

Bomi.

Bomi.

Launched in 2021 in Thailand, Bomi represents our strategic entry into the dynamic supplement market. Bomi stands for “Happy Body and Mind” because we're driven by the belief that a positive mindset fuels a healthy body – and vice versa. Bomi delivers premium, functional supplements designed for a diverse, domestic and global customers. Our brand embodies a youthful, energetic spirit, grounded in professional integrity and credible science proven by international standards.

Leveraging impactful marketing initiatives, including endorsements from key opinion leaders and engaging omnichannel activations, Bomi has rapidly gained traction. Our hero product, a leading probiotic, is a testament to our commitment to quality and efficacy. With a robust distribution network spanning more than 10,000 doors in Thailand and beyond, and a strong presence in online channels, Bomi presents a compelling opportunity for international partners seeking to capitalize on the growing wellness market.

BRAND SUMMARY

Brand Positioning

A Clinically proven supplements, formulated with research-backed doses —delivering real results at a smart, premium price that reflects true quality.

Brand Character

Scientifically credible with a fresh, energetic, and youthful personality.

Target Customer Demographics

Male - Female age 29 - 45 yrs. living in BKK and Urban, well-educated and middle - upper income. Tech Savvy; Interested in health and wellness

Price Positioning

Mass to premium. Price range from 390 - 1,590 THB

Product Lines

Probiotics, Beauty Supplement, and Functional Benefit

Channels

Modern trade, CVS, Traditional trade, and online Coverage 10,000+ doors across

PROBIOTICS



16.8
Balance Probiotics



B.Lactis
Fit Probiotics



Probio Sis

BEAUTY SUPPLEMENT



Asta
Concentrate 6



R-Gluta X



Glassy Glo X



Zincne X



Ceramide X

FUNCTIONAL BENEFIT



Appotin Hare Gro



Luteina-Z



Liposo C+



Gaba Nite



BOMI DINK

FUNCTIONAL BENEFIT



Isolated Plant Protein
Fiber Plus
Chocolate Malt Flavor



Isolated Plant Protein
Fiber Plus
Vanilla Cereal Flavor



B&B Shot

Bomi.



Dr. Phuwanat Kunpalin

A prominent Thai media personality, actor, and MC, he is widely recognized for his credibility and strong connection with Thai audiences.



16.8 Balance Probiotics*

“Healthy gut, Healthy life”



*16 billion CFU from 8 probiotic strains — in every sachet.

16.8 Balance Probiotics

Revitalise Your Digestion with Every Dose!

1 sachet contains :



16 Billion probiotics from 8 strains

Powerful probiotic support for diverse wellness benefits

**Prebiotics
(Fiber)**

Food sources of
probiotics

Vitamin C

Anti-oxidant

Zinc

Enhances immune
system



**4-Coated
Technology**

Shielded by advanced
coating, our probiotics
retain their quality and
efficacy all the way to
your gut.

Bomi.

Probiotics
for healthy weight



Dr. Phuwanat Kunpalin

Thailand's Nataraj Award-Winning for Best Music and Entertainment
Radio Program Personality



B.Lactis Fit



#Healthy gut
#Healthy life

0%
SUGAR

Ready-to-drink formula
Berry flavor



B.LACTIS FIT PROBIO+

Probiotics for healthy weight

✎ 16 billion CFU from 3 strains for weight management

Bifidobacterium Lactis IDCC 4301 + Enterococcus faecium + Lactobacillus Rhamnosus

✎ Prebiotics Fiber x3*

Fructooligosaccharide

Fructooligosaccharide improves gastrointestinal motility

Inulin

Inulin enhances digestion and regulates bowel movements

Maltodextrin

Maltodextrin adds dietary fiber and promotes the growth of beneficial gut bacteria.



BIOTIN

Help enhance the body's metabolism, nourishing hair, nails, and skin



VITAMIN B5

Aid in converting nutrients into energy



SELENIUM YEAST

Stimulate the function of important enzymes, working with Vitamin E to combat free radicals

0%
SUGAR



VIT
E&C

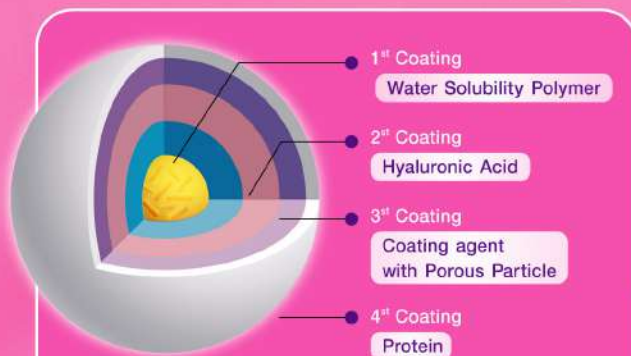
VITAMIN E & VITAMIN C

Protect cells from free radicals, keeping skin soft and moisturized, enhancing skin's barrier



ZINC

Boots body immunity



KR Patent #10-1280232
Patent for an advanced 4-layer coating technology



KR Patent #10-1764412
Patented technology for enhanced protection of beneficial probiotics against damaging environments

4-layer Coating Technology



4-layer coating technology, patented by ILDONG from South Korea, designed to protect all probiotics from stomach acid, ensuring they reach the intestines intact

ໃຫມ່! **PROBIO SIS**

Probiotics for her

*Nurture intimate harmony.
Feel confident
— every moment.*


Increase your
Probiotics
in **14** Days*

validated by scientific evidence.

