



## Product & Ingredient Frequently Asked Questions

Products by PURE are tested to ensure quality and effectiveness and are produced by cGMP (current Good Manufacturing Practice) regulated manufacturers. Below are commonly asked questions about our processes and ingredients in our products, in alphabetical order.

### Caffeine

QUESTION: Which products contain caffeine?

ANSWER: While the caffeine used in our products is natural, it still provides a stimulant effect and may not be appropriate for all individuals. Some ingredients that contribute to caffeine content include cacao, green tea extract, *garcinia cambogia*, guarana, yerba mate, and others. The following is a list of products that contain natural caffeine-containing ingredients, as along with the estimated caffeine content per serving.

- |                      |        |                      |          |
|----------------------|--------|----------------------|----------|
| • PURE Café          | 150 mg | • Metabolic ONE      | 88 mg    |
| • GPS Energize       | 110 mg | • Green Coffee Bean  | <16 mg   |
| • ENERGY             | 120 mg | • Matcha Vegan Shake | 45-50 mg |
| • 360 Complete Shake | 35 mg  |                      |          |

### Caramel Color

QUESTION: What is the source of caramel color?

ANSWER: Caramel color is created through a carefully controlled process of heating carbohydrates. The same reaction that causes the pleasant aroma and browning of bread creates the caramel color used in our products.<sup>1</sup> Caramel color is found in GPS Circulate.

### Cascara Sagrada

QUESTION: Is *cascara sagrada* habit-forming?

ANSWER: The dried and aged bark of *cascara sagrada* has been used for centuries to support healthy bowel activity. When used properly, it can help

<sup>1</sup> Roncero-Ramos I, Delgado-Andrade C, Alonso-Olalla R, Navarro MP. Influence of bread crust-derived Maillard reaction products on phosphorus balance in rats. *Eur J Nutr*. 2012 Oct;51(7):871-9.

you achieve regularity and provide gentle relief from occasional constipation.\*  
Traditionally, *cascara sagrada* has only been used for short periods of time<sup>2</sup>. Whether or not *cascara sagrada* is habit-forming has no substantial support from studies. Due to limited evidence in scientific literature, our product-use recommendations reflect the traditional use of *cascara sagrada*. We recommend using a HealthTrim Cleanse (liquid or capsule) product for no more than 10 days every two to three months.

\*These statements have not been evaluated by the Food and Drug Administration. Products offered by PURE are not intended to diagnose, cure, treat, or prevent any disease and are not intended to replace any medical treatment.

Products that contain *cascara sagrada*: HealthTrim Cleanse — Liquid and Capsule

### **Citric Acid**

QUESTION: What is citric acid?

ANSWER: Citric acid is organically found in many fruits and is naturally created in the human body. As an ingredient, it is produced by introducing simple carbohydrates from sugar beets to a common, naturally-occurring fungus. The byproduct is citric acid which is used to maintain proper pH levels and improve product flavor.

Products that contain citric acid:

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<sup>2</sup> Lithgow RA. Cascara Sagrada in Constipation. Br Med J. 1883 Jul 14;2(1176):68.



- Acai (as needed to maintain pH)
- CalciuMK+ (for flavor and to maintain pH)
- Daily Build (liquid only)
- ENERGY (for flavor)
- Goji (helps maintain pH)
- GoYin (helps maintain pH)
- GPS Energize
- GPS Hydrate
- GPS Circulate

### **Coenzyme Q10**

QUESTION: Do any products contain Coenzyme Q10?

ANSWER: Daily Build (capsules and liquid) and GPS Energize both contain Coenzyme Q10.

### **Corn**

QUESTION: Do your products contain corn or corn derivatives?

ANSWER: Our products do not directly contain corn, but some ingredients used, glucose polymers and fructose, could be made of corn, rice or other carbohydrate source. If you are allergic to corn, note that the original source of ingredients could be different from batch to batch, so safely consuming the products once does not guarantee there will be no future allergic reactions. Those with mild allergies may choose to use the products if they feel the benefits outweigh the consequences of potentially being exposed to a minute amount of corn.

Products that contain a corn derived ingredient: PURE Café

### **Dairy**

QUESTION: Do your products contain dairy?

ANSWER: Some products do contain ingredients that are byproducts of dairy primarily derived from milk. All products with these milk-derived / dairy ingredients clearly state "contains: milk" on their label. For example, whey protein is derived from a dairy source.

Products that contain dairy:

- HealthTrim® 360 Complete Shake
- GPS Rebuild
- GPS Circulate
- PURE Café

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## Erythritol

QUESTION: What is erythritol?

ANSWER: Erythritol is found naturally in many fruits. It is a naturally-derived sweetener with zero calories.

Products that contain erythritol: ENERGY

## Folic Acid and Folate

QUESTION: What is the difference between folic acid and folate?

ANSWER: Folate and folic acid are forms of the water-soluble vitamin B9. *Folate* is the naturally-occurring form of the vitamin, which can only be found in food. Spinach, lentils, and garbanzo beans are all good sources of dietary folate. *Folic acid* is the man-made form of vitamin B9 that is used in most supplements and in fortified foods. The new methylated form of vitamin B9 (L-5-methyltetrahydrofolate) is also man-made and is categorized as folic acid. Folic acid is significantly better absorbed by the body than folate. The new FDA labeling requirements will require vitamin B9 to be categorized as folate on all food and supplement labels regardless of its source.

Products that contain folic acid:

- HealthTrim 360 Complete Shake, Daily Build (capsules and liquid), ENERGY, GPS HYDRATE Fructose, Sucrose and Glucose Polymers

QUESTION: Why do your products contain fructose, sucrose or glucose polymers?

