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SINCE 1997

iN Natural Dream, Organic Anticancer Food Brand

Foods that can prevent cancer,
Organic Anticancer Food vegetables and fruits rich in minerals and phytochemicals,
salt and water without microplastics (45 μ m),
pressed rapeseed oil free from chemicals, genuine 100% Korean native wheat,
livestock raised with Non-GMO soybeans, and more.

Natural Dream takes new initiatives to do things
that haven't been achieved by others.
We believe it is the basics of Organic Anticancer Food.

Many companies that had been skeptical are
now following the steps of Natural Dream.

**In an era where Healing and Restoring is essential,
we are serious about preventing cancer, a concern for everyone.
Enjoy the 'healthy life' you dream of at iN Nature Dream.**

iN Natural Dream

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- 2021 First & Best Brands Chosen by Consumers - Chosun Ilbo
- 2022 The Most Recommended Brand by Consumers - Joongang Ilbo
- 2022 Brand Selected by Consumers - Korea Broadcasting News Association
- 2022 National Assembly Health and Welfare Committee Commendation
for Cancer Preventing Eco-friendly and Organic Food Sector

Published on June 13, 2023

iN Natural Dream

Anti-Cancer Food

**More Delicious Natural Dream Food:
Anticancer Effects Added to Organic Food**



Anticancer Effects Are Now Added to Organic Products Freed from Pesticides and Chemicals.

We choose organic—free of pesticides and chemical fertilizers—for our health, children’s, and parents’.

Organic should be safe to consume.
Organic meals should also help with healing.

When our immunity is weak, or when we have cancer, we cannot survive only with medicines and anticancer drugs.

Then what and how should we eat and live to recover?

The answer is foods.
Foods that help with healing are vegetables, fruits, and grains rich in phytochemicals and minerals that serve as natural anticancer agents.
And regular exercises are necessary.

Natural Dream now adds phytochemicals to organic foods to help fight cancer, boost immunity, and detoxify the body.

Antioxidant vitamins, minerals, fiber, and phytochemicals found in vegetables and fruits can help reduce cancer risk.

Ministry of Health and Welfare × National Cancer Center



“National Cancer Center” Also Recognizes the Anticancer Effect of Phytochemicals.

● Plant bioactive compounds

Phytochemicals are compounds contained in plant foods in small amounts with great antioxidant potential. They also function in **antioxidant activities, detoxification, enhancing immune function, hormonal control and killing bacteria and viruses** in the body. They are found in all vegetables and fruits, legumes, teas and nuts. The types of foods containing plant bioactive compounds are as follows.



Nutrient substance		Food	Body function
Flavonoids	Quercetin	Apple, pear, cherry, grape, onion, kale, mallow, broccoli, leaf lettuce, garlic, green tea	Preventing the growth of brain and bronchial cancers and protecting the lungs from pollutants and smoking
	Catechins	Green tea, grape	Anticancer effect
Phenolic compounds (polyphenol)		Plum, strawberry, red grape, kiwi, raisin, tomato, brown rice	Inhibition of carcinogen activity
Isoflavones		Soybean, tofu, soybean paste, cheonggukjang (extra-strong fermented soybean paste), bean sprouts, potato, corn, peanut, melon, raisin, etc.	Prevention of breast cancer, reduction of blood cholesterol level, prevention of osteoporosis
Sulforaphane		Napa cabbage, broccoli, kale, cabbage, turnip, etc.	Risk reduction of colon cancer
Allyl compounds		Garlic, onion, leek, green onion, etc.	Prevention of liver cancer, breast cancer, colon cancer, gastric cancer, etc.
Limonene		Orange, grapefruit, tangerine, lemon, etc.	Lung protection and cancer prevention effect
Indole		Broccoli, cabbage, etc.	Prevention of breast cancer, inhibition of carcinogen activity
Lignans		Flaxseed, seaweed, dried legumes such as soybeans, grain husks	Breast cancer prevention effect
Saponins		Dry legumes, whole grains, etc.	Anticancer effect

There Are a Number of Studies Confirming That Phytochemicals Can Inhibit Cancer Growth and Reduce Cancer Risk.

Phytochemicals have benefits that go beyond the power of vitamins and minerals.

— Harvard Medical School



Cancer-fighting phytochemicals have the potential to stimulate the immune system and slow the growth of cancer cells.

— Stanford Cancer Center



Some phytochemicals may reduce the risk of cancer.

— National Cancer Institute



Phytochemicals are abundant in robust plants that fight pests in a natural environment rich in soil microbes and minerals.

Insect leaf-wounding in plants triggers a stress response that produces the higher level of phytochemicals.