Interrupts the cycle
of discharge and
unpleasant odor.



Formulated and
manufactured
in South Korea

Delicious
strawberry flavor 
— easy to take, anytime.

**0% SUGAR
DAIRY
LACTOSE**

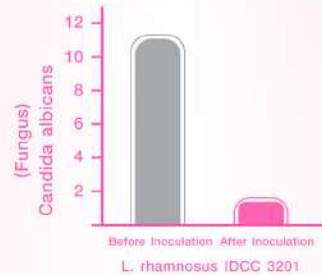
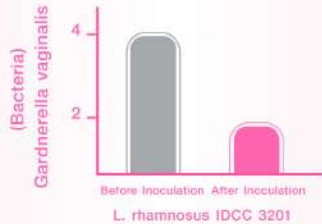
Take 1–2 sachets daily on an empty stomach.

PROBIOTICS FOR HER INTIMATE

16 BILLION CFU FROM 3 STRAINS

Validated by research L. Rhamnosus IDCC 3201 helps prevent vaginal fungal infections, including yeast infections, more effectively than other strains**

The growth of *Gardnerella vaginalis* and *Candida albicans* is significantly reduced.



x12

14 days of consecutive use has been found to help increase beneficial probiotics

And the probiotic strains *Lactobacillus acidophilus* la-1 and *Bifidobacterium lactis* help prevent yeast infections and improve vaginal health.



PROBIOTICS PROTECTED BY

AN ADVANCED **4-LAYER** COATING TECHNOLOGY
PATENTED FROM SOUTH KOREA

Probiotics

Lactobacillus rhamnosus IDCC 3201

– Patented in South Korea, clinically studied to support vaginal health and reduce risk of infection.

HOLISTIC CARE FOR WOMEN RICH IN **NATURAL EXTRACTS** TO SUPPORT YOUR HEALTH FROM WITHIN



* source: Lactobacilli vaginal colonisation after oral consumption of Respectao complex: a randomised controlled pilot study

** source: Anti-pathogenic effects of lloing probiotics on vaginitis-causing *Candida albicans* and *Gardnerella vaginalis*.

NEW **ASTA CONCENTRATE 6**

Better skin texture, **reduced wrinkles**, and **enhanced Sun protection**

Clinically proven



Certified
Astaxanthin from



100%

Pure Astaxanthin
from AstaReal



*Based on Bomi Anti-Oxidant product sales data from June 2022 to April 2024.

Superior Absorption Soybean and Grapeseed Oils

Certified by The Manufacturer



EDIBLE OIL IS OIL THAT CAN BE SAFELY USED FOR COOKING AND CONSUMPTION, COMMONLY EXTRACTED FROM PLANTS OR ANIMALS, SUCH AS SOYBEAN OIL AND GRAPESEED OIL.



STATEMENT LETTER

Date: 19 August 2024

Subject: Astaxanthin absorption

To Bomi brand,

It is well known that the presence of any edible oil helps with the absorption of carotenoids like astaxanthin.

Your Sincerely,

Vincent Wood
President

AstaReal Pte Ltd
Part of Fuji Chemical Industries, Co. Ltd.

HAEMATOCOCCUS
PLUVALIS EXTRACT

SOYBEAN OIL

VITAMIN E

GRAPESEED OIL

Softgel-capsule filling technology from South Korea ensures quality and freshness.

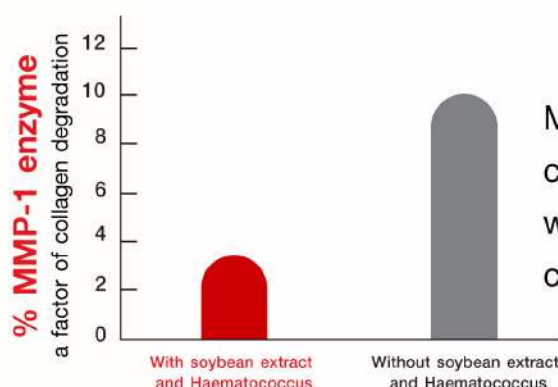


It utilizes an **oxygen** removal and **nitrogen** replacement system, maintaining **freshness** and **high quality**. Our controls are applied from initial production to final bottling.

SOYBEAN OIL IS ONE OF THE EDIBLE OILS WHICH HELP INCREASE ABSORPTION OF ASTAXANTHIN.



Research shows that taking **soybean and astaxanthin** extracts can **better** prevent collagen loss in the skin, a cause of premature aging.



MMP-1 enzyme is a key factor in collagen degradation and transformation, which can lead to skin cell atrophy, commonly observed in aging skin.

NEW **R-GLUTA** *x*

REVEAL YOUR *GLOW FROM* WITHIN
ADVANCED *BRIGHTENING*
FOR LUMINOUS, RADIANT SKIN

Concentrated vitamin formula
Max dose based on studies.



CERTIFIED
HALAL
FORMULATION

Powered by 3 **Glutathione** Precursors For naturally radiant and luminous skin

Glutathione Precursors Our formula supports your body's natural glutathione synthesis — the key to healthy, glowing skin.