ANSWER: We often formulate our products with natural, zero-calorie sweeteners like stevia or monk fruit. Fructose, sucrose, or glucose polymers are used to enhance sports performance and to improve the texture or the palatability of a product.

Fructose is the primary sugar in fruit. It has a low glycemic index, which means it has minimal impact on blood sugar levels, yet is sweeter than other simple sugars<sup>3</sup>. Fructose is used in a limited number of our products to provide a sweet flavor. It is found in larger amounts in the GPS products to enhance athletic performance. Studies have shown that intake of carbohydrates (sugars) during physical activity improves endurance<sup>4</sup>. While glucose is the primary sugar used by cells during physical activity, studies have shown that using products containing both glucose and fructose improves performance and reduces

<sup>3</sup> Tappy L, Lê KA. Metabolic effects of fructose and the worldwide increase in obesity. *Physiol Rev*. 2010 Jan;90(1):23-46. doi: 10.1152/physrev.00019.2009.

<sup>4</sup> Abbiss CR, Peiffer JJ, Peake JM, Nosaka K, Suzuki K, Martin DT, Laursen PB. Effect of carbohydrate ingestion and ambient temperature on muscle fatigue development in endurance-trained male cyclists. *J Appl Physiol* (1985). 2008 Apr;104(4):1021-8.



stomach complaints more than using products that contain glucose alone<sup>5,6</sup>. Carbohydrates can also enhance the uptake of amino acids also found in GPS products. Furthermore, fructose, as part of a post-exercise drink, has been shown to increase the rate at which the body restores its carbohydrate stores (glycogen), potentially leading to faster recovery time after exercise<sup>7</sup>.

Products that contain fructose: CalciuMK+, GPS Energize, GPS Rebuild

Sucrose is an easily-digestible sugar composed of both a glucose and a fructose molecule. When glucose and fructose are consumed together, absorption rates improve and can lead to enhanced performance. Sucrose (as organic cane sugar) is also used to improve the palatability of products like PURE Café.

Products that contain sucrose: GPS Hydrate, GPS Circulate, PURE Café

Glucose polymers are an important source of carbohydrates in sport beverages. They are large molecules composed of smaller glucose molecules. They provide more energy and are absorbed at a faster rate than glucose alone<sup>8</sup>. Glucose polymers improve the consistency of beverages made from powdered mixes.

Products that contain glucose polymers: ENERGY, GPS Hydrate, Probiotic, GPS Energize, CalciuMK+, Greens, 360 Complete Shake, GPS Circulate, and PURE Café.

<sup>5</sup> O'Brien WJ, Rowlands DS. Fructose-maltodextrin ratio in a carbohydrate-electrolyte solution differentially affects exogenous carbohydrate oxidation rate, gut comfort, and performance. *Am J Physiol Gastrointest Liver Physiol*. 2011 Jan;300(1):G181-9.

<sup>6</sup> Rowlands DS, Swift M, Ros M, Green JG. Composite versus single transportable carbohydrate solution enhances race and laboratory cycling performance. *Appl Physiol Nutr Metab*. 2012 Jun;37(3):425-36.

<sup>7</sup> Décombaz J, Jentjens R, Ith M, Scheurer E, Buehler T, Jeukendrup A, Boesch C. Fructose and galactose enhance postexercise human liver glycogen synthesis. *Med Sci Sports Exerc*. 2011 Oct;43(10):1964-71.

<sup>8</sup> Shi X, Passe DH. Water and solute absorption from carbohydrate-electrolyte solutions in the human proximal small intestine: a review and statistical analysis. *Int J Sport Nutr Exerc Metab*. 2010 Oct;20(5):427-42.



## Gluten Free

QUESTION: Which products by PURE are gluten-free?

ANSWER:

- Daily Build
- GoYin®
- CalciuMK+
- Greens
- PURE Energy (all flavors)
- Mila®
- Organic Sulfur
- Probiotic
- Alkaline Water Concentrate
- Immune6
- Silver
- Acai, Goji, Mangosteen, Noni, Fusion
- HealthTrim® 360 Complete Shake (vanilla bean & cacao)
- HealthTrim Matcha Vegan Shakes
- HealthTrim Metabolic ONE
- HealthTrim Green Coffee Bean
- HealthTrim MelaTrim
- HealthTrim Pure Café
- HealthTrim Cleanse capsules/liquid
- GPS Adapt
- GPS Circulate
- GPS Energize
- GPS Hydration
- GPS Rebuild
- Ciello skin care

## Iodine

QUESTION: What products contain iodine?

ANSWER: Daily Build (capsules and liquid), 360 Complete Shake, and GPS Rebuild all contain potassium iodide. ENERGY and Greens contain sea vegetables or sea vegetable extracts, which are also significant sources of iodine. If you have an allergy to iodine, consult your healthcare provider to see if these sources may trigger an allergic reaction.

\*These statements have not been evaluated by the Food and Drug Administration. Products offered by PURE are not intended to diagnose, cure, treat, or prevent any disease and are not intended to replace any medical treatment.

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## Iron

QUESTION: What products contain iron?

ANSWER: None of our products are a significant source of iron as most men and many women consume adequate iron in their diet and supplementation among these individuals may have adverse health effects.

Products that contain iron:

- Matcha Vegan Shake – 5 mg, 360 Complete Shake – 2 mg

## Kosher

QUESTION: Are your products Kosher?

ANSWER: Yes, some of our products follow Jewish dietary law and are certified by a third-party certifying Jewish agency.

Products that are Kosher: Organic Sulfur, Noni, Goji, Mangosteen, Acai, Fusion, GoYin, HealthTrim Cleanse - Liquid

## Lutein

QUESTION: What is lutein?

