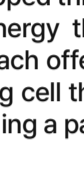


Slow-Aging Innovation that Begins in Daily Life

Our innovative technology captures energy naturally generated and wasted in everyday moments, seamlessly supporting cellular health and vitality. Designed to integrate effortlessly into your routine, it offers a simple, battery-free solution to help maintain youthful energy and support long-term wellness.



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Company Location

Yonsei Engineering Research Park, Yonsei-ro 50, Seodaemun-gu, Seoul, Republic of Korea



Company Mission

Contributing to human health by creating innovations



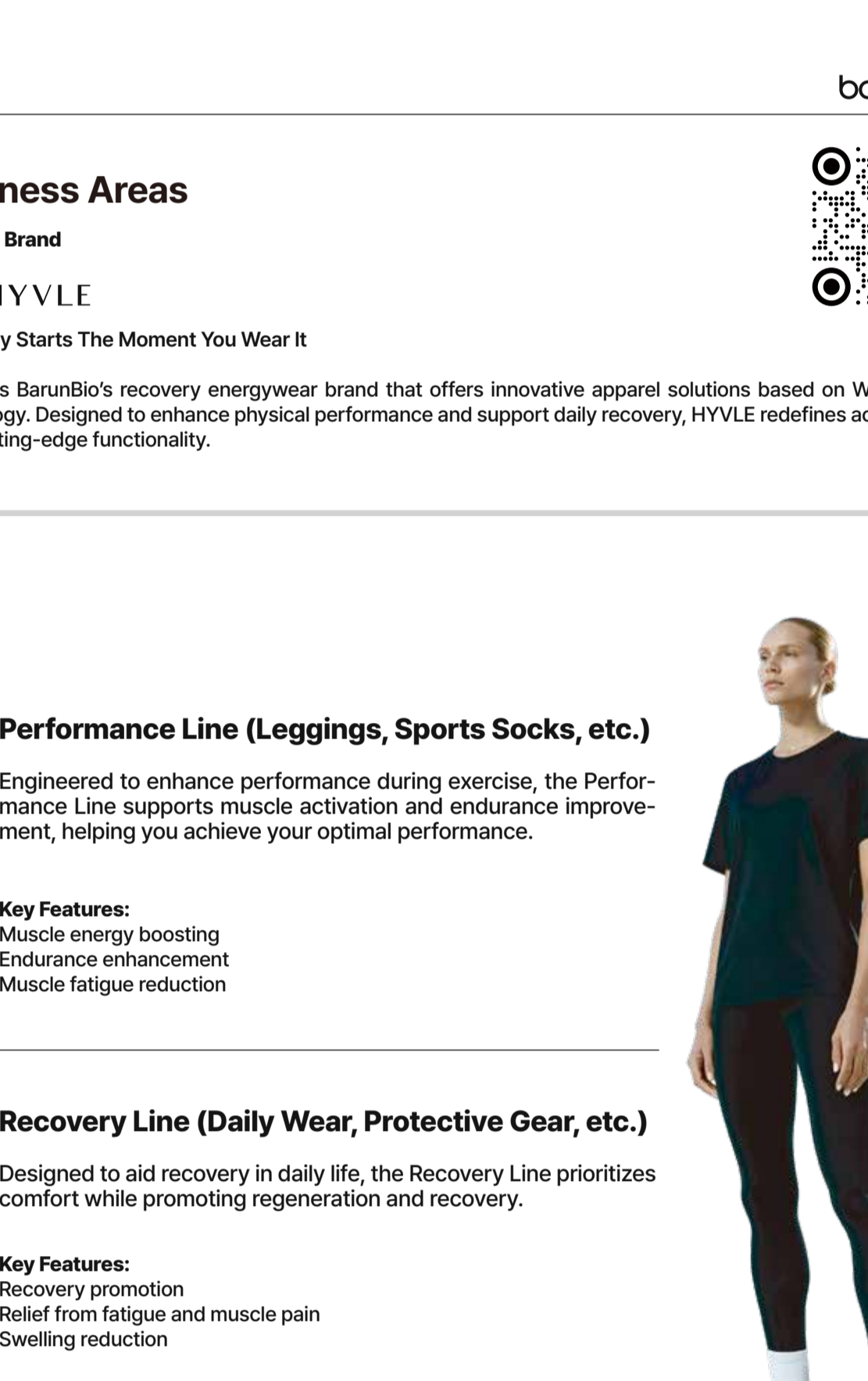
Company Vision

Providing slow-aging lifecare solution in everyday life by developing health-enhancing services in the most comfortable way

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Business Areas

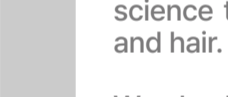
BarunBio is a company specializing in slow-aging life care solutions. Our core technology, WE-STIM™, has been developed through more than a decade of research. This pioneering slow-aging technology captures micro-electric energy that emerges and dissipates throughout daily life, requiring no batteries or devices. BarunBio's approach offers an innovative way to induce cellular changes, providing a revolutionary alternative to time-consuming cell therapies or new drugs. Our products and solutions enable easy and natural slow-aging in daily life, providing a path towards a healthier and longer life for everyone.