— Texas A&M University, USA and Instituto Nacional de Investigación Agropecuaria (INIA), Uruguay



Phytochemical Research Results

When gastric cancer cells are treated with anticancer drugs alone, the survival rate of cancer cells does not decrease significantly. However, when **anticancer drugs and curcumin were co-treated**, it was confirmed that the survival rate of cancer cells that showed resistance to chemotherapy dropped significantly.

– When ‘this component’ is added to anticancer drugs, the effect? Health Chosun, June 16, 2022
Hoon Hur, et al. “Curcumin Inhibits the Cancer-Associated Fibroblast-Derived Chemoresistance of Gastric Cancer through the Suppression of the JAK/STAT3 Signaling Pathway.” *International Journal of Oncology* 61, no. 1 (2022).



Researchers at the University of Leicester, UK, have found that chemicals in green vegetables **kill breast cancer cells** when combined with anticancer drugs.



Laboratory experiments on cervical cancer cell line (SNU778), gastric cancer cell line (SNU719), liver cancer cell line (Hep3B), salivary tumor cell line (A253), and leukemia cell line (Jurkat-T), which were recently provided by Korean Cell Line Center, Seoul National University, confirmed that **sword bean extracts have an excellent anticancer effect.**

Korean food that overcomes cancer - (33)sword beans, Korea JoongAng Daily, June 05, 2006



The National Cancer Center analyzed that components such as folic acid, fiber, lutein, sulforaphane, and indole contained in green vegetables and fruits are **effective in inducing the death and damage of cancer cells and inhibiting growth of cancer cells.**

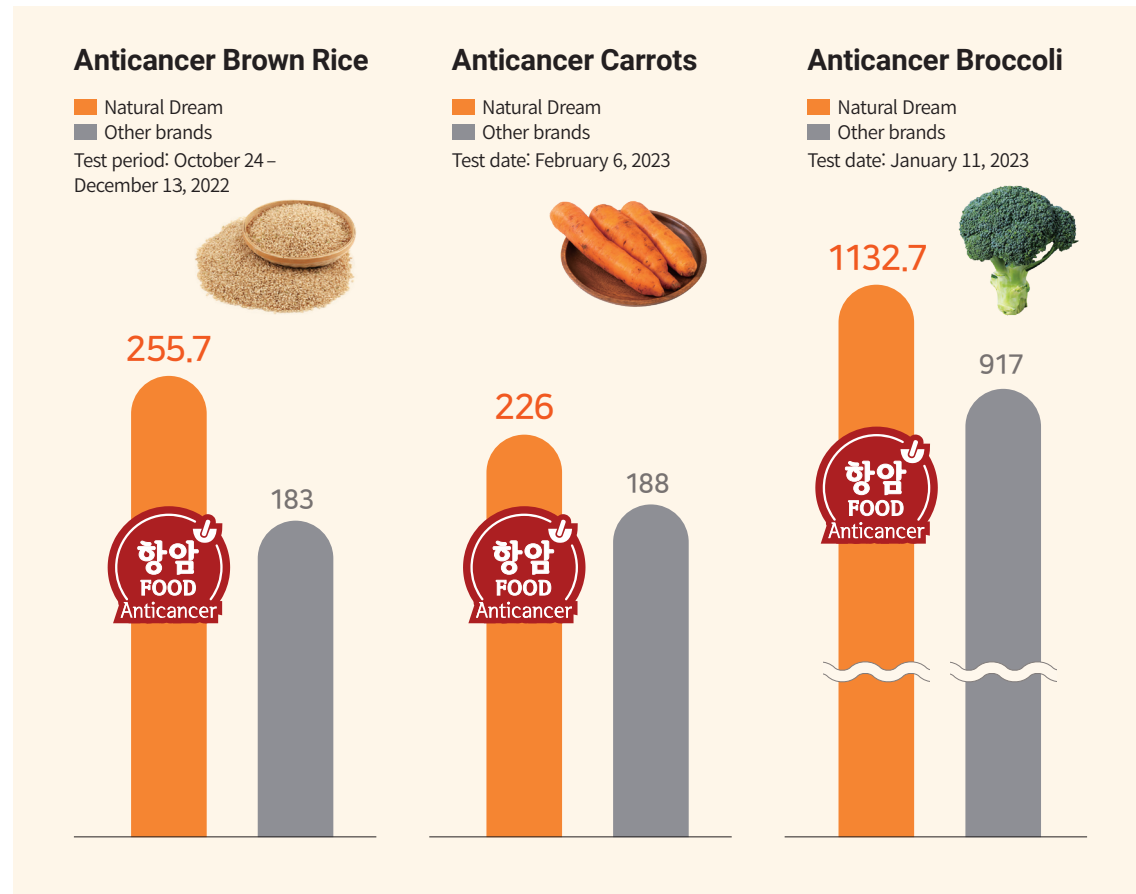
Vegetables and fruits to prevent colon cancer, green and white are better, Yunhap news, May 15, 2017



Natural Dream Organic Anticancer Food Is Richer in Phytochemicals, the Anticancer Compounds.