ANSWER: Lutein is a xanthophyll and one of 600 known naturally occurring carotenoids. It is synthesized only by plants and like other xanthophylls is found in high quantities in green leafy vegetables such as spinach, kale and yellow carrots. One serving of Daily Build (capsules and liquid) contains 2mg of lutein, which is about the same amount you would find in a cup of cooked broccoli, sweet corn, Brussels sprouts, or about a ½ cup of cooked green peas or summer squash.

## Monoglycerides and Diglycerides

QUESTION: What are monoglycerides and diglycerides?

ANSWER: Monoglycerides and diglycerides are fats. They are made from oil and act as emulsifiers to provide a consistent texture and prevent separation of water and oil. They also serve as stabilizers, which give foods body and improve consistency. They are listed as safe by the Center for Science in the Public Interest.<sup>9</sup>

Products that contain monoglycerides and diglycerides:

- Pure Café, GPS Rebuild, HealthTrim® 360 Complete Shakes

<sup>9</sup> Mono- and Diglycerides. Center for Science in the Public Interest (ND). Available at: <http://www.cspinet.org/reports/chemcuisine.htm#mono>.



## **Mushrooms**

QUESTION: Which products contain mushrooms?

ANSWER: GoYin, Greens, GPS Adapt, and ENERGY contain mushrooms.

## **Natural Flavors and Natural Sweeteners**

QUESTION: What is the source of natural flavors and natural sweeteners in your products?

ANSWER: The natural flavors used in our products are all isolated plant compounds that have not been chemically altered. Our natural flavors are obtained from natural sources and are derived from their fruits or ingredients of origin. For example, ENERGY Grape flavor is derived from grapes and ENERGY Lemon from Lemons. We only use flavors from natural sources and these are most often listed on our product labels. For natural sweeteners we mostly use stevia and monk fruit that have been extracted from either the stevia leaf or the actual fruit of monk fruit. Please be assured that we do our very best to provide the highest quality ingredients that will be the most beneficial for your body and we do not use artificial sweeteners in any form.

## **Polyphenols**

QUESTION: Which products are rich in polyphenols?

ANSWER: Polyphenols are a very large class of antioxidants. You may be familiar with antioxidant buzz words like quercetin, lignins, flavonoids, and/or resveratrol. These are all specific examples of polyphenols. Green tea, coffee, dark chocolate, and certain fruits and vegetables are also very high in polyphenols.

Products that contain monoglycerides and diglycerides:

- Green Coffee Bean, Mila, Matcha Vegan Shake, Daily Build (liquid and capsules)

## **Potassium Iodide**

QUESTION: What is potassium iodide?

ANSWER: Potassium iodide is a potassium salt that is a source of the trace element iodine. Iodine is an integral constituent of thyroid hormones that help regulate certain reactions in the body, including protein synthesis and metabolic functions. Iodine may also play an important role in immune function.

Products that contain potassium iodide:

- Daily Build (liquid and capsules), HealthTrim® 360 Complete Shakes, GPS Rebuild

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## Potassium Sorbate

QUESTION: Why is potassium sorbate used in your products?

ANSWER: Potassium sorbate is a potassium salt of sorbic acid. Sorbic acid is an antimicrobial compound produced naturally by many plants. Although it exists naturally, the sorbic acid most commonly used in food production is chemically derived.<sup>10</sup>

Potassium sorbate is highly effective at slowing the growth of many microorganisms. The Center for Science in the Public Interest lists this substance as safe for human consumption, with no known side effects<sup>11</sup>. Potassium sorbate is also listed as GRAS (generally recognized as safe) by the FDA and is not associated with any known adverse health effects<sup>12</sup>.

Products that contain potassium sorbate: CalciuMK+

**NOTE:** Preservatives serve a valuable function in liquid supplements to prevent the growth of illness-causing pathogens. We are currently working diligently to find a *natural* replacement for potassium sorbate in CalciuMK+ that will remain stable. Our attempts to use something like a rosemary extract have so far been unsuccessful.

## Seafood

QUESTION: Do your products contain fish or shellfish?

ANSWER: None of the products by PURE contain fish, shellfish, or other ingredients derived from fish or shellfish.

QUESTION: Do your products contain ocean-sourced ingredients that might contain high levels of heavy metals like mercury?

ANSWER: We conduct heavy metal testing for products like Daily Build (capsules and liquid) and Greens that contain sea components (specifically spirulina). No product is released without first testing for potential contaminants to help ensure product safety.

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<sup>10</sup> Naidu AS. Natural Food Antimicrobial Systems. (2000) Boca Raton, Florida; CRC Press.

<sup>11</sup> Sorbic Acid. Center for Science in the Public Interest (ND). Available at: <http://www.cspinet.org/reports/chemcuisine.htm#sorbicacid>.

<sup>12</sup> Alphabetical List of SCOG Substances. Food and Drug administration, 06/21/2013. Available at: <http://www.fda.gov/Food/IngredientsPackagingLabeling/GRAS/SCOGS/ucm084104.htm>.



## Sodium Benzoate

QUESTION: Why is sodium benzoate used in your products?

ANSWER: Sodium benzoate is a sodium salt of benzoic acid. Benzoic acid is an antimicrobial compound occurring naturally in many plants and animals. Although it exists naturally, the benzoic acid most commonly used in food production is chemically derived.<sup>13</sup>

Sodium benzoate is highly effective at slowing the growth of many harmful microorganisms and is listed as GRAS (generally recognized as safe) by the FDA<sup>14</sup>. While it has been noted that sodium benzoate can react with vitamin C to form benzene in some beverages, the FDA notes that the amount of benzene produced by this reaction is very minute<sup>15</sup>.

Products that contain sodium benzoate: CalciuMK+

NOTE: Preservatives serve a valuable function in liquid supplements to prevent the growth of illness-causing pathogens. We are currently working diligently to find a natural replacement for potassium sorbate in CalciuMK+ that will remain stable. Our attempts to use something like a rosemary extract have so far been unsuccessful.