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Business Areas

Apparel Brand



Recovery Starts The Moment You Wear It

HYVLE is BarunBio's recovery energywear brand that offers innovative apparel solutions based on WE-STIM™ technology. Designed to enhance physical performance and support daily recovery, HYVLE redefines activewear with cutting-edge functionality.



Performance Line (Leggings, Sports Socks, etc.)

Engineered to enhance performance during exercise, the Performance Line supports muscle activation and endurance improvement, helping you achieve your optimal performance.

Key Features:
Muscle energy boosting
Endurance enhancement
Muscle fatigue reduction

Recovery Line (Daily Wear, Protective Gear, etc.)

Designed to aid recovery in daily life, the Recovery Line prioritizes comfort while promoting regeneration and recovery.

Key Features:
Recovery promotion
Relief from fatigue and muscle pain
Swelling reduction



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Business Areas

BABO BRAND



Effortless slow-Aging Solutions: Advanced Patch and Formula Technology

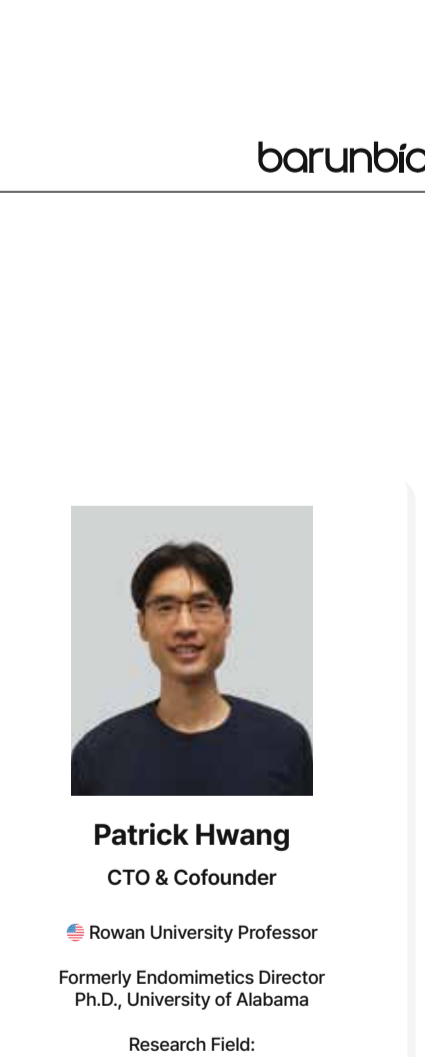


Beauty technology

We combine micro-electric stimulation with advanced cos science to create effortless, high-performance solutions for skin and hair.

We also leverage quantum computing and AI to analyze research data and accelerate the development of our core technology. This platform continues to evolve, it will power next-generation beauty innovations that are truly personalized and optimized for your unique biology.

Key Features:
Targeted Micro-Electric Stimulation
Cell Activation for Slow-Aging (wrinkle reduction, hair loss prevention)
Improved Ion Delivery in Cosmetics
Quantum-AI Powered Personalization (In Development)