L-CYSTEINE

An amino acid that helps **defend against oxidants**, prevent cell damage, and enhance keratin strength.

L-GLUTAMINE

Aid in **hydrating and soothing your skin**, supporting regular skin cell function
To unveil your **smooth, luminous skin**.

GLYCINE

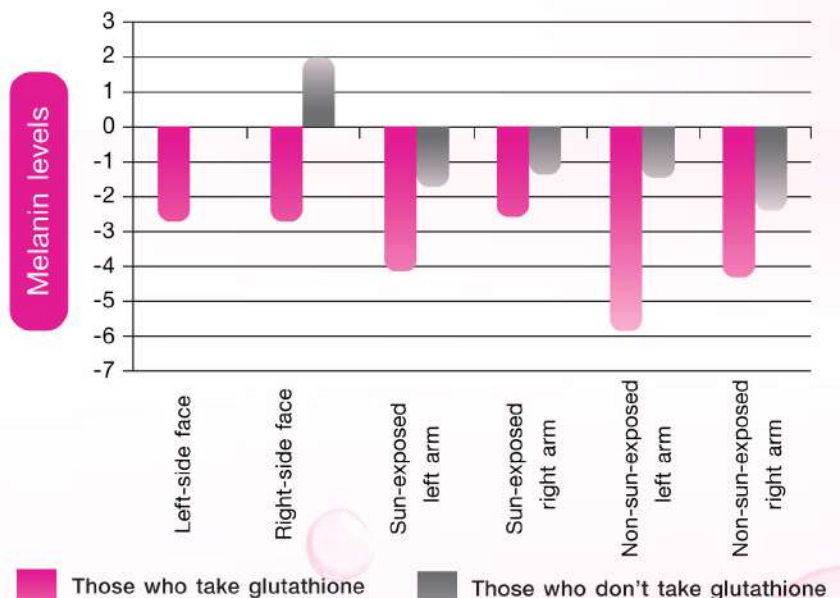
Improves **skin elasticity and hydration**, **protects against UV rays**, and helps reduce melasma, freckles, and dark spots — while defending against oxidants.

Visibly Brighten Your Skin in Just 4 Weeks*

With the **maximum dose of L-Glutathione (Reduced Form)**, imported from Japan. 
This highly stable form of glutathione which is better absorbed and more efficiently utilized by the body than standard glutathione.



Clinical research shows that individuals who take L-Glutathione for 4 weeks experience a **significant reduction in melanin levels**, compared to those who do not.



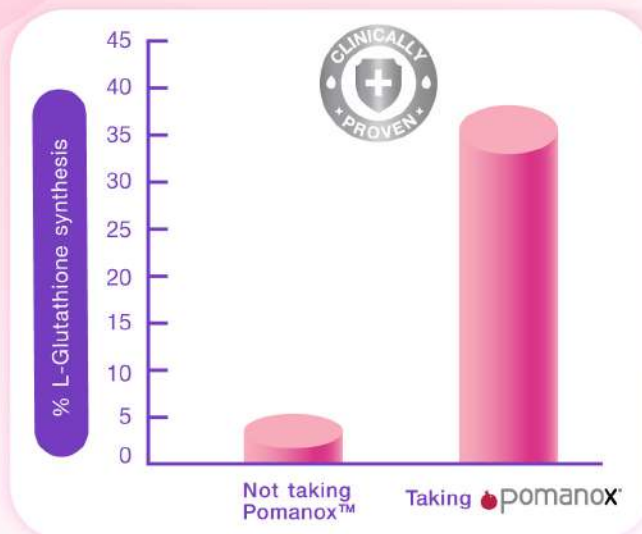
* source: Glutathione as an oral whitening agent : A randomized, double-blind, placebo-controlled study

NEW GLASSY GLO^X
GLOWING GLASS SKIN
LUMINANT AND HEALTHY

Concentrated vitamin formula
Max dose based on studies.



Maximum-Dose, Concentrated pomanox[®] Extract from Spanish pomegranates



*Daily intake of 266 mg  pomanox[®]

Illuminate your skin in 30 days

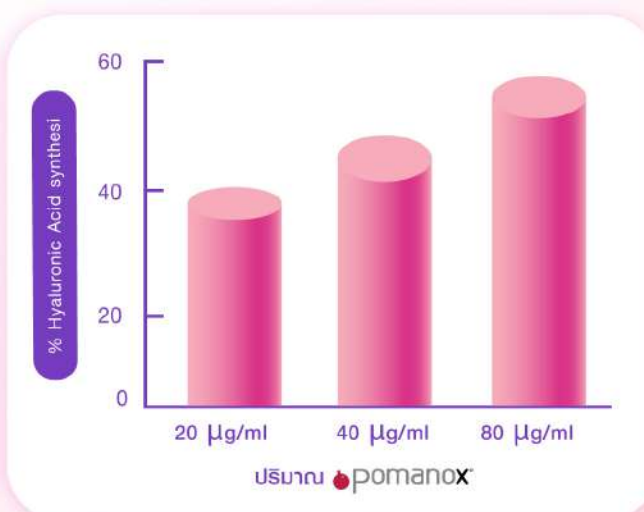
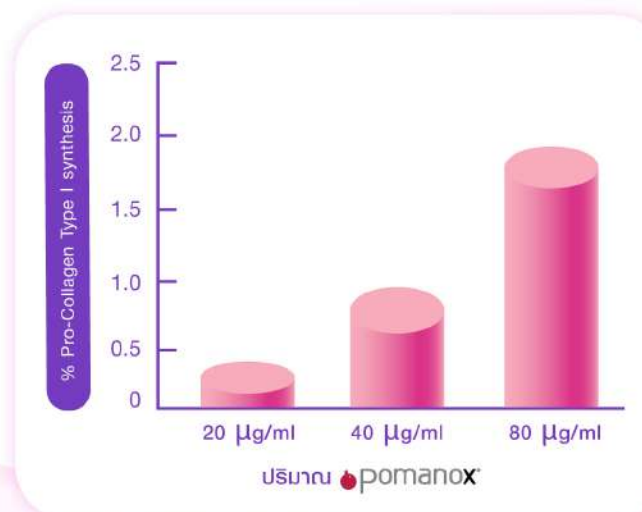
Stimulate **glutathione synthesis up to 40%**

