



MOMMY & DADDY

The Smart Choice for Parents

MOMMY & DADDY

Health Supplements for Pregnant Women and Children

The trusted choice for smart parents. At MOMMY & DADDY, **we stay true to our own philosophy.**

MOMMY & DADDY is a specialized health supplement brand for pregnant women and children, founded by a product development expert with 20 years of experience leading product innovation at one of Korea's major health food companies. Inspired by his wife's pregnancy, he established the brand with a simple goal: to create products he could confidently recommend to his own family. Guided by the belief that quality begins with the ingredients, we personally verify both domestic and international ingredient supply chains, while our dedicated

R&D team develops proprietary formulations. Every product is manufactured in facilities certified to GMP, HACCP, and FSSC 22000 standards and undergoes hundreds of tests for stability, absorption, and sensory quality before launch

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Guided by our philosophy of quality over speed, MOMMY & DADDY will grow together with our partners.

01 **Pure essentials,
zero extras**

We eliminate unnecessary ingredients and include only essential nutrients to create products you can trust.

02 **Specialized R&D driven
by market needs**

We analyze consumer needs and market trends to plan and develop differentiated products. Our dedicated R&D team continuously enhances product competitiveness through specialized research and innovation.

03 **A brand distinguished
by product excellence**

We build products that stand out in the market through honest product development and a commitment to brand integrity. We strive to be a brand that grows alongside our partners for the long term.

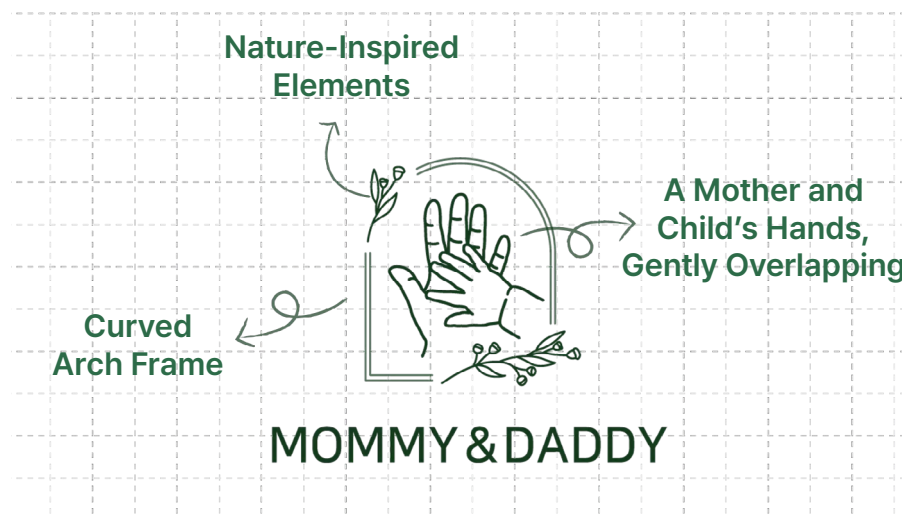




MOMMY & DADDY

What started as one husband's loving gift to his wife
has become **the go-to health solution**
for smart, caring families: MOMMY & DADDY

MOMMY & DADDY started with a simple but powerful promise: a husband's vow to create safe, high-quality supplements for his beloved wife. The greatest gift he could give his wife and child on their journey through pregnancy, childbirth, and parenting was peace of mind.



Overlapping Hands of Mother and Child "Warm Bond and Trust"

The overlapping hands of a mother and child symbolize emotional connection, care, and a family's protective love.

They reflect MOMMY & DADDY's commitment to creating products that families can choose with confidence.

Curved Arch Frame "A Safe and Comfortable Space"

The soft arch represents a secure, comforting space that gently embraces the family.

It embodies our brand philosophy of supporting families in their journey toward healthier everyday living.

Nature-Inspired Elements "A Healthy Choice from Nature"

The botanical motif surrounding the logo symbolizes our commitment to naturally derived ingredients, clean formulations with fewer unnecessary additives, and products that are gentle for the whole family.

BRAND STORY

Our Mission

**We hold ourselves to strict standards,
making products as if for our own family.**

Nature-friendly ingredients, no unnecessary additives, and certified vegan.

Our mission is to deliver safe, reliable health solutions for expecting mothers, children, and every member of the family.

Our Vision

**“Defining excellence in pregnancy and children’s health
supplements for consumers around the world”**

From pre-pregnancy through the growing years, we offer personalized solutions for every stage of life.

From Korea to the world, we’re committed to becoming a brand families everywhere can trust.