## Sorbic Acid

QUESTION: What is sorbic acid?

ANSWER: See Potassium Sorbate

## Soy

QUESTION: Do your products contain soy?

ANSWER: None of the products by PURE contain actual soy or soy protein; however, our 360 Complete Shakes contain lecithin, which is derived from soy.. Lecithin derived from soy is an emulsifier that helps prevent the separation of fat and water. It is an important component of cell walls and rich sources of the vitamin choline. For individuals with a true soy allergy (i.e. they will go into anaphylactic shock by consuming it), the HealthTrim 360 Complete Shakes with lecithin derived from soy should be avoided. The isoflavone content of lecithin derived from soy is also extremely low to non-existent<sup>16</sup> and should not

<sup>13</sup> Wibbertmann A, Kielhorn J, Koennecker G, Mangelsdorf I, Melber C. Concise International Chemical Assessment Document 26: Benzoic Acid and Sodium Benzoate. (2000) Stuttgart, Germany; Wissenschaftliche Verlagsgesellschaft.

<sup>14</sup> Alphabetical List of SCOG Substances. Food and Drug administration, June 21, 2013. Available at: <http://www.fda.gov/Food/IngredientsPackagingLabeling/GRAS/SCOGS/ucm084104.htm>.

<sup>15</sup> Questions and Answers on the Occurrence of Benzene in Soft Drinks and Other Beverages. Food and Drug Administration July 12, 2006. Available at: <http://www.fda.gov/Food/FoodborneIllnessContaminants/ChemicalContaminants/ucm055131.htm>.

<sup>16</sup> Bhagwat S, Haytowitz DB, Holden JM. USDA Database for the Isoflavone Content of Selected Foods: Release 2.0. (2008). Available at: [http://www.ars.usda.gov/SP2UserFiles/Place/12354500/Data/isoflav/Isoflav\\_R2.pdf](http://www.ars.usda.gov/SP2UserFiles/Place/12354500/Data/isoflav/Isoflav_R2.pdf).



be a concern. If you have a medical issue, please consult with a licensed healthcare professional to determine whether or not lecithin, which has been derived from soy is an issue for your unique situation. The HealthTrim® 360 Complete Shake is the only product sold by PURE with lecithin derived from soy.

### **Stevia Extract**

QUESTION: What is stevia extract?

ANSWER: Stevia extract is a natural sweetener. This natural extract is derived from stevia leaves. It is one of the natural sweeteners we use along with monk fruit. Stevia and monk fruit have been extracted from either the stevia leaf or the actual fruit of monk fruit. Please be assured that we do our very best to provide the highest quality ingredients that will be the most beneficial for your body and we do not use artificial sweeteners in any form.

Products that contain stevia:

- PURE Café
- 360 Complete Shake
- Matcha Vegan Shake (whole leaf stevia powder)
- GPS Circulate
- GPS Hydrate
- GPS Rebuild
- Daily Build
- CalciuMK+
- Greens
- ENERGY

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## Sulfur

QUESTION: Is the element sulfur different from the sulfur found naturally in food?

ANSWER: Sulfur is a non-metallic element, which occurs naturally in food. Interestingly, it is the 6<sup>th</sup> most abundant macro-mineral found in human breast milk. Most sulfur obtained through the diet is derived from sulfur-containing amino acids like methionine, cysteine, cystine, and taurine.<sup>17</sup>

Methylsulfonylmethane (MSM), also known as organic sulfur, is another form of dietary sulfur and is considered to be 100% safe. It can be digested and absorbed by the body. MSM is considered the building block of protein and can be found in meat, tomatoes, corn, dairy products, apples, raspberries, whole grains, legumes and vegetables.

## Vegetable Cellulose

QUESTION: What is vegetable cellulose?

ANSWER: Vegetable cellulose is a plant-based material used as an alternative to gelatin to create supplement capsules. Gelatin has traditionally been used and is often derived from animal sources.

Products that use vegetable cellulose capsules:

- Daily Build (capsules only)
- HealthTrim® Cleanse (capsules only)
- Organic Sulfur (capsules only)
- Probiotic
- Green Coffee Bean
- Metabolic ONE
- Immune6
- MelaTrim
- GPS Adapt

## Vitamin B12

QUESTION: Which products provide the daily requirement of vitamin B<sub>12</sub>?

ANSWER: The following products contain vitamin B<sub>12</sub> (amount per serving):

- Daily Build (liquid) vitamin B<sub>12</sub> 12mcg 500% Daily Value (DV)
- Daily Build (capsules) vitamin B<sub>12</sub> 250 mcg (10,400% DV)
- GoYin vitamin B<sub>12</sub> 11.8mcg (500% DV)
- ENERGY vitamin B<sub>12</sub> 34mcg (1400% DV)
- GPS Circulate vitamin B<sub>12</sub> 11.8mcg (500% DV)
- GPS Energize vitamin B<sub>12</sub> 12mcg (500% DV)
- GPS Hydrate vitamin B<sub>12</sub> 60mcg (2500% DV)

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<sup>17</sup> Parcell S. Sulfur in human nutrition and applications in medicine. *Altern. Med. Rev.* (2002) 7(1): 22-24.



NOTE: In the recent past, the FDA decided to unify the nutrient Daily Values (DVs) listed on food and dietary supplement labels with established Reference Daily Intakes (RDIs), which were created by the Institute of Medicine's (IOM) National Academy of Sciences (NAS). Despite the RDIs being published through the years, label DVs have not been updated in over 20 years. The previous DV for vitamin B<sub>12</sub> was 6mcg. The new DV for vitamin B<sub>12</sub> is now 2.4mcg, which has been the RDI for many years. While the amounts of vitamin B<sub>12</sub> in PURE's products have remained the same, the listed % DV for B<sub>12</sub> have increased significantly based on the new DVs. The FDA has given companies like PURE until the year 2020 to update their product labels.

