

The logo for 'iyi Ki' is written in a red, cursive script. The 'i' in 'iyi' has a dot, and the 'K' in 'Ki' is stylized with a horizontal bar. A thin red horizontal line is positioned directly beneath the text.

iyi Ki

iyiki Brand Presentation

A brand that brings warmth and wellness to everyday life

A small version of the 'iyi Ki' logo, featuring the brand name in red cursive script with a horizontal line underneath.

iyi Ki

SECTION 01

BRAND STORY

A gentle brand story rooted in carrot leaves
The way iyiki views the world



Brand Story

iyiki

One small, tender carrot leaf.

Ol “iyiki” is a Turkish word meaning “fortunately” or “thankfully.”

It is often used when celebrating a birthday:

“iyiki doğdun”

“Thank you for being born.”

“I’m so glad you exist.”

Within these short yet warm words

lies a deep heart that cherishes and celebrates existence itself.

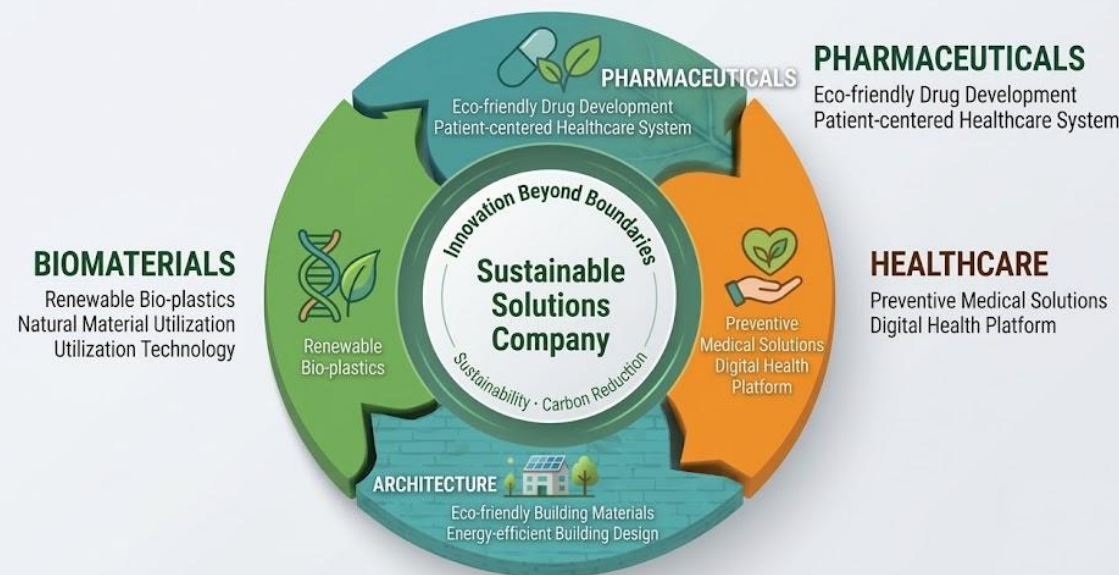
With every single cup of tea, iyiki carries the message, “You are precious,” wishing to be a small comfort and a gentle greeting in someone’s day.

İyi Ki

VISION

Starting with a carrot leaf, changing the world through hidden resources.

Beyond food, iyiki aspires to be a sustainable solutions provider crossing boundaries into pharmaceuticals, healthcare, architecture, and biomaterials.



With the belief that the greatest possibilities lie in what has been overlooked, we shift the flow of world resources and realize a circular economy that benefits both people and the planet.

PHILOSOPHY

Redefining standards from hidden resources.

01 Uncovering value in hidden resources

We look at even a single leaf with purpose, creating new value in an era of waste.

02 Innovating industries with technology and insight

Grounded in sustainability and functionality, we continuously experiment and execute technologies that honor nature.

03 Designing circularity

By connecting disconnected resources and industries, we build sustainable flows that foster positive change across society.

04 Redefining the world's standards

Challenging conventions and common wisdom, we show a new direction—proving "it can be done."

SECTION 02

PRODUCT STORY

A warm, comforting cup from a carrot leaf,
and the genuine heart behind it.