Our Core Values

**The beliefs that shaped who we are today
and continue to lead us into the future**



HISTORY

A Healthy Beginning, A Journey of Care : Key Milestones

2020

- **Launched the MOMMY & DADDY brand**
- Signed Coupang Rocket Delivery contract

2024

- Participated in leading baby fairs in Korea
- **Named an Outstanding Export Company by Sejong City**
- **Signed an MOU in Vietnam**
- Selected for the Naver Brand Store

2026~

- **Now available at Olive Young**
- Listed on Market Kurly
- Listed at Lotte Mart and Lotte Duty Free
- Expanded distribution through major hospitals and pediatric clinics
- Expanded distribution to warehouse pharmacies and strengthened the retail network

2023

- Received the 2023 Korea Outstanding Brand Award (Korea Brand Promotion Association)
- Expanded into offline pharmacies across Korea
- Launched the Kids Line
- **Rebranded MOMMY & DADDY**

2025

- **Signed an exclusive agreement to supply the full product line to obstetrics and gynecology clinics across Mongolia**
- Launched the Baby Line
- **Signed an MOU in Japan and an export agreement with Hong Kong**
- **Expanded globally through e-commerce platforms, including Shopee and Qoo10**
- **Available at Incheon International Airport Duty-Free Store**
- Launched on major home shopping channels
- **Named an Outstanding Export Company by Sejong City for the second consecutive year**

**Quality
& Trust Infrastructure**

QUALITY & TRUST INFRASTRUCTURE

Trusted GMP Manufacturing

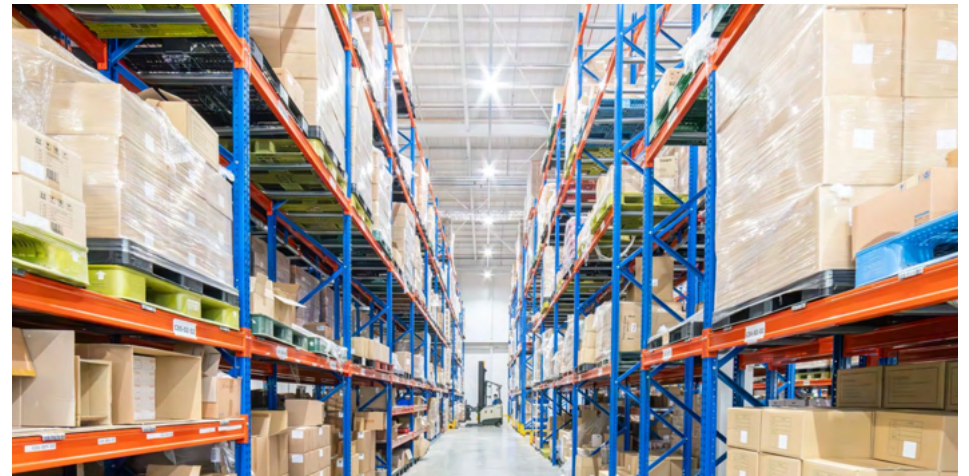
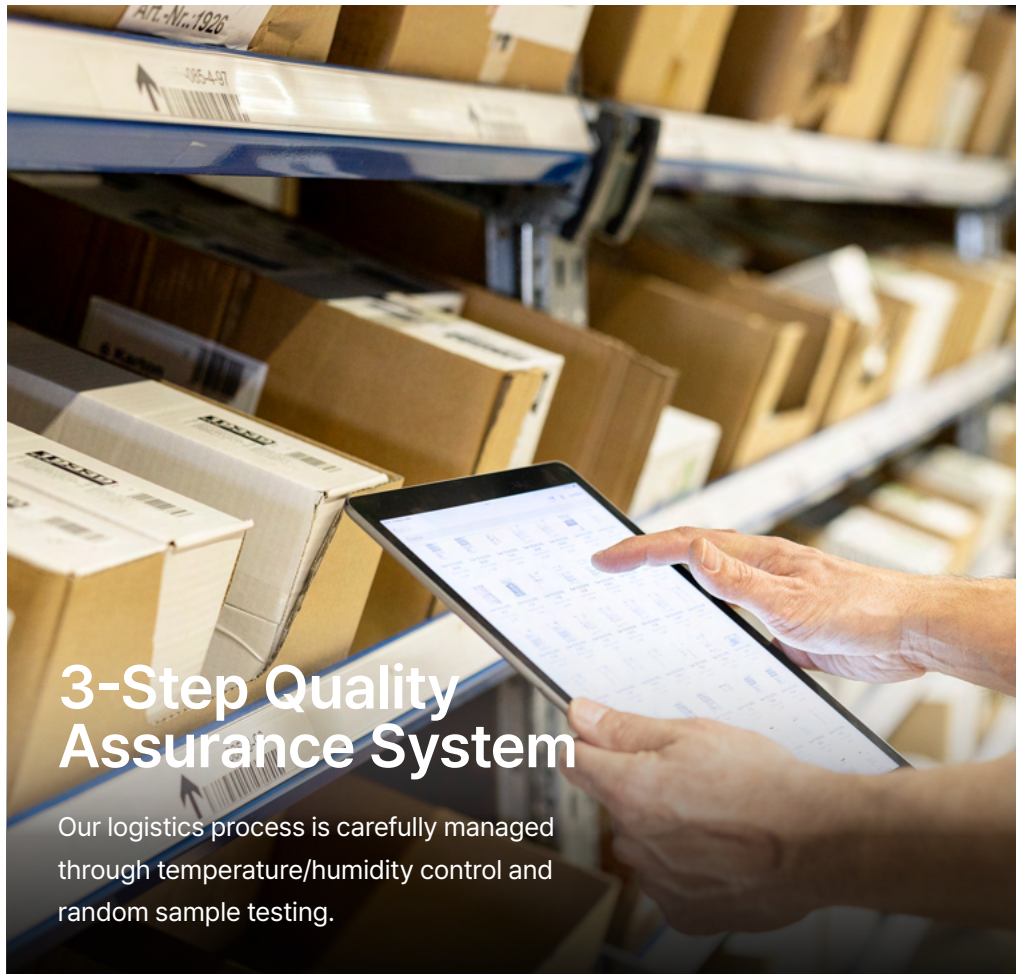
Every MOMMY & DADDY product is made in facilities that meet the strict standards of GMP for health supplements.