[Phytochemicals of Natural Dream Anticancer Vegetable and Fruits]

*unit: mg/100g
*Inspected by Korea Agriculture Technology Promotion Agency



Natural Dream supplements the deficiency of minerals in the soil with deep sea water rich in minerals to strengthen microorganisms, and cultivates agri-foods richer in phytochemicals.



*unit: mg/100g
*Inspected by Korea Agriculture Technology Promotion Agency
*Test period: April 2022 – May 2023 (Inspection period varies by item)

Anticancer vegetables			
Anticancer king oyster mushroom		Anticancer lettuce	
	Anticancer food	Other brands	
Phytochemicals	625	406	
Anticancer eggplant		Anticancer green onion	
	Anticancer food	Other brands	
Phytochemicals	890.6	476	
Anticancer jujube cherry tomato		Anticancer thorn cucumber	
	Anticancer food	Other brands	
Phytochemicals	626	485	
Anticancer korean melon		Anticancer kiwi	
	Anticancer food	Other brands	
Phytochemicals	317.7	235	
Anticancer lemon		Anticancer brown glutinous rice	
	Anticancer food	Other brands	
Phytochemicals	893	333	
Anticancer half-milled rice		Anticancer black rice	
	Anticancer food	Other brands	
Phytochemicals	255.7	183	
Anticancer brown glutinous rice		Anticancer black rice	
	Anticancer food	Other brands	
Phytochemicals	252.1	175	
Anticancer black rice		Anticancer black rice	
	Anticancer food	Other brands	
Phytochemicals	534.2	438	

*Standards of data

- The phytochemical level of Anticancer food: Average value of phytochemicals –polyphenols and flavonoids– of anticancer foods
- Anticancer properties of other brands: The average of phytochemicals –polyphenols and flavonoids– of each agricultural control group (3 or more companies)** managed by the Carbon Healing Agriculture Institute for about 2 years
- **A total of 143 items are on the list as of 2021-2022

*Natural Dream Organic Anticancer Food contains agri-foods that meet the legal standards, such as pesticide-free or home-grown.

Anticancer Effect of Natural Dream Brown Rice

No.1 in the Growth Inhibition of Cancer Cells

**Natural Dream
64% Up**

**Organic
39%**

**Conventional
29%**

Anticancer and anti-inflammatory effects of broccoli, carrots and brown rice cultivated with Natural Dream agricultural method

Professor Park Kun Young,
Cha University, Korea



Anticancer Brown Rice Rich in Phytochemicals Doubles the Growth Inhibition of Colon Cancer Cells

[The Amazing Anticancer Effect of Natural Dream's Anticancer Brown Rice, Carrots, and Broccoli Is Confirmed]

According to a research team led by Professor Park Kun Young at Cha University, with Deep Water of deep sea water applied, Natural Dream agri-foods have higher phytochemical content than counterparts grown with organic farming methods. As a result, it confirmed that the health functions of crops, such as anti-cancer, anti-inflammatory, and immune-enhancing effects, were more activated.

● Results of Injecting Anticancer Brown Rice into Colon Cancer Cells

Natural Dream Anticancer brown rice showed higher results in an antioxidant effect and phytochemical content than brown rice grown in conventional and organic farming. In particular, after treating human colon cancer cells with brown rice, the growth inhibition rate of cancer cells with anticancer brown rice was twice higher than that of regular brown rice.

Cancer cell growth inhibition rate

Natural Dream	↑ 64%
Organic farming	39%
Conventional farming	29%

Anticancer effect of Natural Dream Carrot

No. 1 in Immune Cell (NK Cell) Activity



Anticancer Carrot Rich in Phytochemicals Shows Cancer Cell Apoptosis Effect about Twice More

[The Amazing Anticancer Effect of Natural Dream Anticancer Carrots and Broccoli]

Vegetables with anticancer properties, such as carrots and broccoli, show differences in the amount of phytochemicals depending on their cultivation. Cultivation using Deep Water not only increases the type and amount of phytochemicals, but also affects the taste, flavor, and texture of agri-foods. Moreover, combining organic farming with Deep Water can further improve the quality and functionality of food.

• Results of Injecting Anticancer Carrots into Colon Cancer Cells

Natural Dream Anticancer carrots had a higher content of phytochemicals (total flavonoids and polyphenols), the anticancer compounds, than ones grown in conventional and organic farming. After treating colon cancer cells (mouse) with each carrot, the cancer cell inhibitory effect of anticancer carrots grown with Deep Water increased about 1.9 times compared to conventional cultivation.

The cancer cell apoptosis effect of anticancer carrots was confirmed to be about twice higher than that of carrots grown under conventional or organic farming methods, and the immune effect was strengthened by increasing NK cell activity by about 6 times.



