



# EVERA & Company Introduction

HANNAH J Co., Ltd

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## Introduce

- Under the slogan of “Beautiful and natural breasts without surgery,” EVERA first introduced Brava USA to the Korean market in 2006, and through continuous research and development, the Brava medical device succeeded in terms of localization in Korea.
- In 2011, EVERA was launched as Korea’s first brand that specializes in breast care, and is continuing its efforts to improve the confidence and the quality of life of women.

**EVERA**



〈EVERA model, Jessica Gomes〉



# 01 | Company introduction / EVERA SYSTEM



- Women's breast size is featured as an aspect that affects social competitiveness.
- Women's breasts = Women's confidence
- Breast sagging and loss of firmness due to aging after the age of 25
- Reduction in size due to childbirth and repetitive diet
- Less than 1% of women consider having breast surgery.

“EVERA” for firm and beautiful breasts

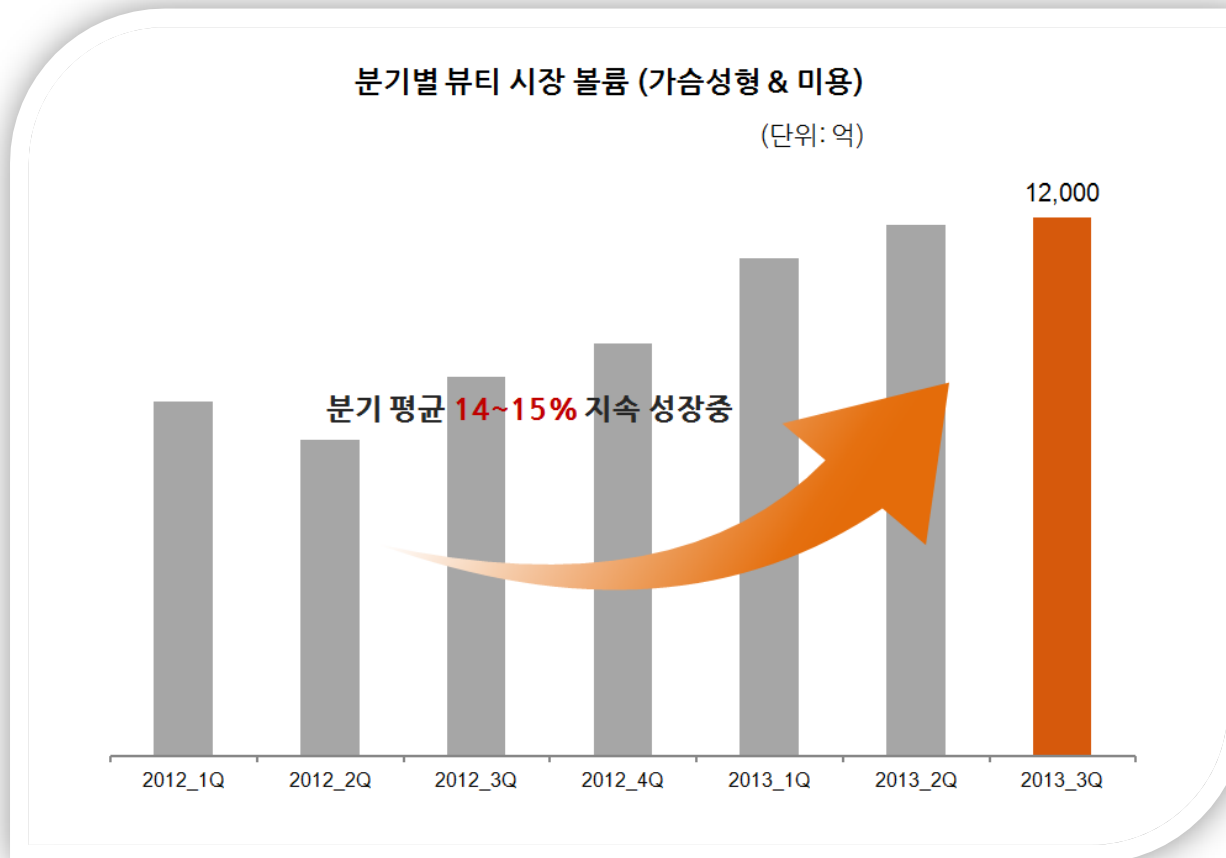
- Non-surgical method
- Worn for 8 hours daily for 12 weeks
- An average of 1-cup (90-cc) breast enlargement effect



# 01 | Company introduction / Marketability

## Status of the Korean breast care market

Korean Academy of Cosmetic Surgery (KACS) prospected the “breast surgery” market to be KRW 1.2 trillion and growing continuously.