QUALITY & TRUST INFRASTRUCTURE

Reliable, Controlled Logistics

We operate a systematic logistics system with strict temperature and humidity management to ensure product integrity.



QUALITY & TRUST INFRASTRUCTURE

Patents & Certifications

Our products are made with patented ingredients certified by trusted institutions at home and abroad, in manufacturing facilities backed by top-tier quality assurance systems.



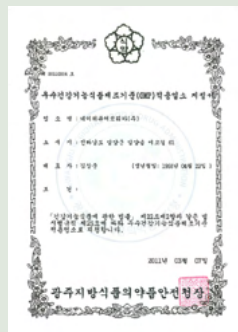
GMP Certification

The gold standard in food manufacturing for safety, effectiveness, and quality at every step.



HACCP Certification

A food safety certification granted to facilities with scientifically proven hygiene management systems.



GMP Certificate



HACCP Certificate



FSSC 22000
(Food Safety System
Certification)



European Vegan
Certification



Korean Vegan Certification

Product LINEUP

LINEUP

Baby & Kids Line

Tailored nutritional formulas designed to support healthy growth and development from infancy through childhood.

Thoughtfully formulated with essential nutrients and delicious flavors to make daily nutrition safe, enjoyable, and easy for children.

SKU Count | 6 Products

MAIN PRODUCT



Chewable Kids Vitamin D 1000 IU

Vitamin D 1000 IU (250%)
A pineapple-flavored chewable that tastes like a treat

1 capsule per day (60 capsules)



LINEUP

Liquid Line

Highly absorbable liquid formulas designed for convenient daily nutrition. Formulated to support efficient nutrient absorption while offering a smooth texture and pleasant taste for easy consumption.

SKU Count | 5 Products

MAIN PRODUCT



Liquid Iron Supplement 24mg

24mg of iron in a delicious blueberry flavor. Formulated with highly absorbable microencapsulated Lipofer iron.

1 stick per day (30 sticks)



LINEUP

Vegan Line

Premium nutritional formulas for the whole family, made with certified vegan ingredients. Carefully formulated with gentle, nature-inspired ingredients to provide safe, plant-based nutrition you can trust.