Rich in Punicalagin (an antioxidant), delivering **3X** the amount found in standard pomegranate extract.


Making **the skin healthy, supporting cell recovery** and **inhibiting melanin pigment formation.**

Prevent cell damage

 pomanox[®] helps **Collagen** and **Hyaluronic Acid** synthesis leaving the **skin look younger, moisturized**, and smooth



Stimulates Antioxidant Production

Powered by  **BettaBerries[®]** — a concentrated berry blend from the USA, rich in **phytonutrients from 9 types** of berries.



ACAI BERRY



AMLA



MANGOSTEEN



CRANBERRY



GOJI BERRY



ACEROLA CHERRY



POMEGRANATE



BLUEBERRY



STRAWBERRY

* source: Pomegranate natural extract Pomanox[®] positively modulates skin health-related parameters in normal and UV-induced photoaging conditions in Hs68 human fibroblast cells

ในู! ZINCNE^x


REBALANCE YOUR SKIN FOR CLEAR & ACNE-FREE

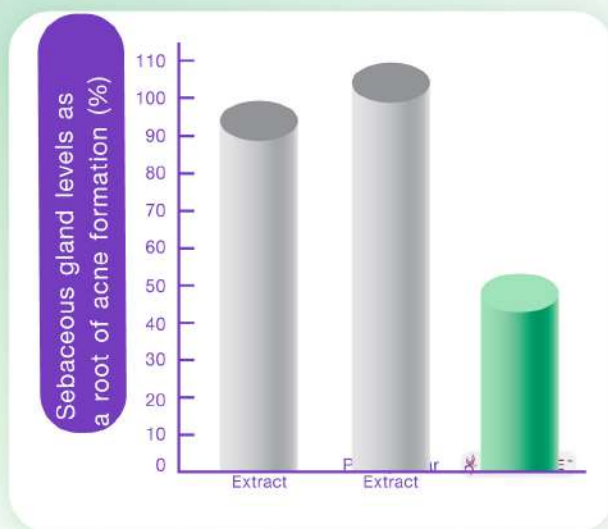
Concentrated vitamin formula
Max dose based on studies.



Inhibit the Root Cause of Acne

with Concentrated  ACTRISAVE™ Clinically Studied in Italy 

 ACTRISAVE™ is a powerful blend of **prickly pear and rice bran extract (125 mg)** that targets the source of acne formation. It works by inhibiting the 5-alpha reductase enzyme, which converts testosterone into dihydrotestosterone (DHT)—a key trigger of excessive oil production. By reducing sebaceous gland activity, ACTRISAVE™ helps minimize the formation of comedones and inflammatory acne.



More Than Just Acne Care Powered by 7 Extracts for Balanced, Healthy, and Radiant Skin

ZINC AMINO ACID CHELATE

imported from the USA 

Developed by combining with amino acids, it offers better, greater, and faster absorption, and is non-irritating to the stomach.

GOTU KOLA EXTRACT, LICORICE EXTRACT Helps reduce and relieve acne inflammation.

GREEN TEA EXTRACT

Aids in reducing acne formation, irritation, and inflammation, while enhancing moisture.

NIACINAMIDE, VITAMIN E

Helps moisturize the skin, protect against inflammation, and reduce irritation.

ACEROLA CHERRY EXTRACT, VITAMIN C

Aids in protecting against oxidants, nourishing and brightening skin.

ໃຫມ່! CERAMIDE X

HYDRATED, PLUMP AND SUPPLE SKIN

Concentrated vitamin formula
Max dose based on studies.



CERTIFIED
HALAL
FORMULATION

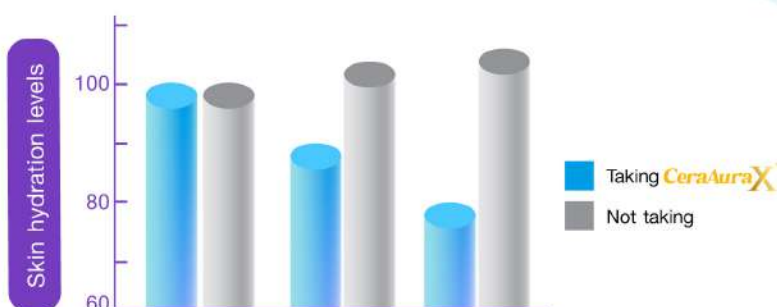
Moisturize and Transform Dry Skin into a Healthy Glow

CeraAuraX™ – Max Dose Backed by Scientific Studies



CeraAuraX™ contains 6 mg¹ of concentrated wheat germ extract imported from Japan. This powerful extract is rich in Glucosylceramides, with Sphingolipid as the key active ingredient. It works to protect your skin against dehydration, increase moisture, and reduce dryness and roughness.