### **Whey Protein**

QUESTION: What is whey protein?

ANSWER: Whey is the liquid remaining after milk has been curdled and strained to make cheese. Whey protein is made from the leftover liquid. Whey protein is considered a complete protein and contains all nine essential amino acids and have a very low lactose content. PURE uses whey protein isolate (WPC) and concentrate (WPI) in its products. WPC contains at least 80% whey protein and other naturally-occurring compounds like fat and carbohydrates. WPI contains a higher amount of whey protein 90%. People commonly use it as a protein supplement, alongside resistance exercise, to help improve muscle protein synthesis and promote the growth of lean tissue mass.

Products that contain whey: GPS Rebuild, 360 Complete Shake

### **Xanthan Gum**

QUESTION: What is xanthan gum?

ANSWER: Xanthan gum is a plant-based material created by mixing simple carbohydrates with a common naturally-occurring bacteria. It is used to help thicken, emulsify (helps with mixing of fats or other ingredients in liquids), and increase viscosity of liquids. It also helps create a more creamy texture. Typically corn or sugar beets are used to create xanthan gum.

Products that contain xanthan gum:

- 360 Complete Shake
- Acai
- GPS Energize
- GoYin
- PURE Café

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## **Certifications and Studies**

### **Banned Substances**

QUESTION: Are GPS products free of any banned substances?

ANSWER: Yes, our entire GPS line is Informed-Sport Certified. If you are an elite or amateur athlete, a coach, a nutritionist or anyone who faces drug testing, you can now be assured that GPS Adapt, GPS Circulate, GPS Energize, GPS Hydrate, GPS Rebuild and GPS Reset have been Informed-Sport tested and are free of banned substances. These products have been validated to be free of banned substances through LGC, an anti-doping laboratory organization and are certified through their Informed-Sport program. Informed-Sport Certification can be identified by the below logo and found on each individual product page on [shop.livepure.com](http://shop.livepure.com).

QUESTION: What is Informed-Sport Certification?

ANSWER: The Informed-Sport program was developed to minimize the risk of banned-substance contamination within sports supplement products. Certification involves:

- Completion of a Manufacturing Assessment Questionnaire
- Pre-certification testing of an agreed number of samples
- Post-certification testing of every batch of product
- Additional “blind” independent testing

For more information and explanations of the testing process, visit

[https://www.informed-sport.com/#view\\_video](https://www.informed-sport.com/#view_video)

QUESTION: What substances does Informed-Sport screen for?

ANSWER: Products tested for Informed-Sport certification are screened according to substances listed by the World Anti-Doping Agency (WADA). WADA was founded by the International Olympic Committee (IOC) to curb the use of ergogenic aids, which would give athletes an unfair advantage. This list includes dozens of substances put into seven categories: androgens, peptide hormones, stimulants, diuretics, narcotics and cannabinoids.

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## **California Proposition 65**

Proposition 65 (Prop 65) is a unique, California-only “right to know” law requiring products sold in California to include warning notices about potential exposure to any of more than 800 chemicals that the state of California believes can potentially cause reproductive harm or possibly lead to the development of cancer. This is true regardless of whether they are artificially added or naturally occurring in plants and herbs.

This law is in place to protect individuals in California from any detectable amount of a listed substance, even at levels that are far below those known to cause any actual harm, and far below any federal safety regulations.

## **How does California Proposition 65 affect our products?**

While PURE utilizes a number of extracts and herbal ingredients in its products that are derived from plants grown in soil with trace amounts of lead, the lead is naturally occurring, and only at very low, non-harmful levels. In fact, even something as simple as chocolate can contain naturally occurring lead absorbed through the soil in which the cocoa plant grew.

PURE: People United Reaching Everyone prides itself on products made with only quality ingredients, and will continue to follow stringent manufacturing and quality assurance processes to ensure quality, safety, and compliance at all times.

Our products are regularly tested and evaluated for purity to reaffirm their effectiveness in providing the highest form of nutrition, absorption, and consistent results. The PURE Quality unit oversees all processes and procedures with regard to product quality, independent testing and compliance to all regulatory standards and entities.

## **Why does PURE put Prop 65 notices in its California shipments?**

Because PURE uses extracts and herbal ingredients that contain naturally occurring lead from the soil, the State of California requires a standard warning notice for shipments going to this state. In compliance with California’s Prop 65 regulations, PURE encloses the required warning notice in all products shipped to California, even though it’s known that our products are safe and that the levels of lead are well below those known to cause any harmful effects to consumers.

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### Clinical Trials

QUESTION: Are there any clinical trials on your products?

ANSWER: One human trial comprised of 139 healthy-stressed and over-stressed individuals has been conducted using GoYin:

- [GoYin - Effects of Traditional Asian Medicine \(TAM\) on Profile of Mood States \(POMS\)](#)

### FDA (Food and Drug Administration)

QUESTION: Are your products FDA approved?

ANSWER: Dietary supplement manufacturers and distributors are not required to obtain FDA approval prior to marketing dietary supplements. The FDA establishes stringent regulations for the manufacture, distribution and sale of dietary supplements. These help ensure the quality, purity and safety of supplements sold in the United States. PURE adheres to these FDA established regulations to help ensure that our customers are receiving the best products available.

### GMO (Genetically Modified Organism)

QUESTION: Do your products contain GMO ingredients?