# 01 | Company introduction

## Company Overview

- Type of business: Medical device manufacture and sales business, cosmetics manufacture and sales business
- Year of establishment: 2007
- Manufacturing license: No. 3364
- Main brand: EVERA



## Main Business

- Brand launching of “EVERA,” a brand that specializes in breasts, for healthy and beautiful breasts
- Manufacture and sales of the “EVERA” medical device for breast enlargement
- Distribution and export of “EVERA” cosmetics, which specialize in breasts
- Joint promotion with Ticket Monster (TMON) to launch an exclusive aesthetic shop program on 40 branches nationwide
- Performance of several national projects supported by the Small and Medium Business Administration (SMBA)
  - Comparative clinical study with imported products (participating institution: Seoul National University in Bundang), industry-academic cooperative technology development project (participating institution: Seoul National University)



# 01 Company introduction / EVERA HISTORY

2011

Received an authorization from MFDS for its Evera breast enlargement medical device.  
Obtained GMP quality certification for its Evera breast enlargement medical device.  
Cohosted the breast cancer campaign with No-cut health  
Hosted love for breast campaign with Daum café breast cancer patients gathering  
Launched “Imajoo” or the Evera breast cosmetic Japanese catalog.



2012

Developed Evera breast management esthetic solution.  
Launched Evera directly in various esthetic shops.  
Carried out a campaign to take care of breasts with an infant and maternity magazine.  
Hosted “Love for Breast” seminar with Song-Yi, Han from “E-cup without surgery” in the Hwasungin virus program  
Introduced in “Strategy to have water drop-shaped breasts” at tVN program, eNews.  
Signed a sales contract with shaping innerwear company, “LaLa.”



2013

Selected as the beauty award brand by a fashion magazine, SURE, in 2012.  
Introduced in tVN program, “Visual suspect,” for short-term whole body plastic surgery.  
Selected for its clinically comparable medical device by the SMBA.  
Started conducting clinical trials with Bundang Seoul National University Hospital.  
Applied for international patent for breast enlargement medical device PCT.



# 01 | Company introduction / EVERA HISTORY

2014

Octagon girl, Soo-Jung, Lee has been named the honorary ambassador.

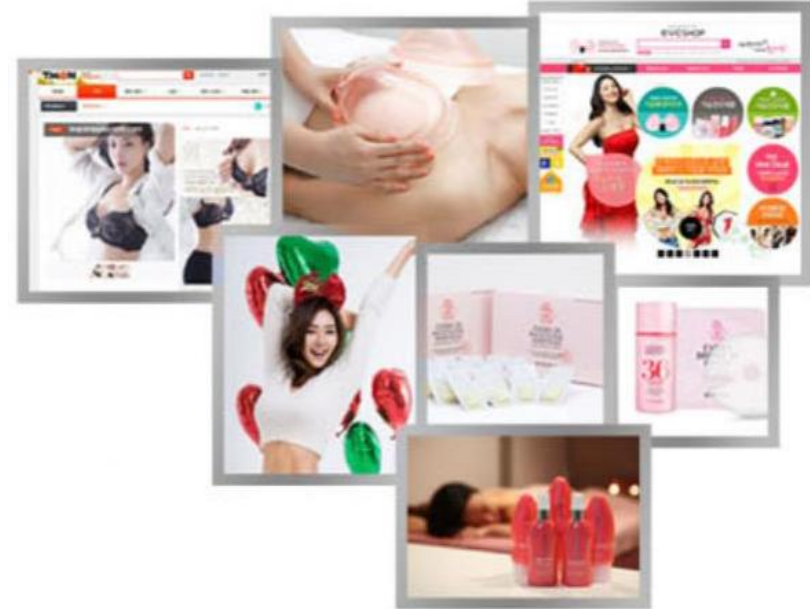
Evera's official shopping mall has been renewed and opened. A medical network has been established for Evera fat transplantation.

The company has started with its breast management esthetic affiliation business (40 shops locally).

It has signed a contract with Ticket Monster Inc., and launched Evera breast expert esthetic solution at T-mon.

It has been selected for SMBA's new technique development area.