Reduced skin
water loss
within 14 days



For smooth and plump skin
Experience younger-looking skin
in just **14 days**



* source: Rice Based Ceramide Promote Stronger Barrier Function: An Improvement of Ceramide Ratio in Stratum Corneum of the Skin

GRAPE SEED EXTRACT

Helps slow premature skin aging and reduces melanin production, minimizing melasma, freckles, and dark spots

NIACINAMIDE (VITAMIN B3)

Minimizes the appearance of wrinkles, enhances moisture retention, and soothes the skin without causing dryness.

PINE BARK EXTRACT

Help stimulate collagen synthesis in the skin.

ACEROLA CHERRY EXTRACT, VITAMIN C

helps protect skin from free radicals and promotes a radiant, healthy glow.

GLYCINE

Protects against UV rays

VITAMIN E

Fosters skin protection



WHITE JELLY FUNGUS EXTRACT, derived from snow mushrooms, acts as a natural source of hyaluronic acid. It effectively increases skin moisture, rebalances smoothness and plumpness, and efficiently slows down cell damage.

New! Appotin Hare Gro Concentrated Hair Vitamin

Reduce *hair loss*



Accelerate *new growth*

Clinically proven

Results visible **within** the



month*



*Source: Annurca Apple Nutraceutical Formulation Enhances Keratin Expression in a Human Model of Skin and Promotes Hair Growth and Tropism in a Randomized Clinical Trial

Concentrated AnnurtriComplex® Extract

from Annurca apple Imported from Italy 



Rich in Proanthocyanidins, this clinically studied ingredient helps stimulate hair growth by prolonging the anagen phase—the active growth stage of the hair cycle. 800 mg/day shown to extend the anagen phase

Day 30

increase

54%

Day 60

increase

118%

Hair Count Changes



When 800 mg/day of AnnurtriComplex® is consumed

Equivalent to 2 sachets/day of Bomi Appotin Hair Gro

Infused with 11 Extracts for comprehensive hair nourishment and care



HORSETAIL EXTRACT

Inhibits hormones that contribute to hair loss



D-BIOTIN (VITAMIN B7)

Nourishes hair and helps slow down premature graying and balding



L-METHIONINE

Strengthens hair roots and keratin for healthy hair



SELENIUM

Protects against damaging oxidants and stimulates hair growth



VITAMIN D

Minimizes hair loss and protects against fragile hair, promoting new, thick, and healthy hair growth



VITAMIN E

Contains antioxidants that slow down hair damage and protect hair roots



MILLET EXTRACT

Contains amino acid and stimulates new hair growth



BEET ROOT POWDER

Increases nitric oxide levels, helps promote blood circulation, and supports healthy hair



ZINC

Aids in growing hair and nails, and strengthens new hair-repairing cells



VITAMIN B8

Helps decrease testosterone, a factor contributing to hair loss



VITAMIN C

Helps absorb zinc in the body which is an essential factor for hair growth



New! Eye Nourishing Vitamin

Support retinal health

Reduce dry, tired eyes

Extract

supported by studies

Retinal

 **Lutemax**
Lutein and Zeaxanthin **2020**



Formula developed and
manufactured in South Korea

LUTEIN & ZEAXANTHIN

Essential nutrients for eye health that the body cannot produce on its own and must be obtained through diet.

Better Holistic Eye Care



Clinically Proven Results in 180 Days*

Overall eye health **Improved** **26%**

Increased MPOD = a decreased risk of retinal diseases.



Eye Fatigue

reduced by

8%



Glare Tolerance improved by 44%



Vision Recovery improved by 33%



Contrast Sensitivity increased by 20%

3 Concentrated Extracts Eye and Retina Nourishment

LUTEIN & ZEAXANTHIN
in a 5:1 ratio



protect against sunlight and blue light, and reduce the risk of macular degeneration.



Bilberry Extract

contains anthocyanin, which protects eyes against oxidants and reduces the risk of cataract formation and macular degeneration.



Carrot extract and Vitamin A

are essential nutrients for eye health that nourish vision, minimize dry eyes, and support clear vision in low light.

Source: Macular carotenoid supplementation improves visual performance, sleep quality, and adverse physical symptoms in those with high screen time exposure. Based on a 180-day clinical study with 48 volunteers, the results were equivalent to taking 2 Bomi Luteina-Z pills daily.