SKU Count | 7 Products

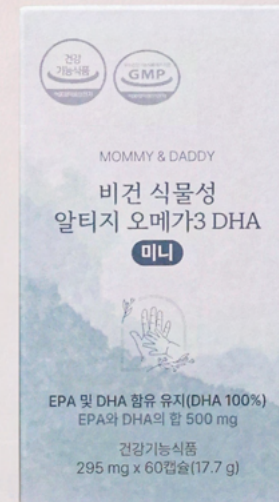
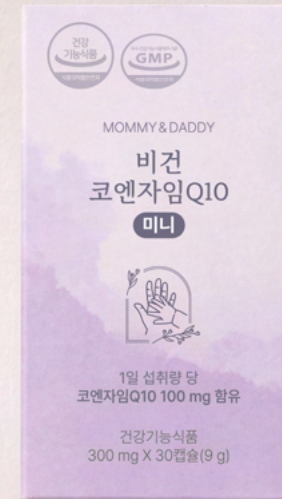
MAIN PRODUCT



Vegan Plant-Based rTG Omega-3 DHA Mini

100% DHA formula, tailored for expecting moms
Easy-to-swallow mini capsules

2 capsules, once daily (60 capsules)



LINEUP

Women's Line

Tailored nutritional formulas designed to support women's health and overall well-being. Thoughtfully formulated to promote daily wellness and nutritional balance.

SKU Count | 5 Products

MAIN PRODUCT



Inner Probiotic for Women

Contains 5 patented probiotic strains derived from the healthy vaginal microbiota of Korean women.

1 capsule once daily (30 capsules)



Best Product

Discover MOMMY & DADDY's flagship products, showcasing our product philosophy and technical expertise.

Vegan Plant-Based rTG Omega-3 DHA Mini



Over **6,849,780** Capsules Sold

Liquid Iron Supplement 24mg



Over **2,814,600** Sticks Sold

Vegan Plant-Based Vitamin D 2000IU Mini



Over **7,343,580** Capsules Sold

Sales & Distribution Channels

SALES & DISTRIBUTION CHANNELS

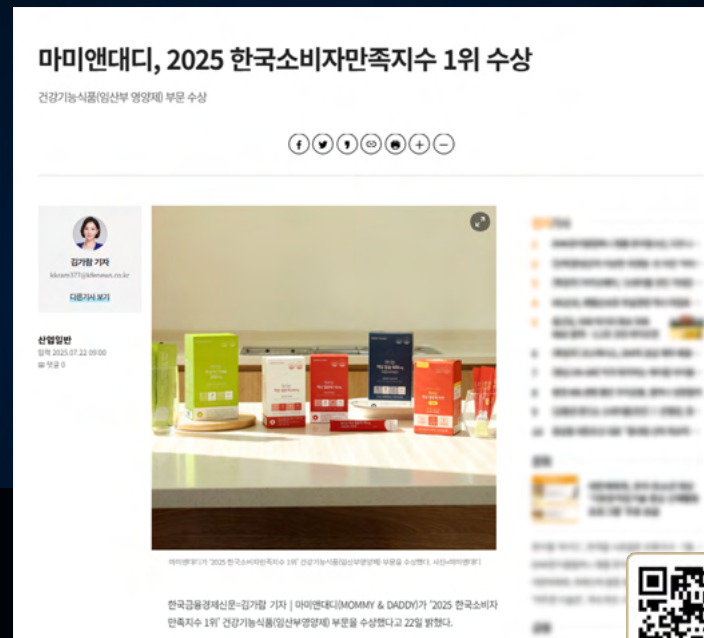
No. 1 in the Korea Consumer Satisfaction Index

Based on our commitment to customer satisfaction and trust, MOMMY & DADDY was recognized as first place in the Health Functional Food (Prenatal Supplements) category by Hankyung BUSINESS and Korea Financial Daily.



Ranked No. 1 in the Korea Consumer Satisfaction Index for two consecutive years (2025 - 2026)