It has partnered with Bundang Seoul National University Hospital for a research study





# 01 | Company introduction / Homepage

homepage : [www.evera.kr](http://www.evera.kr)

수술없는 자연가슴  
**EVERA**

브랜드스토리  
브레스트케어  
이브라시스템  
이브라 에스테틱  
이브라카운셀링  
이브라서비스  
이벤트  
이브샵

이브라 브레스트케어센터  
**1544 - 2770**  
평일 AM 09:30 - PM 06:30

홈 | 고객센터 | ☎ 1544 - 2770

### 이벤트

**이브라 14주 보장 프로그램 이벤트!**

효과를 확인하기 위해서는 써봐야 할수 있다!  
그래서 준비한, 100%환불보장 프로그램을 만나보세요!

이벤트  
자세히보기

이브라 상담게시판  
이브라시스템이란?  
이브라 무료체험신청  
이브라 A/S신청

상담 및 방문예약  
**1544 - 2770**

f

### 무료체험 >

커질까? 안 커질까? 착용만으로  
가슴이 커지는 이브라의 효과  
직접 확인해 보세요!

### 이상적인가슴이란? >

본인의 체형에 맞는 아름다운  
가슴의 기준이 궁금하시다면

**가슴고민?**  
아무도 모르는 가슴고민  
더 이해지고 싶은  
가슴욕심- 이브라와  
상의하세요!

GO

### 카운셀링

**내 가슴의 진실?**  
당신의 정확한 가슴사이 알고있나요? 지금 확인하세요!

한나제이(주) \*개인정보취급방침  
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동신판매신고업 제 2014-서울서초-1145호 | 의료기기판매신고 제 3920-서울서초  
개인정보관리책임자:이은미 | 이메일:misun79@naver.com  
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\* 본 제품은 의료기기이며 제품명은 의료용용인기입니다. 사용자 주의사항과 사용방법을 잘 읽고 사용하십시오!



# 01 | Company introduction / On-line Mall

On-line Mall : [www.eveshop.kr](http://www.eveshop.kr)

글램EVE를 위한 이브샵  
**EVESHOP**

가슴전문브랜드  
EVERA 공식쇼핑몰  
신규가입시 적립금2천원 증정!

이브라가 추천하는  
가슴운동&요가

인기검색어 → 이브라, 36크림, 프렘, 출전식 스포트박스, 예르되, 가슴패치

로그인 | 회원가입 | 장바구니 (0) | 주문조회 | 마이페이지

QUICK MENU  
이브라시스템  
가슴질수체크  
이브라 체험신청  
고객제품리뷰  
1:1상담  
가슴전문 스킨케어  
이브's Hot Deal  
카톡상담신청 (ID:evera0404)  
f

가슴UP! 건강UP!  
가슴건강식품  
이브라면 반드시 챙겨먹어야 할 이너뷰티

수술없이 볼륨을 꿈꾼다면...  
이브라 글래머 솔루션  
수술NO, 볼륨OK, 가슴라인UP!

내 가슴은 소중한 거니까~  
가슴전문스킨케어  
그녀들의 비밀스런 가슴관리

이벤트  
이브라 소름에 초대합니다!  
이브라 전제품의 테스트 기회 및 선착순 300명  
이브라 프렌치 머그컵 증정!

이브 Hot Deal  
가슴마사지크림 9,900원!  
최대 90% 할인!  
go

바이메이킹 보정속옷 라라  
당신의 꿈같은 대로 만들어지는  
바디 메이킹 파운데이션

이벤트  
자세히보기

최근본상품 (1)