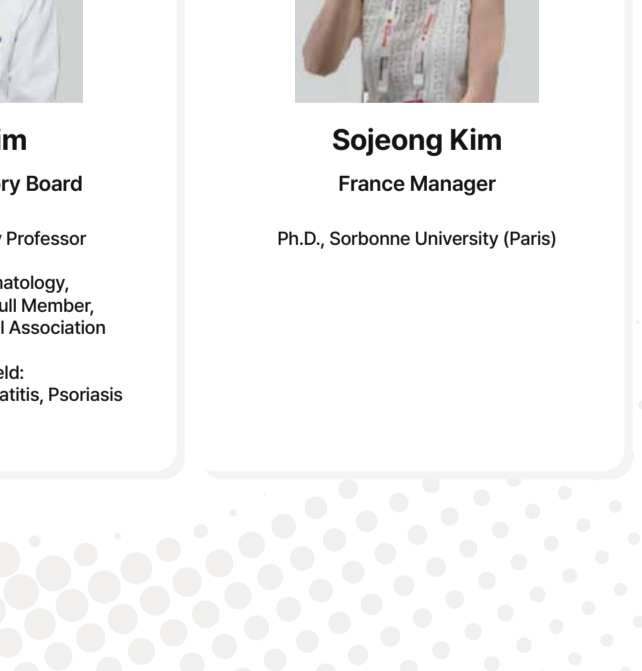
APP Technology

Elevating Your Product Experience Through Intelligent Guidance

APP technology

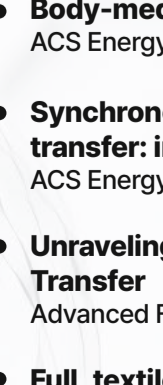
Our intelligent app elevates your entire product experience by translating your body's signals into clear, actionable insights. Combining real-time user data with our extensive research foundation, the app delivers personalized guidance, adaptive recommendations, and deeper analyses that reveal how your wellness journey evolves. With this platform, you can unlock the full potential of BarunBio technologies through data-driven intelligence tailored to your unique biology.

Key Features:
Real-Time Body Signal Monitoring
Personalized Usage Guidance & Recommendations
Product Effectiveness Tracking
Adaptive Insights Based on Your Progress
Daily Wellness Coaching



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Why Barunbio?



Cellular Activation with Micro-electric Energy

We harness micro-electric stimulation to enhance cellular vitalization, signaling, and metabolic activity. By triggering natural ion and molecule movement within cells, we help them perform at their peak, functioning younger, healthier, and more efficiently. This represents a transformative advancement in the science of cellular wellness.



Sustainable Energy Innovation

Our patented technology captures energy naturally generated in everyday life, eliminating the need for batteries and external devices. This breakthrough integrates seamlessly into fabrics, cosmetics, patches, and more, enhancing products without disrupting user experience. A powerful innovation with zero environmental burden.



Quantum-AI Powered Personalization

Backed by rigorous research across cellular, animal, and human studies, we're building intelligent algorithms powered by quantum computing and AI. Our platform provides deeply personalized insights into health optimization, slow-aging, and product performance. This is precision wellness, redefined.

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Meet the Team

Barunbio's leadership sets the standard for excellence

Jinkee Hong
CEO & Founder

✦ Yonsei University Professor
✦ Visiting Scholar at MIT
✦ Researcher at MGH, Harvard Medical School
Research Field: Biomaterials Technology

Sangmin Lee
COO & Cofounder

✦ Chung-Ang University Professor
Post Doc, Georgia Institute of Technology
Ph. D, Pohang University of Science and Technology
Research Field: Energy Harvesting Technology

Patrick Hwang
CTO & Cofounder

✦ Rowan University Professor
Formerly Endometics Director
Ph.D., University of Alabama
Research Field: Biomaterials & Drug Delivery Technology

Moowoon Rhee
Management Advisory Board

✦ Yonsei University Professor
Underwood Distinguished Professor
Hyundai Motors and YSB Research Chair Professor
Ph.D., Stanford University
Research Field: Management & Organization

Jihee Kim
Scientific Advisory Board

✦ Yonsei University Professor
Residency in Dermatology, Severance Hospital Full Member, Korean Dermatological Association
Research Field: Scar Clinic, Atopic Dermatitis, Psoriasis

Sojeong Kim
France Manager

Ph.D., Sorbonne University (Paris)

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CES Innovation Awards

2024 Honoree in Wearable Technologies for WE-STIM Leggings

2025 Honoree in Fitness for WE-STIM.MED™ MuscleGuard

2026 Honoree in Fashion Tech for WE-STIM™ CalfSleeve

Published Papers

11+ SCI-grade papers published in internationally renowned journals.

Request BarunBio's Research Papers!

- **Body-mediated energy loss conversion for personalized cell vitalization**
Nano Energy (2021 IF: 19.069, JCR Top 5%)
- **Human activity-driven self-powered hair follicle stimulation system**
Nano Energy (2021 IF: 19.069, JCR Top 5%)
- **Body-mediated bioelectronics for zero-powered ion release and electrical stimulation transfer: inevitable electric field concentration**
ACS Energy Letters (2023 IF: 23.991, JCR Top 5%)
- **Synchronous generation of electrical and cellular energies via body-mediated energy transfer: inevitable electric field concentration**
ACS Energy Letters (2023 IF: 23.991, JCR Top 5%)
- **Unraveling the Missing Link of Bio-Electrical Stimulation from Body-Mediated Energy Transfer**
Advanced Functional Materials (2023 IF: 19.0, JCR Top 5%)
- **Full textile-based body-coupled electrical stimulation for wireless, battery-free, and wearable bioelectronics**
npj Flexible Electronics (2023 IF: 12.3, JCR Top 5%)

Patents

38 patents secured across the U.S., Europe, Korea, China, and PCT filings. These cover fundamental technologies as well as applied patents