New! LIPOSO C+

Vitamin C Hybrid formula

2-in-1 Technology **Instant activation**
Prolonged action



Boost immunity
Enhance skin **brightness**

Hybrid formula for superior absorption

2-in-1 Form of Vitamin C

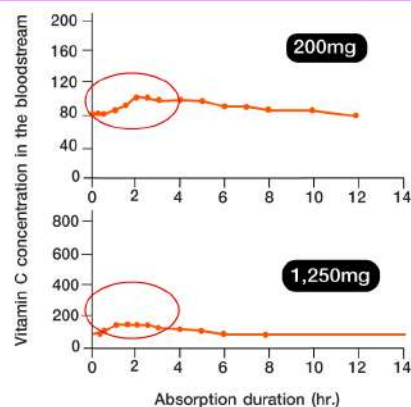
Instant activation
Sodium L-Ascorbate
152 mg

Prolonged action
Liposovit-C
325 mg

Ensure Continuous and Optimized Vitamin C Absorption with **Sustained Release Technology** for long-lasting efficacy.

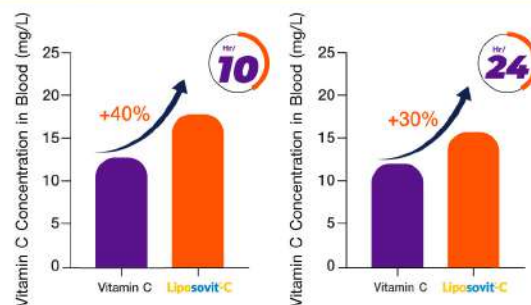
Immediate absorption by the body **within the first 2 hours.**

200 mg vitamin C is **better** absorbed by the body than 1,000 mg.



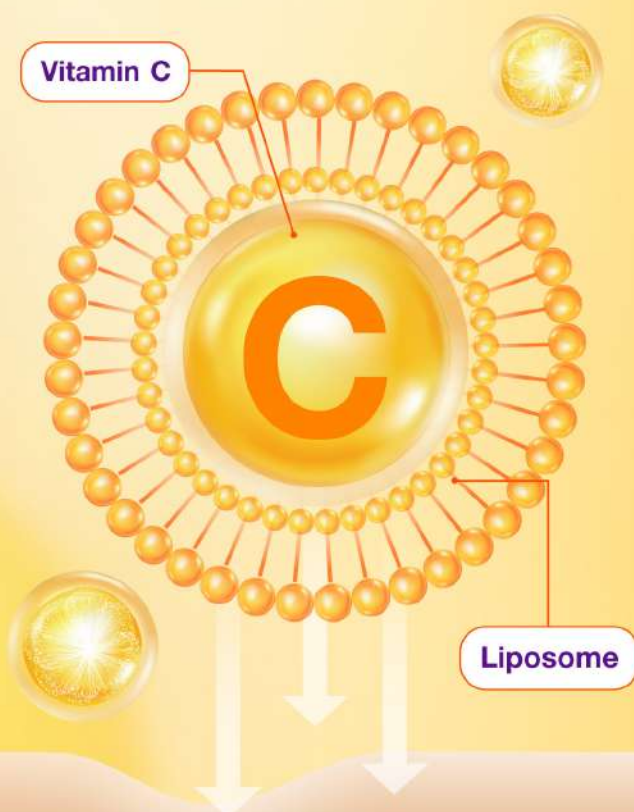
Sustained, All-Day Vitamin C Absorption

Liposovit-C demonstrates superior and more prolonged activity compared to conventional Vitamin C



Comparative absorption levels of **Liposovit-C** vs. Conventional Vitamin C measured at 10 and 24 hours.

The advantages of “Liposome Technology”



Protect active ingredients from degradation by various factors like light, pH, and digestive enzymes.



Reduce the chance of stomach irritation.



Enhance the efficacy and absorption of Vitamin C.



Gradually and continuously release active ingredients.



Safe, biodegradable, and body-friendly.

GABA NITE

DEEP SLEEP RELAXATION

2 capsules before bed



SLEEP SUPPORT
FROM THE VERY FIRST NIGHT

zzz



Pharma GABA
concentrated from Japan



For Better **SLEEP** Quality



PHARMA GABA
concentrated from



Regulate brain waves
for deeper sleep quality



**CHAMOMILE
POWDER**

Reduce stress and anxiety
to fall asleep faster



**MULTI
VITAMIN B**

Support nervous system
function and growth
development



L-THEANINE

Enhance serotonin, dopamine,
and GABA to improve
learning, memory, and sleep



BACOPA

Support serotonin for
enhanced sleep and memory



DINK

DINK BEFORE DRINK

1-2 Sachets



Received the Gold Medal Award for

“Liver detoxification”

3 years in a row!



Seoul International
Invention Fair
2009 Gold Prize



Seoul International
Invention Fair
2011 Gold Prize



Seoul International
Invention Fair
2012 Gold Prize



JBB20

Imported from South Korea, this powerful formula helps eliminate toxins from the bloodstream, supports liver health, and aids in managing fatty liver disease.