체험고양 머그컵&패치

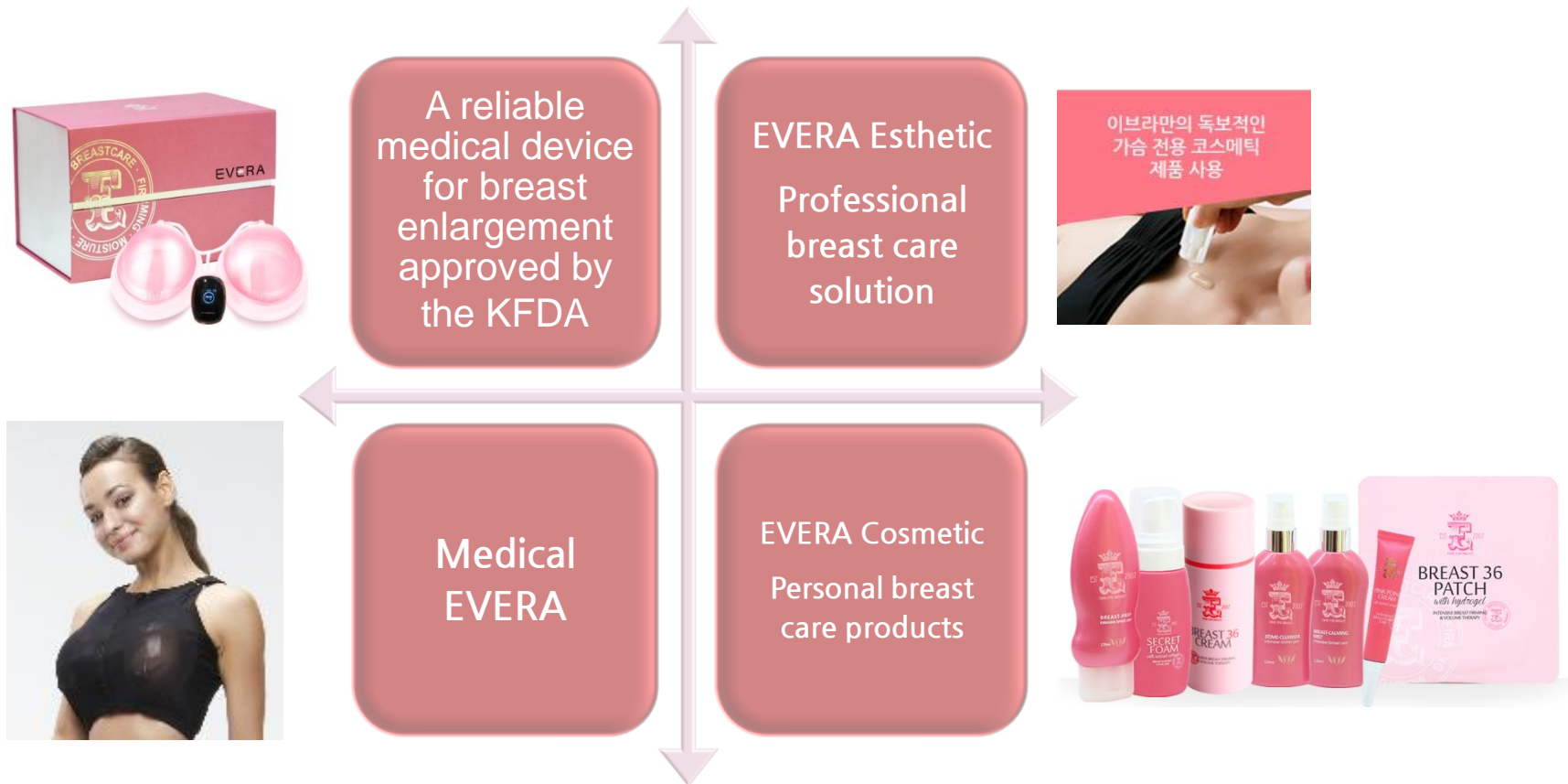
장바구니

제시카고메즈의  
글래머한 가슴을 꿈꾸는  
이브의  
쇼핑몰

# 01 | EVERA BUSINESS AREA

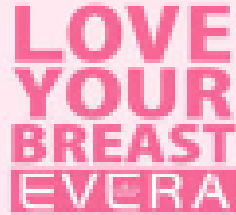
Along with the Evera system of nonsurgical breast enlargement medical device, Evera provides esthetic breast management program, cosmetic line of breast management for home care, shopping mall sales of supplemental products, and rental business for the clients of Evera system breast implant.

All products of Evera can be viewed at the official Evera shopping mall eve shop at [www.eveshop.kr](http://www.eveshop.kr).



# 02 | Company CI introduction

Company with expertise in taking care of breasts — Evera



LOVE  
YOUR  
BREAST  
EVERA

Evera aims to become a company that understands every woman. The company name comes from the word, Eve, which means meaning women, and Ra, which means bra. It provides “eve’s magic bra,” a magical bra that helps every woman to maintain their natural breasts.



For the symbol of Evera, “E” stands for the first letter of the word, Eve, with a crown that symbolizes the confidence of all woman about how they look



## EVERA Campaign

Evera participates in various cultural events with JTN agency through plays, concerts, talk shows, and in various cultural concerts through the cultural magazine, "The Real Culture." Evera tries to eliminate the existing negative insights about nonsurgical breast enlargement methods and makes an effort to disseminate proper method of taking care of breasts.

### 이브라 문화행사



Prevention for breast cancer starts with breast health awareness.

## LOVE YOUR BREAST

As a breast expert company that pursues nonsurgical natural breast, Evera participated in the pink ribbon campaign for positive female breasts healthcare.



### The Korean breast cancer prevention lecture institution

Nonprofit organization to highlight the importance of the early detection of breast cancer to prevent the number of females suffering from cancer.

