- 경기도, 경기국제공항 후보지 '화성 화성호 간척지 ...
- 광명시, 제21회 대한민국 평생학습대상 '우수 평 ...

### 영상뉴스

### 인기뉴스

- 1 액센츄어 회장 겸 CEO  
줄리 스위트, CES 2025
- 2 화웨이, 글로벌 시티 인  
텔리전트 트윈 아키텍처



# ‘수출 붐업코리아’ 박람회 참가(산업통상자원부 / 코트라 주관)



# 2026 한중 비즈니스 파트너십 :50만 달러 본계약 체결





# SSG.COM 미지엄 Festa(성수동)





# 2026 TOKYO Shibuya POP-UP



# Thank you

SAFRISE

Rise mind Rise body