PURE is committed to providing premium-quality products based on the best of science and nature. This philosophy includes the avoidance of artificial dyes, flavors, sweeteners and other potentially harmful ingredients. The majority of ingredients PURE selects for inclusion are natural, derived from natural sources, or made through natural processes. To the best of the company's knowledge, its products do not contain genetically modified organisms (GMOs). Following recent guidance provided to the industry by the FDA on non-GMO and GMO labeling, PURE will conduct a thorough evaluation and testing of its products to validate the absence of GMOs.

### NSF (National Science Foundation) Registration

QUESTION: Do your products come from an NSF Registered facility?

ANSWER: Please see [third-party verification](#) or [Banned Substances](#).

### Organic

QUESTION: Are products by PURE certified organic?

ANSWER: At this time, the essential oils and Matcha Vegan Shakes are certified organic. PURE products made with organic ingredients include Acai superfruit juice and Greens. Many ingredients in our products are certified organic and labeled as such in the nutrition fact panels. Other ingredients may also be grown, harvested, and processed in accordance with organic standards, but have not been certified organic and, therefore, are not labeled organic.

In the organic industry, there is a costly and time-consuming process that the supplier AND manufacturer must go through to become "certified" organic. We are currently working to get more of our products certified as organic. However, because of the cost associated and the breadth of ingredients our products contain, some products may never be able to be certified. Please be assured that we use organic ingredients when possible, even if the finished product is not certified.

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### Third Party Verification

QUESTION: Are your products third-party verified?

ANSWER: Organizations such as the USP (United States Pharmacopeia) or Consumer Labs offer third-party verification services to ensure supplements contain what is stated on the label and are free from contaminants. Most of our manufacturers are NSF Registered facilities. For a full list of these facilities: Bio Nutraceuticals Inc., Nutribiotech USA, ProTec Laboratory, United 1 and Vitality Works. All PURE products are manufactured in accordance with current FDA good manufacturing practices (CGMPs) published in 21 CFR (code of federal regulations) 111. We also perform our own product testing and we work diligently to provide the highest quality products possible.

### Process Questions

#### Expiration Date

QUESTION: What is the expiration date of your products?

ANSWER: There are many factors that play into how long a product lasts, including proper handling and storage. Depending upon the individual product, it may display a BB (best by), a MFG (date product was manufactured), or an EXP (expiration) date. Based on current FDA regulations, PURE is moving in the direction of displaying the date of manufacture (MFG), which will represent the month and year on which the product was made. In general, encapsulated products are best when consumed within 3 years from date of manufacture, powder drink mixes 2 years and superfruit juices within 1 year. An exception to this is GoYin, which is best when consumed within 2 years from date of manufacture. In most instances if a product has been properly stored and has not been opened, it would be okay to consume, but we cannot guarantee potency of the product beyond these listed dates.

Once opened, Superfruits should be refrigerated and consumed within 30 days. This is the furthest date we still guarantee them to be safe and effective.

#### Opening Capsules

QUESTION: Can I open product capsules to mix with food or beverage for consumption?

ANSWER: For persons who have difficulty swallowing capsules, most PURE products that have been encapsulated can be opened and mixed into food or drink. However, we do not recommend opening the MelaTrim capsules. The primary metabolic-boosting ingredients capsaicin and pepper extracts are extremely hot to the taste and touch. We suggest minimizing the addition of products to food or drinks and then cooking them, as the heat can destroy some ingredients' nutritive value.

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### **Pasteurization (UHT)**

QUESTION: Are your products pasteurized?

ANSWER: Foodborne illness is often traced back to unpasteurized fruit or vegetable juices. Drinking bottled juices that are not pasteurized can pose serious health risks, especially to young children and the elderly who have reduced immune capacity. To protect the health of our customers, we use a process of UHT (ultra-high temperature) pasteurization. This process kills disease-causing microorganisms as well as, or better than, traditional methods and results in significantly fewer nutrient losses. UHT pasteurization heats juices to very high temperatures for only a few seconds, locking in flavor and better preserving beneficial nutrients. This exceptionally quick heating process minimally effects the nutritional value and taste of the juice while effectively destroying anything potentially harmful to the consumer.

### **Product Ingredient Sourcing**

QUESTION: Where do the raw ingredients for your products come from?

ANSWER: We source raw materials from all over the world in order to get the highest quality ingredients for our products. For example, acai can only be obtained from South and Central America, but predominantly from Brazil. Goji is indigenous to China. All ingredients regardless of country of origin are tested for identity, purity, and potency prior to inclusion into a PURE product. After the point of manufacture, every product is tested for purity to help ensure they meet PURE's high standard of quality.

### **Product Manufacturing**

QUESTION: Where are the products manufactured and processed?

ANSWER: ALL products by PURE are manufactured by various vendors located in the US and our ingredients come from all over the world. Each vendor selected by PURE undergoes rigorous evaluation. Every product is made in accordance with FDA current good manufacturing practices (CGMPs). Every facility is also certified or registered by an outside organization that helps validate its adherence to CGMPs. For example, one of our primary manufacturers located in the state of Texas is an NSF registered facility. According to FDA CGMPs, each ingredient is carefully tested for identity, purity, and potency prior to use. Prior to release for sale, each product lot produced is tested for purity to ensure safety of the end consumer. Product quality is paramount at PURE.

### **Superfruits**

QUESTION: Are Superfruits harvested responsibly?

ANSWER: You can be assured that the harvesting process is done through sustainable production while caring for the environment and contributing to economic and social needs.

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## **Synthetic Ingredients**

QUESTION: Do products by PURE contain synthetic ingredients?