Pink ribbon campaign with Evera Lecture on breast cancer prevention

### 한국유방암예방홍보강사회

(유방암연구소 후원 우디스케어 후원)

여성인생의 질을 높일 수 있는 유방암 조기검진율이 향상되어 이바지하고자 노력하고 있는 비영리단체

#### 캠페인현황

02/2024 전국 10개 지역  
참여하는 행사



### 유방암예방강좌

유방암은 자가진단이 가능한 유방질환입니다.

유방암을 스스로 진단할 수 있는 가장 적합한 시기는 생리후로  
이때는 유방이 민감해지거나 팽창되어 있지 않은 시기이다.  
만약 생리가 불규칙하거나 혹은 한달정도 가물 때에는 매달 같은날을  
정해 꾸준히 진단하도록 하자!

유방암 자가검진법 보기



속대강의모습

### Breast cancer is the only cancer that can be self-diagnosed.

The most appropriate period to self-diagnose breast cancer is right after the having monthly period.

This is when the breast is very sensitive and is not expanded, making it easier for diagnosis.

It is best to select the same day every month for self-breast diagnosis

## What is **EVERA** System??

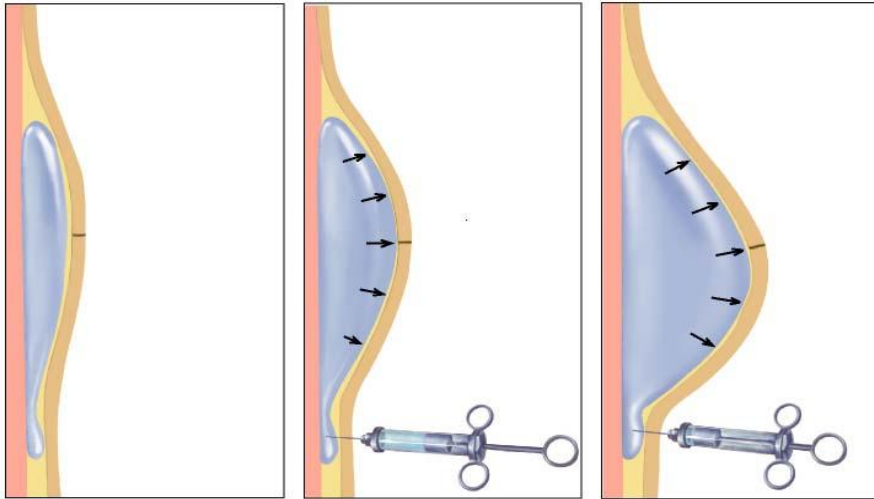


- EVERA System is a medical suction device that enables increase in breast volume without surgery and just by wearing the device.
- The system was approved as a medical device by the Korean Food and Drug Administration (KFDA) in January 2011 and is loved by women who are looking for methods other than surgery.
- Recently, EVERA System is also used as an external tissue expansion device to secure a space before and after the surgical transplantation of fat into the breast and to increase the engraftment rate of the fat.



# 03 | Product introduction\_ Scientific back ground

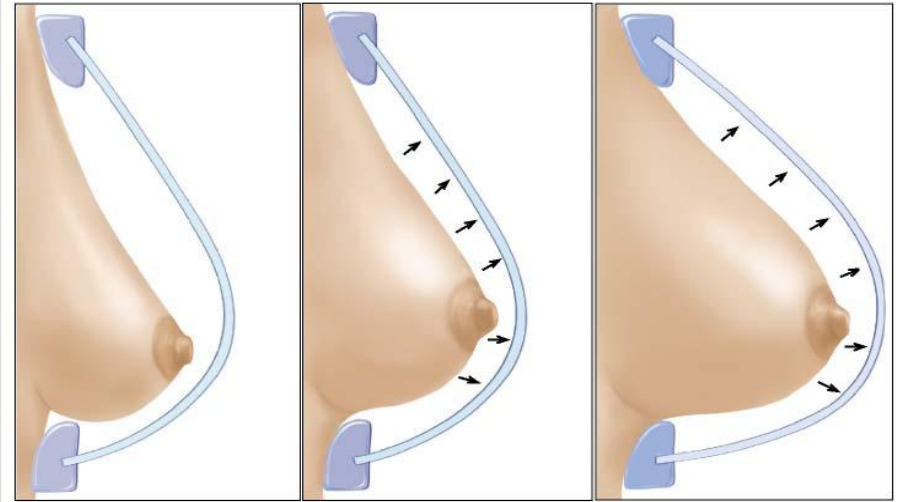
Internal Breast Expansion For Reconstruction After Cancer Mastectomy



