

## Kaesong Koryo Insam

Insam is a rare medicinal material used for treating or preventing various diseases.

When the word *insam* is mentioned, people are reminded of the species in Korea.

Insam from Korea has been widely known as the “king of medicinal plants” and “elixir of life” for its special medicinal efficacy and actions.

Outstanding is the insam from Kaesong, which had been the capital of Koryo (918-1392), the first united state in Korea. Incomparable to the similar species in other parts for its superior medicinal efficacy, Korea’s insam has been known as Kaesong Koryo insam or Koryo insam.

In Kaesong located in the middle of the Korean peninsula, it is a tradition to cultivate insam.

The Korean people are studying new techniques of cultivating and processing insam while inheriting the traditional methods. It is now used in producing various medicines, health foods and cosmetics which are in great demand at home and abroad.