L-Glutathione

plays a crucial role in detoxification and combating free radicals



Vitamin C

reduces inflammation and promotes better liver function

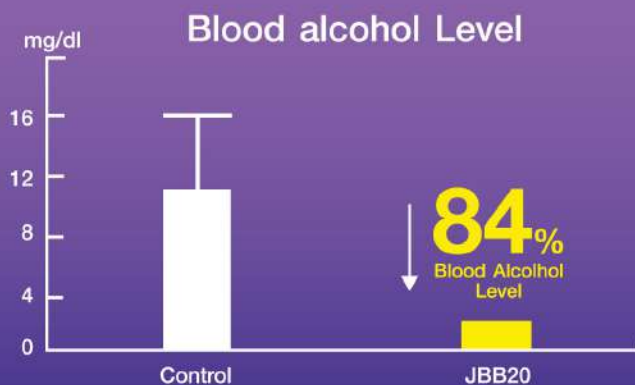
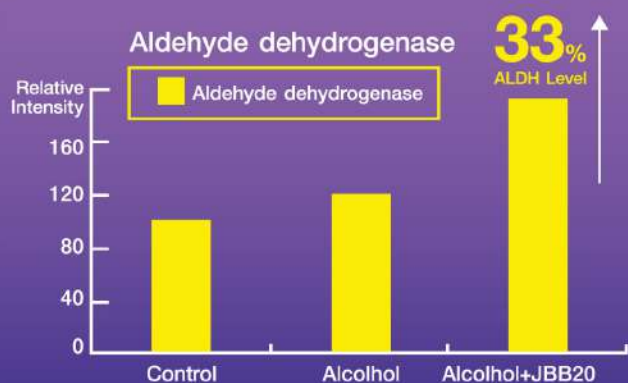


Blueberry Extract

contains antioxidants that help eliminate free radicals and protect cells

JBB20™ increases the amount of enzymes that help eliminate alcohol by up to 33% compared to the non-consumption group

JBB20™ reduces alcohol levels in the bloodstream by up to 84% compared to the non-consumption group



ISOLATED PLANT PROTEIN FIBER PLUS

Plant-based protein. High fiber ↗

Easy digestion. Delicious.
Smooth and easy to swallow.



Guilt-free for clean eaters



No Sugar
Added



Gluten Free



Lactose and
Dairy Free



GMO Free



No Cholesterol

4 High-Quality Plant-Based Proteins



Infused with prebiotic fiber Rebalance your Digestive System and Promote Gut Health



SOYBEAN

Contains essential amino acids that strengthen muscles



PEA PROTEIN

Helps with muscle recovery and reduces hunger hormone




POLYDEXTROSE

Inhibits the increase of blood sugar and cholesterol levels



FRUCTOOLIGO SACCHARIDE

Premium prebiotic fiber from Japan 
Helps promote efficient digestion and slows down sugar absorption.



RICE PROTEIN

Aids in repairing damaged areas and accelerates muscle recovery.



PROTEIN

25 g

1 SCOOP

Lean formula,
can be enjoyed as
healthy dessert



ALMOND PROTEIN

Helps reduce the risk of heart disease and lowers blood cholesterol

Vanilla
cereal
flavor



Chocolate
malt flavor



- ✓ Easy to take
- ✓ Delicious
- ✓ Smooth and easy to swallow

Bomi. Bio S

Bomi.

By MizuMi

B&B Shot

Bio S

Take Before Heavy Meal

Blood Orange Extract
+ Chili Peppers Extract
+ L-Carnitine Fumarate



B&B SHOT BIO S
(DIETARY SUPPLEMENT PRODUCT)
(BOMI BRAND) บิโอมิ ช็อต ไบโอส
(ผลิตภัณฑ์เสริมอาหาร) (ตรา บิโอมิ)

*Blood Orange Extract จากประเทศอิตาลี

0% SUGAR

Bomi.

**B&B Shot
Bio S**



บิโอมิ ช็อต ไบโอส
(ผลิตภัณฑ์เสริมอาหาร) (ตรา บิโอมิ)

B&B Shot

Bio S

Take Before Heavy Meal
Blood Orange Extract
+ Chili Peppers Extract
+ L-Carnitine Fumarate



บิโอมิ ช็อต ไบโอส
(ผลิตภัณฑ์เสริมอาหาร) (ตรา บิโอมิ)

*Slim &
Healthy*

1-2 Sachets Before Meal

0%
SUGAR

BLOCK & BURN

READY-TO-TAKE

B&B SHOT

10 Cal per sachet

Take before meal

BLOCK



**BLOOD ORANGE
EXTRACT** 
Reduce body fat



**WHITE KIDNEY
BEAN**
Carb blocker,
fat blocker



GARCINIA
Reduce fat absorption,
increase metabolic



BURN



CHILLY EXTRACT
Reduce fat absorption,
increase metabolic



GREEN TEA
Increase body
fat metabolic



**L-CARNITINE
FUMARATE**
Reduce fat absorption,
muscle gain



CACTUS
Reduce fat absorption,
increase metabolic

Social Media Profile



INSTAGRAM

16.4K

bomiofficial_th

Following

Message



1,156 posts

16.4K followers

11 following

Bomi อาหารเสริม สูตรพรีเมียม

bomiofficial_th

วิตามินดูแลผิวและสุขภาพ
มีผลงานวิจัยการันตีรับรอง
linktr.ee/bomiofficial

Followed by np.nattt, amyammily + 18 more



Bomi Lutein...



Bomi X series



Liposo C+



Bomi Protei...