ANSWER: PURE is committed to providing premium-quality products based on the best of science and nature. This philosophy includes the avoidance of artificial dyes, flavors, sweeteners and other potentially harmful ingredients. The majority of ingredients PURE selects for inclusion are natural, derived from natural sources, or made through natural processes; however, from time to time, there may be ingredients, which are better suited for supplement use that are man-made or considered to be synthetic. At present, there is no official definition for “synthetic” in the supplement industry; however, man-made ingredients are considered to be any ingredient that is not an actual whole food. Some within the industry have proposed and the FDA appears to be endorsing this perspective that even naturally-derived ingredients, which are not in their original form are not considered “natural.” With this level of restriction in definition, it makes it difficult for PURE to define all of its products and ingredients as natural. While the majority of ingredients used in PURE products are natural, some would be defined as man-made or synthetic.

## **Vitamin and Mineral Excess**

QUESTION: Is there a risk of vitamin or mineral toxicity (excessive intake) from combining your products?

ANSWER: Provided customers follow recommended use and there are no other substantial dietary or supplement sources of vitamins or minerals, healthy individuals may combine any of our products without a risk of excessive vitamin or mineral intake. When formulating the products, safety, including avoidance of vitamin and mineral toxicity, is our first priority. Most vitamins and minerals have a tolerable upper intake level (UL) established by the United States National Academy of Sciences. Consuming vitamins and minerals in excess of the UL does increase risk of negative effects; however, the amounts of vitamins and minerals were carefully considered when developing PURE’s products.

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## **Special Needs**

### **Allergies & Dietary Restrictions**

#### **Nuts**

QUESTION: What products are safe for those with nut allergies?

ANSWER: There are two categories of nut allergies: peanuts and tree nuts. None of our products contain peanuts. A couple of products contain ingredients, which are associated with tree nuts. HealthTrim® Cleanse Liquid contains black walnut hull, Metabolic ONE contains almond oil.

PURE's manufacturers go to great lengths to avoid cross-contamination of potential allergens, but there is always the possibility that other products could be cross-contaminated with trace amounts of tree nuts or peanuts. Care should be taken if you suffer from a severe allergy that can cause a life-threatening anaphylactic reaction. For specific information about soy containing ingredients, see the [soy](#) section.

#### **Sulfur**

QUESTION: If I am allergic to sulfa in medication, can I still take Organic Sulfur?

ANSWER: An allergic reaction to sulfonamide antibiotics (often referred to as sulfa or sulfur antibiotics), such as sulfamethoxazole, is one of the most commonly reported allergic responses to medications. Though not as prevalent as reactions to antibiotics, other sulfonamide-containing medications can also trigger an allergic response. Much research has been done to determine the exact mechanism of the allergic responses to sulfonamide medications and the general conclusion is that the sulfur portion is not the cause<sup>18</sup>. Organic Sulfur lacks any functional groups or metabolites thought to be responsible for the allergic reactions produced by sulfonamide medications. Furthermore Organic Sulfur has been shown to be one of the least toxic substances in biology<sup>19</sup>.

If you have an allergy to a sulfonamide medication, consult your healthcare provider before taking Organic Sulfur.

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<sup>18</sup> Brackett CC. Sulfonamide allergy and cross-reactivity. Curr Allergy Asthma Rep. 2007 Apr;7(1):41-8.

<sup>19</sup> Parcell S. Sulfur in human nutrition and applications in medicine. Altern Med Rev. 2002 Feb;7(1):22-44.





## **Animals**

QUESTION: Can your products be used by animals?

ANSWER: We do not guarantee the safety of any of our products when used by animals. We recommend consulting with a veterinarian to determine which products, if any, may be safe to give to animals.

## **Blood Thinners**

QUESTION: Can your products be taken with blood-thinning medication?

ANSWER: Always consult your healthcare provider before using our products, if you are taking a prescription medication. You may opt to work with a Naturopathic doctor (ND), Osteopath (DO) or other integrative, licensed healthcare practitioner who understands both herbal and conventional medicine to help you determine which products may be appropriate.

There is vitamin K<sub>2</sub> in PURE's CalciuMK+, but it is not added to any of our other products. There are trace amounts in our Greens product, as vitamin K is found in green leafy lettuce and other vegetables. We recommend working with your healthcare practitioner if you have been cautioned to monitor your intake vitamin K.

## **Children**

QUESTION: Are your products okay for children?

ANSWER: Nutritional needs of children during growth and maturation are different from those of adults. Please consult your healthcare provider about appropriate supplements for children.

### **Safe for Kids 6-to-12 Years Old:**

Suggested Half Serving of the Following Products: GoYin, CalciuMK+, Mila®, Alkaline Water Concentrate, All Superfruit Juices: Acai, Goji, Mangosteen, Noni and Fusion, HealthTrim® 360 Complete Shakes (vanilla bean & cacao), ½ serving contains 17 mg of caffeine, Matcha Vegan Shakes (vanilla & dark chocolate), ½ serving contains about 25 mg of caffeine from matcha, GPS Hydrate, and Greens.

**Safe for Kids Ages 12 Years (at least 110 lbs.) and Up:** Daily Build (capsules and liquid) Daily Build (capsules and liquid) (capsules and liquid), ENERGY (grape, watermelon, island splash, mixed berry and lemon flavors), Do not exceed 1 serving per day (120 mg caffeine per serving)\*, GPS Adapt, GPS Circulate, GPS Energize, Do not exceed 1 serving per day (110 mg caffeine per serving)\*, GPS Rebuild, Organic Sulfur, Probiotic, Immune<sup>6</sup>, Silver, and Metabolic ONE; Do not exceed 1 serving per day (88 mg of caffeine per serving)\*, Green Coffee Bean, MelaTrim, C'Vosa, Ciello, All Essential Oils

**\*NOTE:** Do not combine servings of Metabolic ONE, ENERGY, or GPS Energize in 1 day. Choose only 1 serving of 1 product each day if used by children age 12 or at least 110 lbs.



### **Existing Medical Conditions**

QUESTION: Can your products be taken by individuals with an existing medical conditions?