Health Functional Food (Prenatal Supplements) Category



SALES & DISTRIBUTION CHANNELS

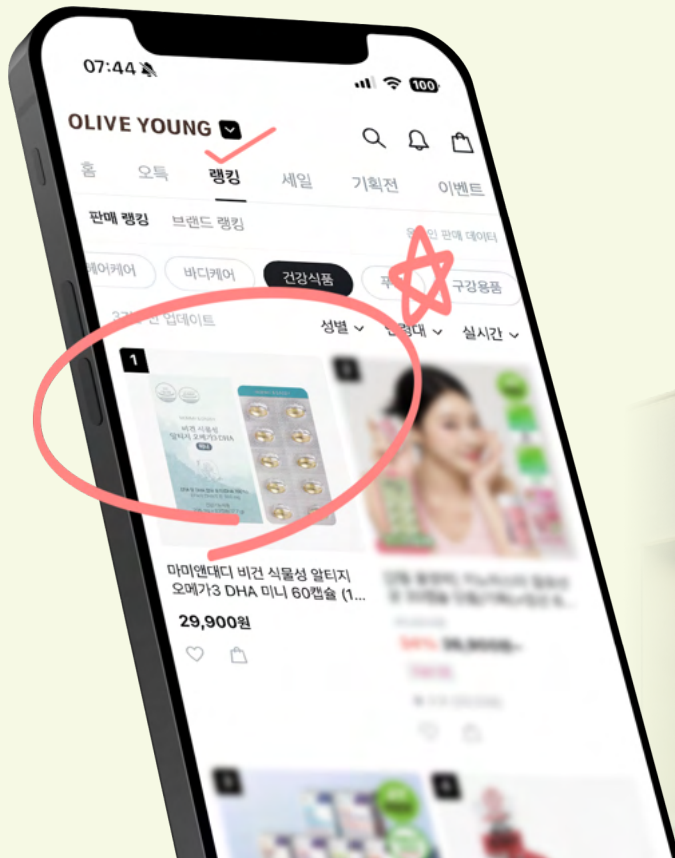
Available at Olive Young

By launching on Olive Young, Korea's leading H&B retailer, MOMMY & DADDY has strengthened its retail presence and expanded engagement with its core target audience, further demonstrating the brand's strong market competitiveness and value.

Korea's No.1 Health & Beauty Store

Available at **OLIVE YOUNG**

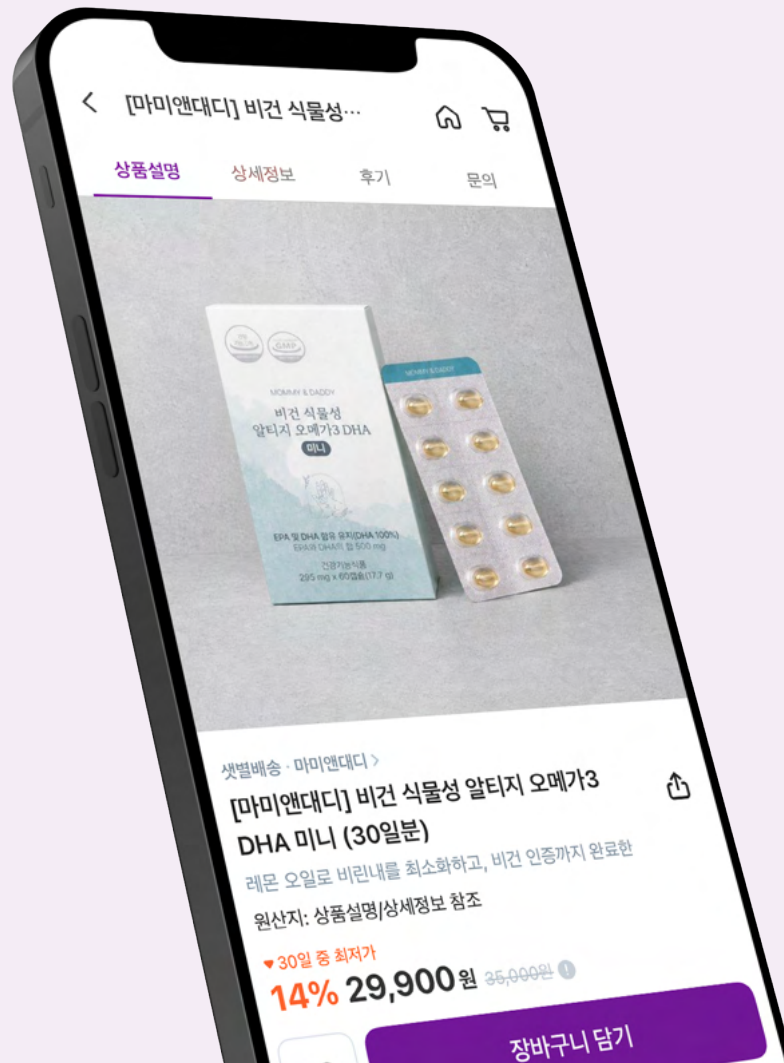
RANKED NO. 1 IN OLIVE YOUNG'S HEALTH FOODS CATEGORY
(VEGAN PLANT-BASED RTG OMEGA-3 DHA MINI)



SALES & DISTRIBUTION CHANNELS

Available at Market Kurly

Through our launch on Market Kurly, Korea's leading premium grocery and wellness platform, MOMMY & DADDY has expanded its reach among health-conscious consumers while strengthening its position in the premium nutritional supplement market.