Awards



Asta



BBShot

POSTS

REELS

TAGGED



TIKTOK

203.6K



FACEBOOK

4.4K



bomiofficial_th Bomi Supplements

Following Message

9 Following 203.6K Followers 1.6M Likes

Bomi supplement อาหารเสริมพรีเมียมสูตรเฉพาะ

linktr.ee/bomiofficial

LIVE Event Jun 5, 4:00 PM 4

Videos

13 Reposts

Like

Playlists



Bomi. playlist



Bomi. playlist

Videos



Bomi. video



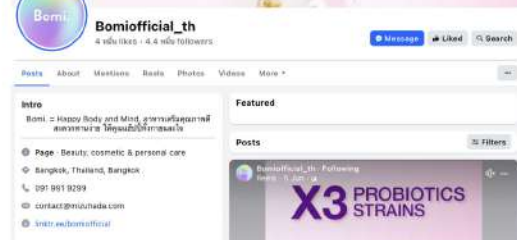
Bomi. video



Bomi. video



Bomi. video



Presenter Activities



Bomi.

อันดับ 1
BEST SELLER

โบมี 16.8 โปรไบโอติกส์

เทคโนโลยีเคลือบ 4 ชั้น สักยภาพจากเกาหลี 🇰🇷

จุลินทรีย์ดี เดินทางถึงลำไส้อย่างปลอดภัย

16,000 ล้านตัว/ซอง

8 สายพันธุ์

คุณประโยชน์จากจุลินทรีย์ดีแบบเต็มๆ



Booth Activities



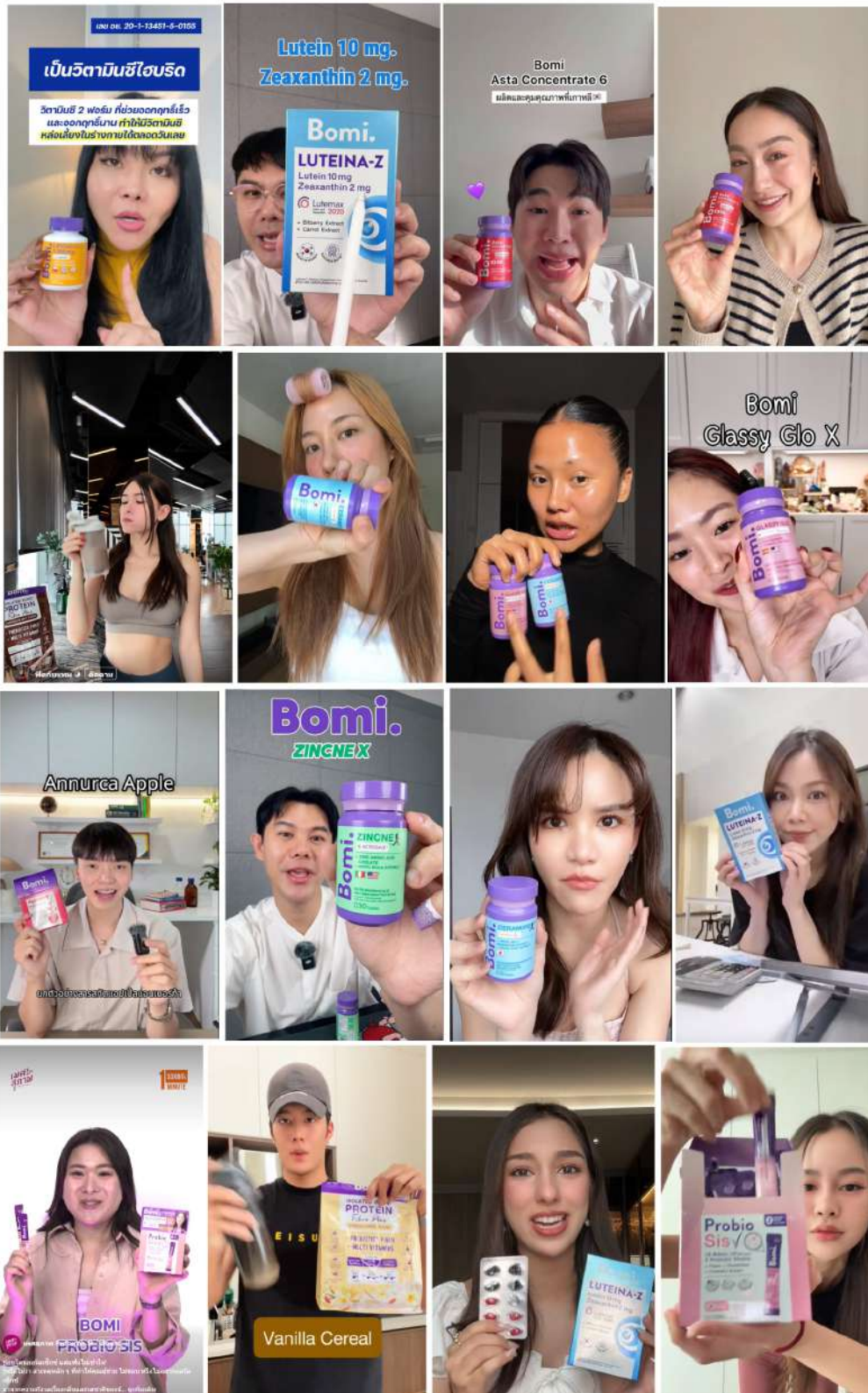
Influencer Marketing



Influencer Marketing



Influencer Marketing



AVAILABLE AT...



@bomiofficial_th



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