PRODUCT STORY

Richness found in the leaf, deeper than the carrot itself.

The leaf that once went unnoticed, yet held the true power all along.

Freshness begins the moment of harvest.

From Chungcheong, Gangwon, Gyeongsang, Jeolla to Jeju,
we travel across the country to personally tend each carrot field.

We harvest domestic carrot leaves directly at their seasonal peak to capture them
at their freshest state. Delivering the natural antioxidant power of the carrot leaf as
renewed life, repurposed rather than discarded.

NATIONAL CARROT HARVEST SEASON



iji Ki

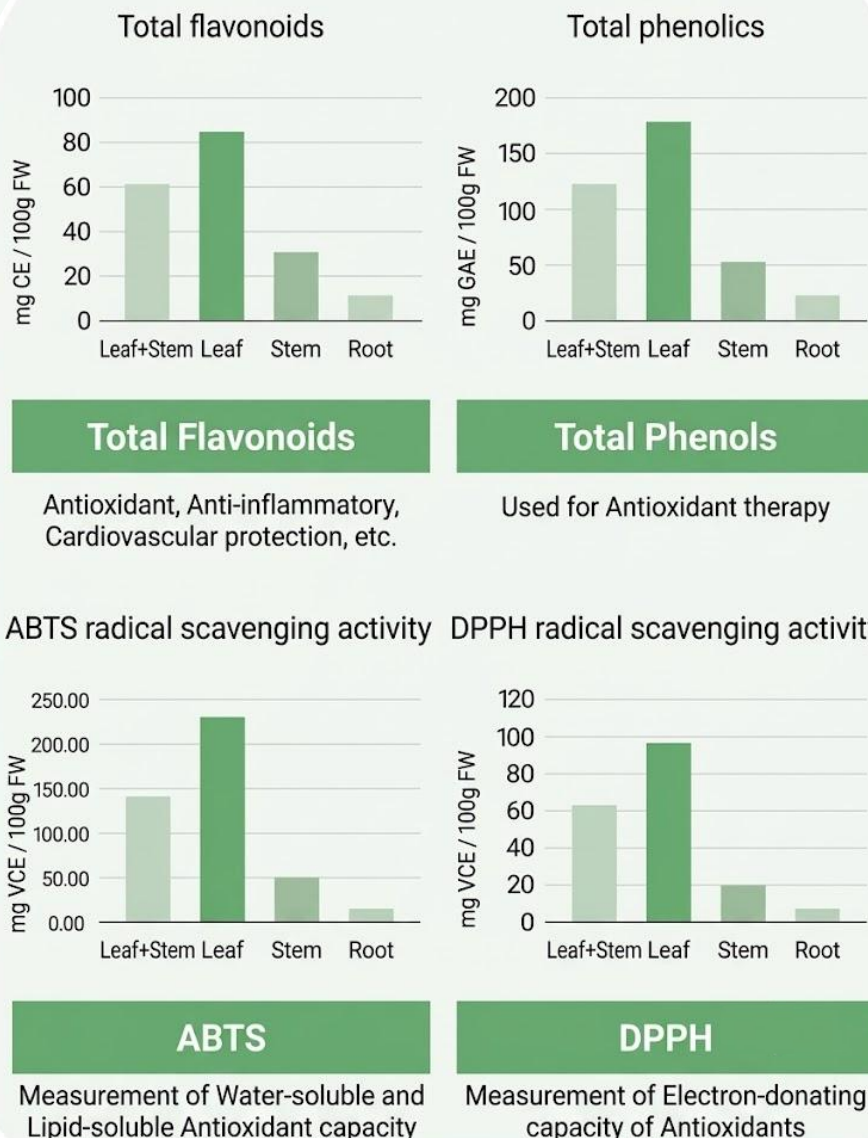
Carrot Leaf, Natural Antioxidant Power

The strength nature protected on its own
that energy lives within the carrot leaf.

Carrot leaves are rich in natural antioxidants,
including polyphenols and flavonoids.

The pure power nurtured by nature adds a refreshing
vitality to your daily life.