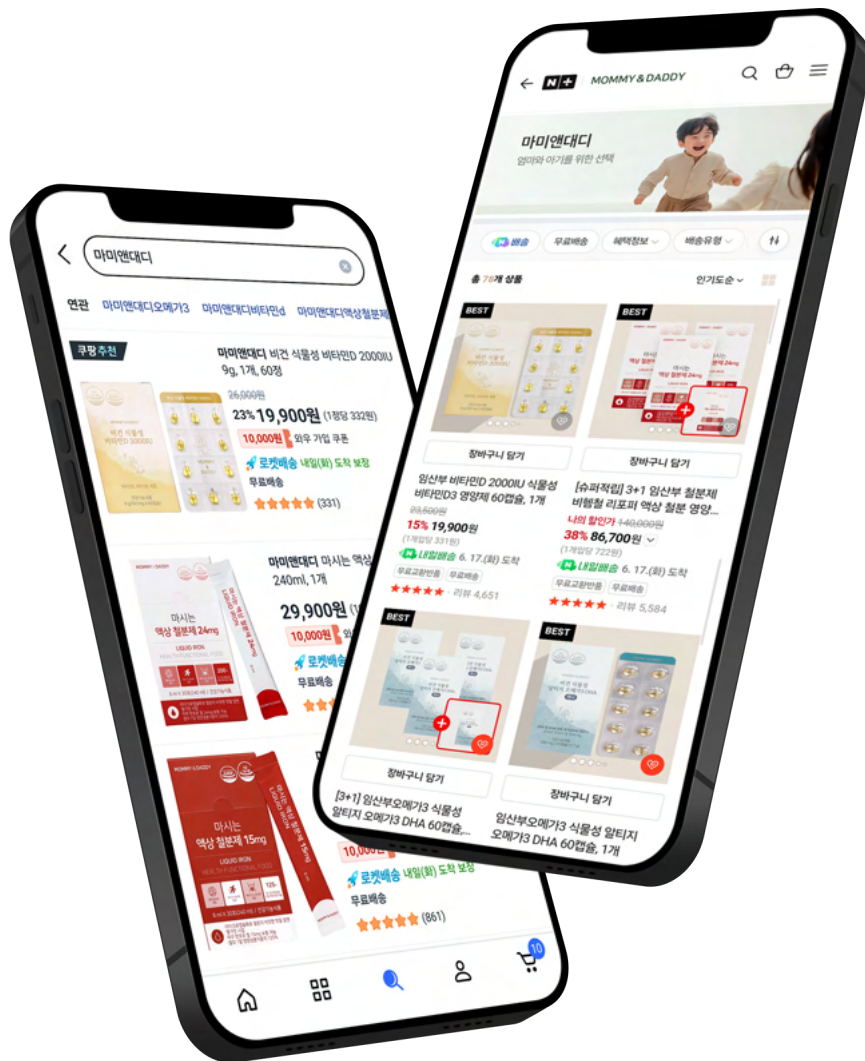
A Trusted Nutrition Brand Recognized by Market Kurly

Having met Market Kurly's rigorous product evaluation and quality standards, MOMMY & DADDY continues to expand its presence in the premium market through the platform's official sales channel.

SALES & DISTRIBUTION CHANNELS

Expanding Our Online Platform Presence

From Coupang Rocket Delivery to the Naver Brand Store, MOMMY & DADDY continues to expand its presence across leading online platforms, making our products more accessible to customers nationwide.



coupang

SINCE 2020

◆ Launched on Coupang Rocket Delivery ◆

NAVER

SINCE 2025

◆ Selected as an official Naver Brand Store ◆

Gmarket

11

AUCTION.

HYUNDAI
현대이지웰

benepia

Billy

MOTHER-K

마이톡

톡딜%

올웨이즈

mommom

SALES & DISTRIBUTION CHANNELS

No. 1 Best-Selling Products on Leading Online Marketplaces

Our flagship products have achieved No. 1 sales rankings on Korea's leading online shopping platforms.



Top-Ranking Supplements on Korea's Leading Online Platform **NAVER**

Chosen by consumers nationwide, these are our top-ranking products on Korea's largest online marketplace.



Liquid Iron
Supplement
15mg



Liquid Iron
Supplement
24mg



Liquid Calcium
500 mg



Vegan Plant-Based
Vitamin D 2000IU
Mini



Korea's First Vegan-Certified Health Supplement

MOMMY & DADDY proudly introduced the first vegan-certified health supplement in Korea.
With stricter standards, we create products you can truly trust.