Anticancer effect of Natural Dream Broccoli

No. 1 in Tumor Reduction



Seawater farming
47% reduction

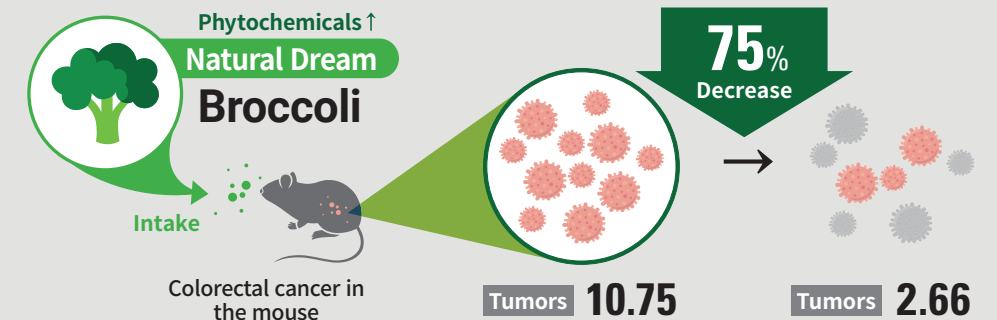
Natural Dream
75% reduction

Conventional farming
42% reduction

Anticancer and anti-inflammatory effects of broccoli, carrots and brown rice cultivated with Natural Dream agricultural method
Professor Park Kun Young, Cha University, Korea

Anticancer Broccoli Rich in Phytochemicals Inhibits Cancer Cell Proliferation about 1.5 Times More

[Animal experiment results on anticancer effect using Natural Dream broccoli]



Results of Injecting Anticancer Broccoli into Colon Cancer Cells

Natural Dream Anticancer broccoli showed up to 1.5 times higher inhibition of cancer cell proliferation than broccoli grown in conventional and organic farming. Cultivation with deep sea water rich in minerals increased the phytochemical content of broccoli and the effect of suppressing the proliferation of colon cancer cells.

The inhibition effect of cancer cell growth

Natural Dream ↑ 1.7 times

Organic farming 1.3 times

Conventional farming 1.1 times

*colon cancer cells





Natural Dream's 'Veggie Than Medicine' Series That Prevent Cancer.

Natural Dream's **Veggie Than Medicine** is jointly developed with the Natural Dream Food Cure & Research Foundation.

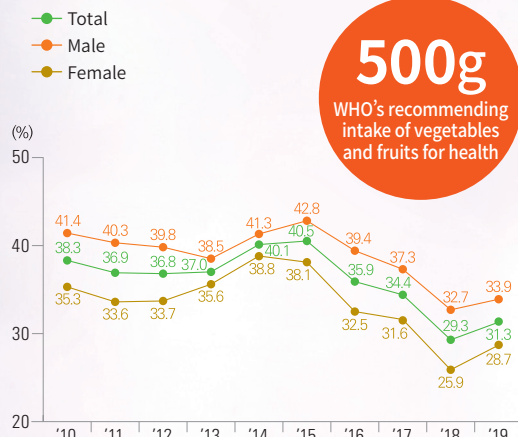


Placing 14 kinds of vegetables, fruits, grains, and seaweed, including carrots, apples, beets, and spinach as basis and adding special ingredients such as blueberries, perilla seeds, black beans, yam, and Ganoderma lucidum, Veggie Than Medicine is customized to ensure that the body absorbs a variety of essential nutrients.

* Made by COOP Agriculture Kimchi Co., Ltd.

500g of vegetables and fruits rich in phytochemicals in two bags.

[Percentage of Koreans who consume more than the recommended intake amount]



※ Ministry of Health and Welfare, Ministry of Agriculture, Food and Rural Affairs, Ministry of Food and Drug Safety

500g

WHO's recommending intake of vegetables and fruits for health

The recommended daily intake of vegetables and fruits is 500g!

How much is your intake?

Since 2015, the consumption vegetables and fruits has declined. As of 2019, it only reached 30%.



Take 500g of vegetables and fruits with two packs a day!



Most people are not familiar with 'cancer'. Most people do not know how to cope with 'cancer'.

We search for 'cancer-fighting foods' on the internet and purchase 'things good for cancer treatment'.

Would it be possible to say goodbye to 'cancer'?

We hear stories of cancer survivors.
They say they do not want another surgery, radiation, and chemotherapy.
They show 'fear' and 'anxiety'.

Prevention is the best way to protect against cancer, and efforts should be made to prevent cancer recurrence.

"Let thy food be thy medicine and medicine be thy food"

Therefore, with the mindset of 'developing medicine', Nature Dream grows vegetables, fruits, and grains rich in phytochemicals, foods that can fight against cancer.