⟨Internal tissue expansion device on breast restoration surgery (breast cancer patient)⟩

- A saline solution pack is inserted into the breast tissue and saline solution is injected to expand the internal space.
- Pushing outward = Tension = Tissue growth
- Breast development = Expansion of the breast envelope (skin)

External Breast Expansion



⟨External tissue expansion device of the EVERA System⟩

- The entire breast is pulled inside the dome covering the breast to expand the space within the breast.
- Pulling outward = Tension = Tissue growth
- Tissue growth according to the body's reaction to fill in the space
- Breast development = Overall development of the **entire breast**





# 03 | Product introduction\_ Scientific back ground

After percutaneous or open corticotomy, ilizarov device secured with wires or pins passing through bone. After 7 days, device extended 0.25 mm four times a day (1 mm/day) until desired limb length attained. Cortical bone grows in to fill distraction gap

F. Ilizarov  
1902-1992



- ILIZAROV principle of extending the arms and the legs in orthopedics
- Breast restoration surgery of breast cancer patients
- The method by which natives extend parts of the body such as the neck, ear, and lip



# 03 | Product introduction\_ Stimulation inducing cell growth



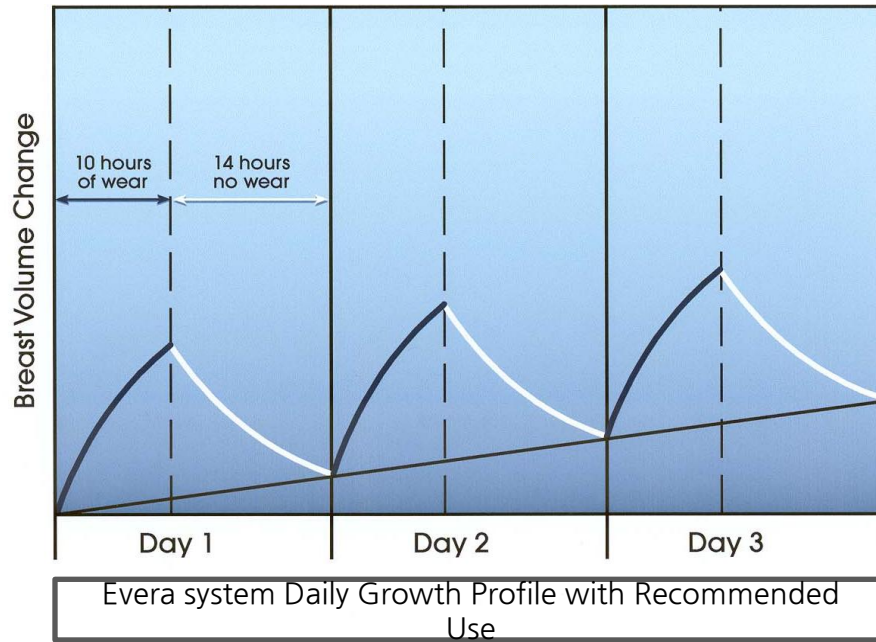
- Continuous stimulation on the breasts
  - ▶ Growth of breast tissue through cell division and proliferation
  - ▶ The optimal pressure for cell growth is 15-30 mmHg.



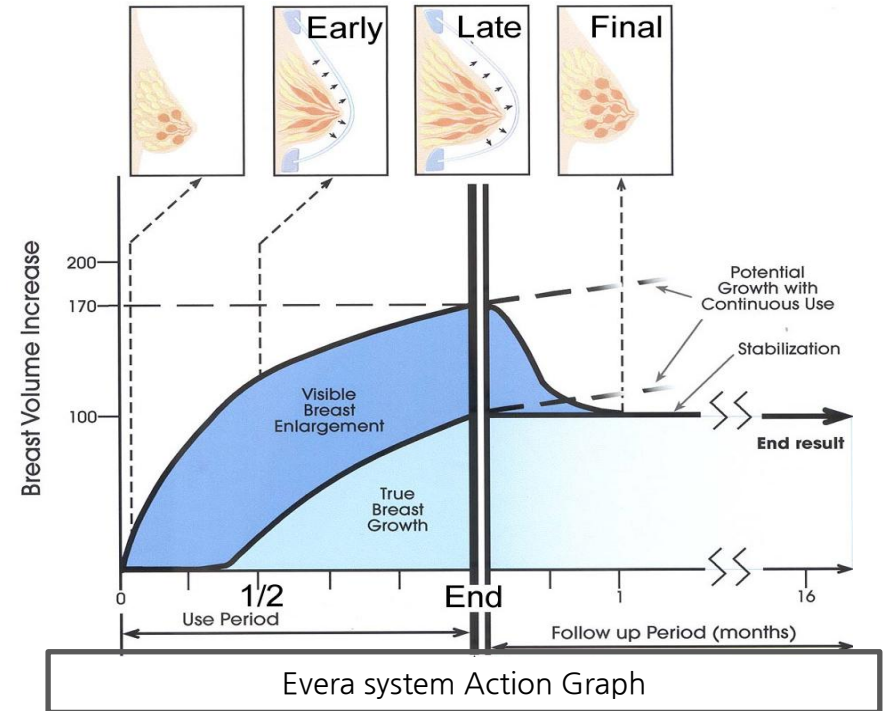
- What is the strength of the average of 20 mmHg, which is the optimum pressure of cell growth?
  - ▶ Pressure change when going up the top of a high building
  - ▶ 1/4-1/7 of the pressure change in an airplane
  - ▶ 2 kg of gravity pull on the breasts



