

Effects of Civet Musk and Jincho Civet Musk Dan (Jin) in the health food market

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ABSTRACT

This paper presents the possibility of entering the global health food market as well as Korean market due to the expected effects such as satisfying the health-oriented desire of modern people and preventing diseases in advance by analyzing the consumers' reactions to Jincho Civet Musk Dan(Jin), which uses Civet Musk, which has recently been in the limelight as a raw material for health foods, as its main ingredient and factors that can affect the demand for health food due to the aging of the population and the spread of well-being culture based on the characteristics and efficacy of each raw material.

Keywords Civet Musk, Jincho Civet Musk Dan (Jin), global health food market

INTRODUCTION

Health food is gradually affecting the health promotion and disease prevention of the people, and it has the advantage that consumers can easily purchase and consume ingredients beneficial to health from food grades. On the examination of the factors related to the consumption of health foods, it was confirmed that women consume more dietary supplements, and the older the age and the higher income, the higher the consumption. In addition, the proportion of healthy food intake in people with normal weight, non-smokers and non-drinkers, and people with chronic diseases was relatively high. Based on the above survey data, Chairman Jincho Jeong, a herbalist researcher has been researching the properties and efficacy of herbs and medicinal materials around the

world for 45 years, and the product created to help improve the health of consumers with food-grade.

Effects of Gongjindan with Musk

As a result of research on musk, which is widely known to consumers as a raw material for Gongjindan, it has been used as a cardiogenic and excitatory sedative for a long time and founded that it is effective in stimulating the central nervous system, acting on the blood circulation system, and anti-inflammatory and antibacterial activity through scientific experiments according to modern medicine. Recently, it has been scientifically founded that Gongjindan made with musk as the main ingredient not only improves chronic fatigue and sleep disorder, but also improves inhibited brain learning and memory by more than 2 times, and has similar effects to Alzheimer dementia drugs (Gongjindan's 'memory improvement effect' has been scientifically identified. YTN. Korea. 2018. Available at: https://www.ytn.co.kr/_ln/0115_201505060855503859).¹

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Recently *Joongang Health Media* reported Gongjindan helps nerveregeneration by activating longevity genes. It has been proven for the first time in the world that Gongjindan enhances the growth and regeneration of damaged nerve cells by inducing the expression of longevity genes that suppress aging.²

The Issue of Wild Musk

However, musk deer is a medicinal substance included in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), and its collection and import are internationally limited. The standard for deer musk used in Korea is Nepalese musk, which contains less than 2% of the main ingredient MUSCONE, but due to the indiscriminate killing of musk deer, the export of musk deer in Nepal is currently banned at the national level. Due to these reasons, all musk distributing in the Korea is imported from Russia. However, Russia's Moscow Times produced a video showing how difficult Russian musk deer poachers are hunting and selling musk deer, and how they are forced to refuse due to lack of musk deer population, despite offers from German companies to sell them at a high price.³

In addition, according to "TV Chosun CSI: Consumer Scene Investigation in 2016" in Korea, but South Korea's musk import volume in 2017 were 198 kgs, but it was reported that the amount of musk used in the manufacture of public medicine at oriental clinics and oriental hospitals was almost doubled.⁴

Alternative Ingredient of Musk

The reason why the issue of musk is bound to grow is because it has a deep history handed down from ancient times and has considerable efficacy and effects as a medicinal material. It has a long history of about 800 years and is called wonder medicine or "the emperor's best

medicine" and the main ingredient of Gongjindan, which was designated as a national medicine during the Goryeo and Joseon Dynasties, and it is explained in Donguibogam, "Even if a person has a weak constitution from birth, taking Gongjindan strengthens the congenital energy and helps "Water Up Fire Down" to prevent one hundred diseases."

However, as the population of musk deer gradually decreased around the world, various experiments were conducted to replace musk, and as a result, research on the musk cat's civet musk, which has historically proven efficacy and effectiveness, began to be studied.⁵

In Ben Cao Gang Mu (Compendium of Materia Medica), one of the world-famous Chinese herbal medicine books, it has been mentioned that the medicinal effect of musk musk is 'Bisi (unconsciousness, suspended animation), Goju (tuberculosis), Sinbokjoltong (sudden pain in the chest and stomach), Kwangsaguishin (epilepsy), Hak (malaria), Yeokgi (epidemic), Mongmaesayeom (schizophrenia), calming the mind and relaxing the body'.

In Londinensis (The New London Dispensatory), a pharmacopoeia written in 1678 by William Salmon (1644-1713, was an English empiric doctor and a writer of medical texts), this is explained as that the natural fragrance made from musk can strengthen the head, brain, heart and spirit, and in addition to its enchanting scent, it is effective for stomach pain, hysteria, deafness, loss of libido, stress reduction, and stimulate creative thinking.

Based on the above theories, a comparative analysis of the components of Deer Musk and Civet Musk revealed that the components of Civet Musk's CIVETONE and Deer Musk's MUSCONE are composed of almost identical chemical structures, and as a result of the comparative drug efficacy test on animals of the Institute of Natural Science Material at Seoul National University and the clinical trial at Oriental Hospital, of Kyung Hee University Medical Center, CIVETONE is known to be

more effective than MUSCONE in sedation and suppression of heart function abnormalities.⁶

New Journey of Gongjindan, Civet Musk Dan (Jin)

E&G Korea, a health food manufacturer, and Chairman Jincho Jeong, a herbalist researcher, succeeded in developing this by researching a method of processing and refining raw materials in a scientific way while maintaining the traditional efficacy of Civet Musk and developed a new product called Jincho Civet Musk Dan (Jin) using the traditional 'Gongjindan' recipe from 800 years ago.



Figure1. Jincho CivetMusk Dan (Jin), Made by Chairman Jeong

Jincho Civet Musk Dan(Jin) contains 200mg of Civet Musk prepared by processing and purifying 1:1 ratio using 100% of natural Civet Musk's raw materials, so it has a higher content ratio than other products or Gongjindan that use 80mg ~ 150mg, and It was manufactured to have the best texture and effect by studying the proper mixing ratio with auxiliary ingredients such as deer antler, cornus fruits, and korean angelica root

If a person takes Jincho Civet Musk Dan (Jin) on an empty stomach in the morning to increase the absorption rate of the body and get the maximum effect, the effects of the supplementary ingredients can be quickly delivered throughout the body through Civet Musk. This is due to

Civet Musk's 'opening action' that breaks through blocked meridians and aeremia, which awakens the brain and strengthens the function of the heart, and also, due to Korean angelica root's blood circulation, deer antler's immunity-enhancing effect, and cornus fruit's anti-inflammatory/antioxidant effect, if a person takes it for a long time, it can be of great help in preventing degenerative brain diseases such as Alzheimer's, dementia and Parkinson's disease. In particular, when elderly consumers with chronic diseases take it, they can experience good effects in improving immunity and restoring energy.

CONCLUSION

Jincho Civet Musk Dan (Jin) developed by Chairman Jincho Jeong, a herbalist researcher satisfies the health-oriented needs of modern people, and he is striving to popularize the product so that many people can consume it as a health food not only in Korea but also in countries around the world due to the expected effects such as lack of exercise and stress relief of elderly consumers to maintain a healthy life.

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Not applicable

CONFLICT OF INTEREST

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