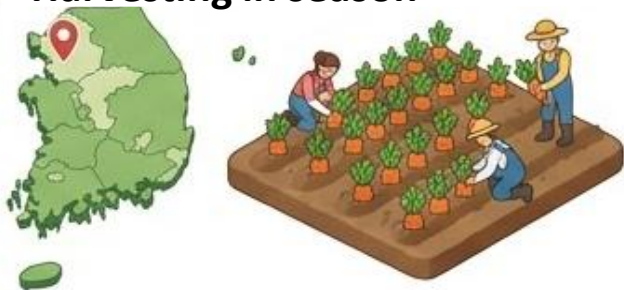
*This information refers to general raw material
characteristics,
not specific product effects.



Carrot Leaf Tea Manufacturing Process

A process ensuring freshness and safety from harvest to packaging

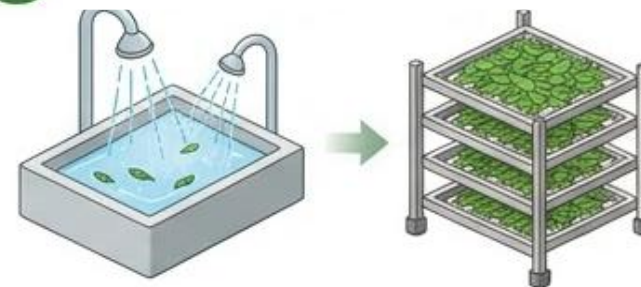
1 Locating domestic origin & Harvesting in season



2 Same-day transport after harvest



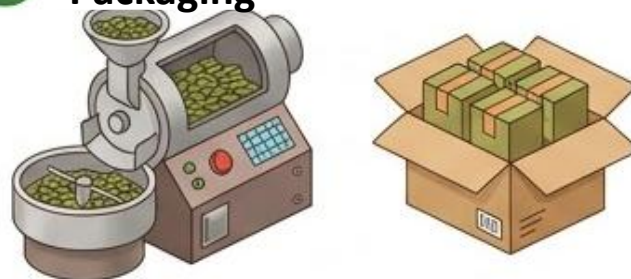
3 Primary processing



4 Immediate transfer to secondary facility



5 Secondary processing & Packaging



6 Safety & Quality verification



iyiki CARROT LEAF TEA



LINE-UP

A daily ritual of recovery for yourself with a light, soothing cup of tea.

CARROT LEAF TEA

Made with 100% Korean Carrot Leaves

CARROT LEAF 100%

NoneMediumStrong

Nutty Taste

Bitter Taste

Sweet Taste

Umami

Sour Taste



Capturing the pure, natural power of the once-unnoticed carrot leaf, this is a everyday basic tea you can enjoy comfortably each day.



[Product showcase 1]

SIGNATURE

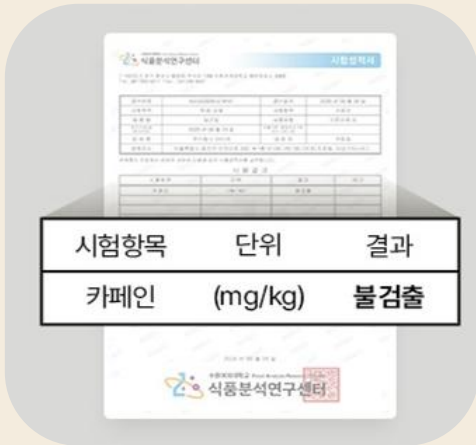
iyiki CARROT LEAF TEA

A signature wellness tea crafted with 100% carefully selected domestic carrot leaves.



ORIGIN
The Power of Ingredients

100% Domestic Carrot Leaves, hand-harvested in season from across Korea—Chungcheong, Gangwon, Gyeongsang, Jeolla, and Jeju—are captured in their pure state.



ZERO
Caffeine-Free

A verification of Zero Caffeine Detection has been completed through a precise dust-removal process. A gentle daily ritual everyone can enjoy with peace of mind.

환경 호르몬, 중금속 등 유해 물질 NO!