Vegan Plant-Based
Vitamin D 2000IU
Mini



Vegan Plant-Based
Vitamin D 4000IU
Mini



Vegan Coenzyme
Q10 Mine

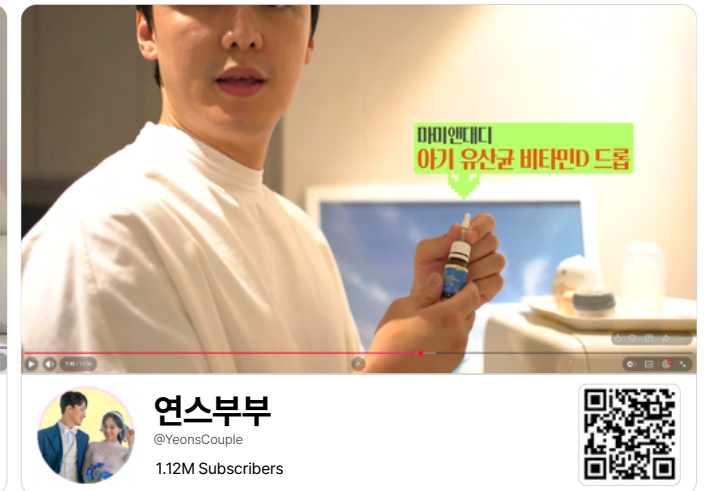


Vegan
Calcium and
Magnesium with
Vitamins D & K

SALES & DISTRIBUTION CHANNELS

YouTube Creator Collaborations

Through collaborations with creators with over 1 million subscribers as well as a wide range of YouTubers, we produce a variety of video content, including short-form videos, to deliver credibility and connection to our customers.



Instagram Influencer Collaborations

We are building stronger connections with our customers by partnering with trusted voices, from licensed pharmacists to everyday influencers with over 100K followers.

Together, we develop collaborative campaigns and engaging content to strengthen communication with our customers.



mommydaddy_official



마미앤대디 | MOMMY&DADDY 공식계정

178

게시물

2,915

팔로워

0

팔로우

사랑하는 아내를 위해
남편의 진심을 담아 만든 브랜드

M

"New"

O

BABY FAIR

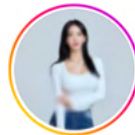
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KIDS

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액상질분

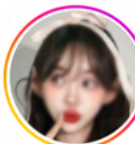
액상



umjiya_a

이영지 Umji

게시물 451 팔로워 15.1만 팔로우 269



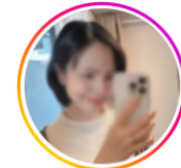
hyoris2

효리

게시물 1270 팔로워 18.8만 팔로우 599

hyori4360@naver.com
(7.5-7.8) 슬라온드 냉감아보
(7.12-15) 블루필 손흥기
(7.19-22) 감사콜콜렌팅

shop.srookpay.com/hyoris23/Detail/SHY14953621



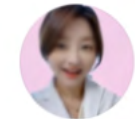
dano.fit

다노언니 제시 Wellness Director

게시물 4839 팔로워 18.3만 팔로우 2230

'습관성형' 다노창업 14년차 브랜드빌더 150종 건강식품개발
누적2억뷰 유튜브프로그램개발 요가라이프 코치 작가이자 엄마
간직한 성분덕후 다노언니가 엄선한 애착템 @dano.pick

litt.ly/jessiejisoollee dano.fit



teri_yaksa

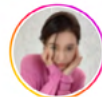
온가족 건강 지킴이 | 테리약사 김경은

게시물 1648 팔로워 15.2만 팔로우 544

약사맘의 가족 건강 솔루션
잔병치레 없는 아이 · 지치지 않는 남편
면역 · 다이어트 · 여성건강 · 피로회복 등 실후기 3만+

상담 & 제품 문의는 카톡으로 주세요!
더 보기

lnpk.link/teri_yaksa



rang_ggul

yerang

게시물 3738 팔로워 9.1만 팔로우 389

Clothing (Brand)
@booksgnet
@vnnu.co.kr
@mouton_official
더 보기
lnpk.link/rn.kr/rang_ggul



dpwls88

씨유맘 행복만 육아

게시물 6649 팔로워 10.5만 팔로우 1383

Digital creator

account run by mom

前 민간 어린이집 원장 7년

세 아이 엄마 (키즈모델 씨유 · 뽀미 · 시호)

초·고등학교 동창과 결혼 11년차

lnpk.link/co.kr/dpwls88 dpwls88



bbubbu_yaksa

부부약사 | 김다영

게시물 682 팔로워 16.2만 팔로우 545

Reel creator

11년차 서울대졸업 현직약사의 꾸준한 선택
건강관리 + 육아 알파벳기 정보만 쓱쓱 쉽게
1:1상담과 핫딜참여는 아래링크

이벤트계정 @bbubbu.yaksa.official.3

lnpk.link/bbubbuyak

Expanding Presence in Major Hospitals

As an official partner of Saeson Hospital, one of the central region's leading orthopedic hospitals, we are building trust backed by medical expertise through in-hospital product placement.