# 03 | Product introduction\_Breast growth cycle



- As the breasts are swollen and calmed down repeatedly, breast tissue gradually accumulates. A see-saw pattern of the breast development pattern is shown visually, but actually, the breasts are developed in a gradual straight pattern.
- The graph is the result of 10 hours of use daily and 14 hours of detachment, and a more steep (faster) growth graph can be expected with frequent use daily.



- Initial 2-4 weeks of EVERA use is the period needed for securing space, and actual breast development is enabled after this period. After use, the swelling is calmed down to stabilize the tissue.
- The graph above shows the protocol of 10 weeks of use and 14 weeks of stabilization period, and larger breast development can be expected through additional use.

# 03 Product introduction\_ Advantages EVERA system

## 01 EFFECTIVE 효과적입니다.

### A reliable medical device for breast enlargement approved by the KFDA

The EVERA System is an effective method that enables natural breast enlargement just by wearing it steadily, and the product has been approved as the medical aspirator for breast enlargement by the Ministry of Food & Drug Safety in Korea last January 2011.

Because of new cell generation, EVERA is effective not only on small breasts but also in straightening their form such as in case of unbalanced breasts or flaccid breasts.

## 02 SAFE 안전합니다.

### Optimum pressure for cell generation: "15-25 mmHg"

EVERA stimulates the growth and division of breast cells through fine stimulation of 15-25 mmHg to enable breast enlargement. The stimulation is the same as the end pressure of the capillary vessel to cause no strain to the body, and the system has been proven reliable after passing the safety test conducted by the Ministry of Food & Drug Safety in Korea.

## 03 NATURAL 자연스럽습니다.

### "Natural breast line"

No temporary effect; natural breast volume through actual tissue formation  
EVERA System uses the principle of the breast tissue to grow autonomously with the help of the external pressure, therefore, natural breast line can be created without stimulating a hormone or inserting prostheses.

## 05 ECONOMICAL 경제적입니다.

### Efficient system to take care and maintain your breast

You can always reuse the product when you lose confidence after the shape of your breast has changed because of breast-feeding, repeated diet, or aging. EVERA System is an economical system of enabling continuous breast care with one-time purchase.

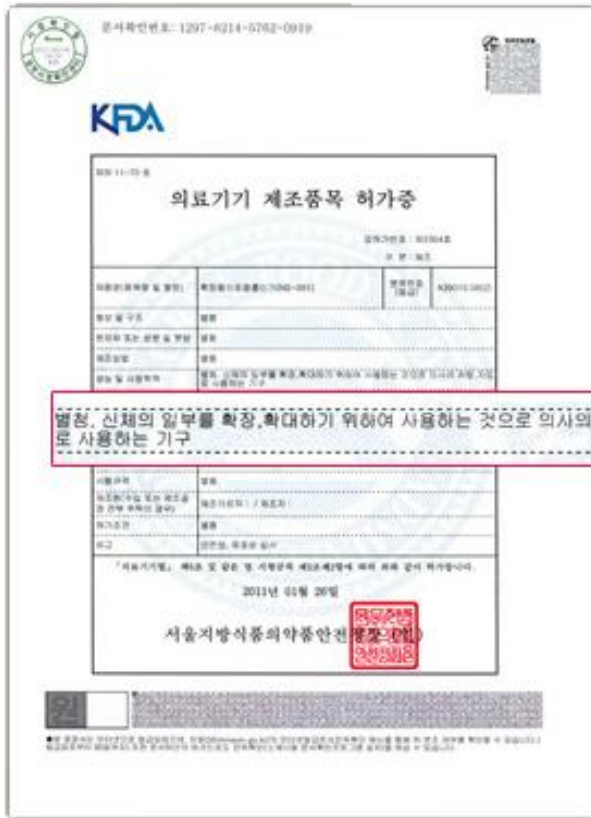
## 04 EASY 편안합니다.