시험항목	단위	결과	비고
남	(mg/L)	1이하	불검출
과망간산칼륨소비량	(mg/L)	10이하	4
총용출량	(mg/L)	물 30 이하, 4 %초산 30 이하, n-헵탄 30 이하	물 불검출, 4 %초산 5, n-헵탄 불검출

PE 합지물 시험 검사 성적서 PLA 부직포 시험 검사 성적서

ECO
Eco-Friendly Packaging

Hygiene and sustainability, achieved simultaneously with cornstarch-extracted PLA biodegradable filters and individual packaging.



iyiki RED FLOW TEA



LINE-UP

A daily ritual of self-recovery with a light, soothing cup of tea.

RED FLOW TEA

- Brown Rice 40% • Jerusalem Artichoke 35%
- Carrot Leaf 15% • Bitter Melon 10%

Brown Rice 40%	Jerusalem Artichoke 35%	Carrot Leaf 15%	Bitter Melon 10%
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NoneMediumStrong

Nutty

Bitter

Sweet

Umami

Sour



Using 100% domestic ingredients for all raw materials,
this signature blend captures both the natural flow of circulation and a perfectly balanced taste.



[제품 showcase 2]

BLENDING



iyiki RED FLOW TEA

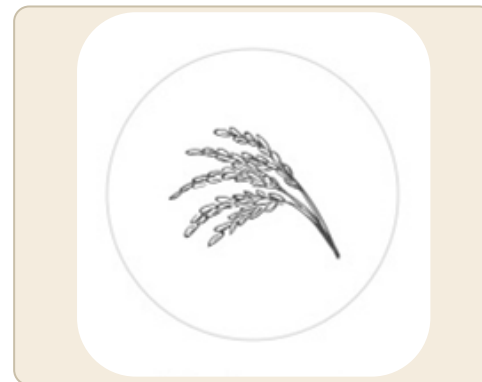
A Gentle Blend of Four Domestic Ingredients. 100% Korean Sourced Ingredients.



40%
Brown Rice



35%
Jerusalem Artichoke



15%
Carrot Leaf



10%
Bitter Melon

Balancing deep flavor with smooth sweetness, to lighten both body and mind.

iyiKi

[HACCP Certified]

CERTIFIED PROCESS



Trusted HACCP-Certified Manufacturing

Taking full responsibility for hygiene and quality, from raw material harvest to final individual packaging.



STEP 01

Seasonal Harvest

Directly harvesting domestic resources in season across Chungcheong, Gangwon, Gyeongsang, Jeolla, and Jeju.



STEP 02

Individual Packaging

Completed with individual packaging in HACCP-certified facilities.



STEP 03

Expiration Date Verification

Clear expiration date marking on both the outer box and individual wrappers.



SECTION 03

PRODUCT STORY

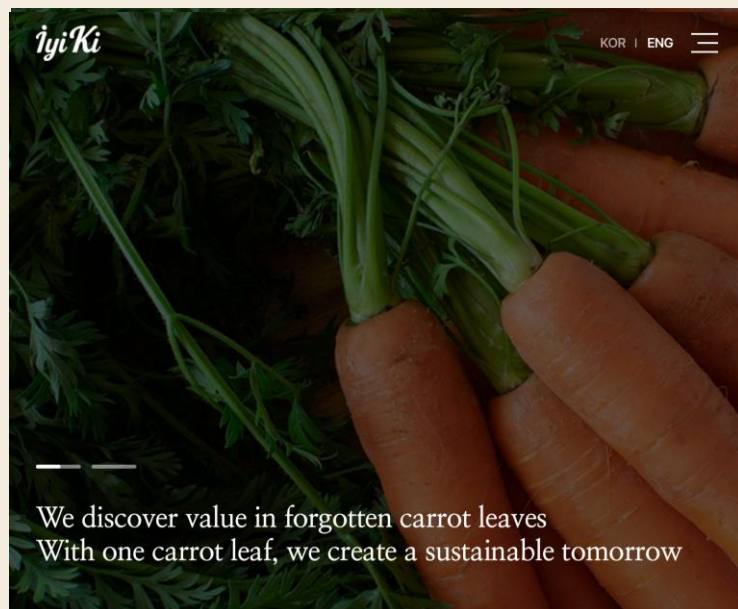
As a wellness tea brand centered on 100% domestic resources,
bringing health and lightness to your daily rituals.