MOMMY & DADDY works with Saeson Hospital, a leading center for hand trauma and microsurgical replantation in Korea.



SALES & DISTRIBUTION CHANNELS

Expanding Presence in Pediatric Clinics

By continuously expanding our network of pediatric clinic partners, MOMMY & DADDY is building trusted relationships with healthcare providers through official partnerships and customized in-clinic product displays.



SALES & DISTRIBUTION CHANNELS

Expanding Presence in Major Pharmacies

Starting with a dedicated display at Mega Phactory, Korea's first warehouse-style pharmacy, MOMMY & DADDY has rapidly expanded into major pharmacy channels nationwide.



SALES & DISTRIBUTION CHANNELS

Participation in Domestic Trade Fairs

By actively participating in offline expos across Korea,
MOMMY & DADDY continues to bring its philosophy of “building trust with consumers” to life.



Home Shopping Channel Debut

Building on our debut on Gongyoung Home Shopping,
we plan to expand into various home shopping and media commerce channels in the future.
MOMMY & DADDY will continue to pursue sincere communication and deliver healthy values to our customers.

Debut on Gongyoung Home Shopping (Vegan Plant-Based Vitamin D 2000IU)

[비건 식물성] 비타민D 2000IU

PVDC 개별 포장!

목 넘김이 부드러운
초소형 캡슐 (개인차있음)

비타민D / 미곡산

유이자 할부수수료율:
연 5.5%~20% (2025년 08월 기준)

10/1 ~ 10/31
웰컴 할인쿠폰 2중
처음 또는 최근 3개월간 구매이력 없는 고객

10/25까지 배송예정 **19:47**
자재 **080-258-7777**

웰컴혜택
처음 또는 구매이력 3개월이 지난다면?
10% 할인 쿠폰
10% 할인 쿠폰
최대 2,000원
추가 적립금 2,000원

10/25까지 배송예정 **17:53**
자재 **080-258-7777**

하루 한알 OK!
[비타민D]
골다공증 발생
위험 감소에 도움

Vitamin D / 미곡산
소재지: 제주도 제주시 제1로 36-1
연승: 1회 1알 (10알 x 10회)
행: 경품 추첨 중
10/25까지 배송예정
자재 **080-258-7777**

SALES & DISTRIBUTION CHANNELS

Available at Incheon International Airport Duty-Free Store

Mommy & Daddy expanded its reach to global customers by launching at Incheon International Airport Duty-Free Shops. We will continue to expand our global distribution network.



Participation in Overseas Trade Fairs

MOMMY & DADDY is expanding its presence in the global market by participating in international offline trade shows.

・MEGAUS EXPO 2024 in Hanoi, Vietnam

Expanding local partner and consumer reach,
establishing a foothold in Southeast Asia.



・DIET & BEAUTY FAIR 2025 in Tokyo

Engaging with Japanese buyers and global partners,
strengthening competitiveness in the Asian market.

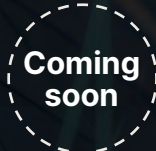


SALES & DISTRIBUTION CHANNELS

Expanding Our Global Footprint

Starting with an exclusive distribution agreement covering its full product line in Mongolia and exports to Hong Kong, MOMMY & DADDY has signed strategic MOUs with partners in Singapore, Japan, and beyond, laying the foundation for global growth beyond Asia.

Through ongoing international partnerships,
we plan to expand our global presence.



...





Sejong City Hall
(4 min by car)



Korea Healthfood Lab



SEJONG EXPRESS &
INTERCITY BUS TERMINAL

English Website



Naver Store (Korea)



Instagram



CONTACT US

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Fax	+82.70-7500-0388
Email	office@mommydaddy.co.kr

ABOUT US

Company Name	Korea Healthfood Lab
CEO	Jaewon Byun
Business Address	#501-502, 83 Daepyeong-ro, Sejong-si (Daepyeong-dong, Sejong Logos), Korea