### EVERA can be used whenever, wherever.

EVERA System is a personal care method that can be used based on a person's lifestyle anytime, anywhere. Also, the product is wireless to enable basic activities when wearing the product. Therefore, with EVERA System, you can take care of your breast comfortably whenever, wherever in your own space.



## EVERA Certification status



- Medical device manufacturing items permit (KFDA)



- GMP(ISO13485) Obtaining certification (KFDA)



## EVERA Certification status



- Layout design registration  
(0002056)  
(Patent and Trademark Office)



- Design registration  
(0583897)  
(Patent and Trademark Office)



- Design registration  
(0574074)  
(Patent and Trademark Office)



## EVERA Certification status



• Medical devices, clinical report (Yeouido, Gangnam, St. Mary's Hospital)

• Medical device certificates IRB (Yeouido, Gangnam, St. Mary's Hospital)

• affiliated R&D centers (Korea Industrial Technology Association)

# 03 | Product introduction\_Cosmetic

Maintaining the suppleness increases the volume of the breasts.  
Woman starts to see the signs of breast aging at 20s.  
Turn your breast age around with Evera breast expert cosmetics!



## Breast volume care



**Evera breast 36 cream**  
Feel your breasts be enhanced daily with the Evera breast 36 cream!  
Completed clinical trial at the Sederma Company in France! It helps maintain the breasts' volume and health with its safety-approved "Voluffiline and Kigeline."  
Helps boost your confidence  
Simultaneously provides whitening and wrinkle care!



**Evera breast 36 patch**  
Easily gain and improve your confidence with Evera! World's easiest breast care!  
Enhanced voluffiline, kigeline, and phytoestrogens  
Maintains breast elasticity with its patented ingredients—Amino Acid Complex® and Natural Protector®  
Can be used for voluminous breasts in a wide variety of size!  
Provides easy breast care with its six-hours-a-day attachment  
Active ingredients for breast care—concentrated hydrogels



**Breast 36 kigefilline ampule**  
Kigefilline is a compound word of voluffiline and kigeline, which is a highly concentrated esthetic ampule. As a multifunctional product that helps minimize wrinkles and whitens the skin, kigeline increases female hormones, voluffiline helps on the activation of fats, and highly moisturized hyaluronic acid helps maintain the suppleness of the breasts and prevents aging

## Breast cleanser & calming



**Evera Screte foam**  
Mild and gentle for the most sensitive area!  
Keeps the precious W zone and Y zone of women clean.  
Its citric acid content keeps the physiologic acidity near pH 5.5, helping it maintain its natural health.  
Keep the precious breast and secret zones of Eves clean!



**Evera calming mist**  
Need quick recovery of tired and damaged skin?  
The Evera calming mist, which contains Phyto-Oligo, will help your skin recover.  
Quick calming and moisturizing effect for sensitive skin

## Whitening Care for nipples



**EVERA PINK POINT CREAM**  
Patented natural whitening ingredients that cleanses and clears dark nipples and its surrounding area!  
Combination of luxury ingredients! Uses natural ingredients to whiten without causing irritation!  
Confirmed whitening effects in domestic specialized clinical centers





get it BEAUTY

9월 20일 "갯잇뷰티 12화"에 방송된  
"수술없이 예쁜가슴만들기"편 "이브라(EVERA)" 제품소개!!



방송사: SBS e TV  
프로그램: 첼퍼덕하우스




첼퍼덕하우스 (19회) 7월2일 방송된  
"2010년 비키니의 모든것"에 이브라 가슴전용크림 노출!






**Breast Firming Serum**  
대두에서 추출한 식물성 에스트로겐이 처지고 탄력을 잃어가는 가슴을 아름답고 볼륨있는 가슴으로 가꾸어드립니다.

제품상세보기



방송사: tvN  
프로그램: 이뉴스



tvN



방송사: tvN  
프로그램: 비주얼서스펙트



# 05 | Expected business effect of EVERA



Specialized breast care product launching

High-quality marketing and lease program

High-profit structure

**Business Success**





**Thank you**

TIME FOR BREAST