[iyiki Channels]

ONLINE CHANNELS

Connecting with iyiki anytime, anywhere—

from brand stories and product info to your gentle daily cup.

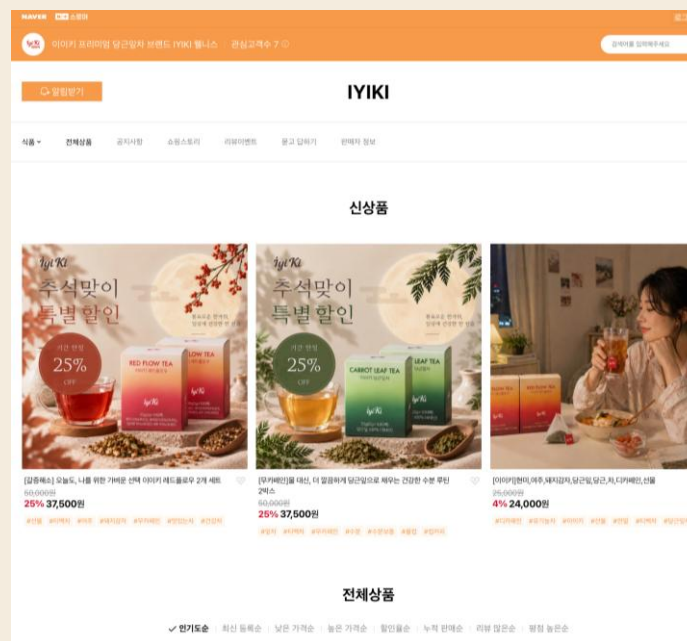


HOMEPAGE

www.iyiki.co.kr

Official Website

Discover our brand story and full product lineup
all in one place.

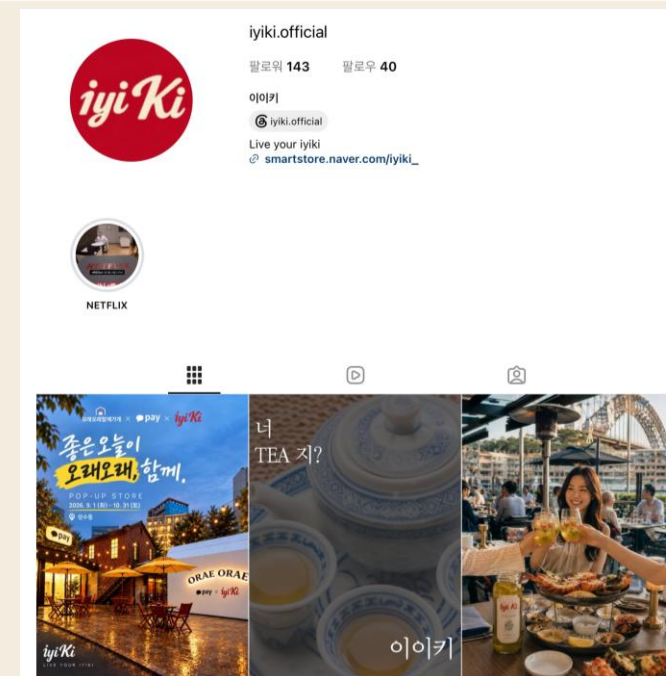


ONLINE STORE

Smart Store

Official Mall

Your official channel for easy shopping
and quick delivery.



INSTAGRAM

@iyiki.official

Instagram

Be the first to catch our brand news
and daily comforting tea moments.



[PARTNERSHIPS]

Creating new possibilities together from hidden resources.

구좌농협 하나로마트

 전국대학교병원
KONKUK UNIVERSITY MEDICAL CENTER

 기후에너지환경부
Ministry of Climate, Energy and Environment

 식품의약품안전처
Ministry of Food and Drug Safety

 수원여자대학교 Food Analysis Research Center
식품분석연구센터

 KU 건국대학교 캠퍼스타운사업단

 이화여자대학교 산학협력단

 KU 건국대학교
KONKUK UNIV.

 NH Weighttop  구좌농협유통센터

 NH  대관령원예농협



İyi Ki

LIVE YOUR İYİKİ

İyi Ki