ANSWER: Always consult your healthcare provider before using our products. Individuals with existing medical conditions should be especially vigilant, as some of our products can react with certain medications. You may opt to work with a Naturopathic doctor (ND), Osteopath (DO) or other integrative, licensed healthcare practitioner who understands both herbal and conventional medicine to help you determine which products may be appropriate. Our products are not intended to diagnose, treat, cure or prevent any disease.

### **Medication Contraindications**

QUESTION: Can your products be taken with medication?

ANSWER: Always consult your healthcare provider before using any of our products. Individuals taking prescription medications or other supplements should be especially vigilant, as some products can intensify medications and render others ineffective. You may opt to work with a Naturopathic doctor or other practitioner who understands both herbal and conventional medicine to help you determine which products may be appropriate.

### **Pace Maker**

QUESTION: What products should be avoided by a person with a pace maker?

ANSWER: See [Existing Medical Conditions](#)

### **Pregnant Women and Nursing Mothers**

QUESTION: Are your products okay for pregnant women and nursing mothers?

ANSWER: Recommended use of our products during pregnancy and lactation is not supported. Some herbs can pass through the placenta or in breast milk to developing babies. Some of the herbs used in the products have not been sufficiently studied to unequivocally guarantee their safety during such critical phases of development and should be used with caution. Please consult your healthcare provider about appropriate supplements for pregnant and nursing women.

### **Vegan**

QUESTION: Are your products vegan?

ANSWER: Mila, Acai, Goji, Organic Sulfur and Matcha Vegan Shake are currently labeled as vegan. Some other formulas, such as HealthTrim® Cleanse, GoYin, Greens, Probiotic, Alkaline Water Concentrate, Silver, Green Coffee Bean, Immune6, Noni, Mangosteen, Fusion, Metabolic ONE, GPS Adapt, GPS Energize, GPS Hydrate, and ENERGY do not contain animal or animal-derived ingredients.

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## **Product FAQ**

### **GREENS**

**Can you take more than one dose of Greens per day?** Yes. We recommend taking one to two servings per day.

**Can you mix Greens with other products offered by PURE?** Yes. Any product may be used in the same regimen as Greens.

**Can Greens be combined with other foods and beverages?** Yes. Greens may be consumed as a tasty drink by itself or may be mixed with other foods and beverages. Try mixing Greens with other fruits and vegetables as part of a smoothie, mix it with your favorite fruit juice, or drink it along with a meal.

**How many servings of fruits and vegetables is Greens equivalent to?** We recommend that you consume a variety of fruits and vegetables daily. While Greens provides an excellent assortment of vegetables, green foods and other body-beneficial ingredients, it should not be used as a reason not to consume more fruits and vegetables. Greens is an excellent way to add variety to the fruits and vegetables you should already be consuming.

**Is Greens certified organic, vegan, gluten free?** Greens is an excellent choice for individuals following a vegan lifestyle. Greens contains 100% vegan ingredients. It is also gluten free, so for persons following a gluten-free diet, it can be included into your daily routine. Of the 32 ingredients, 30 of them are organic. By organic certifications standards, this qualifies as an organic product. PURE is currently evaluating the certification requirements for Greens.

### **MILA**

**Can you mix Mila with other products offered by PURE?** Yes. Mila pairs nicely with most products. Combine Mila with GPS HYDRATION and Greens for an afternoon pick-me-up!

**How does Mila taste?** Mila has a mild nutty flavor.

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**How do I flavor Mila?** Mila is extremely versatile. Add it to water, mix it with your favorite food or beverage, or sweeten it as you like. Experiment with different recipes to find the perfect way to enjoy your Mila.

**Can I use Mila with other food?** Yes. As a versatile ingredient with a mild, nutty flavor, Mila can be incorporated into your favorite recipes. Click here for our Cooking with Mila guide, as well as additional recipes. Use Mila on breakfast cereal, in yogurt, over a salad, mixed with rice, in a smoothie, etc. You can also use Mila for baking. Simply divide the amount of butter or oil in half, and then use the same amount of Mila (1 scoop Mila with 4 oz. water, soaked for 10 minutes) to replace it. The food will bake and taste the same. Mila's added fiber and omega-3s let you make bread, muffins, cookies, cakes, pancakes and waffles healthier!

**Can I take too much Mila?** Mila is food, and as with any food, you can overdo it. Start with ½ a serving (1 Tablespoon) work up to an amount comfortable for you. Some people take as much as four servings per day. Others may experience constipation or mild intestinal discomfort because of Mila's high fiber content. If this is the case, start with a reduced serving size (1 to 2 teaspoons) and increase the amount over time to allow your body to adjust.

Some find it helpful to hydrate by soaking it in 4 oz. water for 10 minutes before consuming. Be sure to drink ample water (8 to 10 glasses daily) when consuming Mila.

**Is Mila gluten free?** Yes. Mila is labeled gluten free. It is produced from chia, which does not contain gluten.

**What is the difference between Mila and other chia products?** Mila is a proprietary combination of three diverse regional varieties of Salvia Hispanic L., a uniquely beneficial raw chia. This chia is harvested while, carefully blended, thoroughly filtered micro-sliced (rather than crushed to preserve valuable omega-3 oils), then meticulously tested. The result? A versatile, raw food delivering the utmost in quality and optimal nutrition your whole family can benefit from, every day.

How much EPA, DHA, and DPA are in Mila? These are all omega-3 fatty acids. Mila contains 4 grams of essential fatty acids, 3 grams of omega-3 and 1 gram of omega-6.

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## **IMMUNE6 & DAILY BUILD (CAPSULES AND LIQUID)**

QUESTION: What is the difference between Immune<sup>6</sup> and Daily Build?

ANSWER: Immune<sup>6</sup> is designed to help build and support the body's natural immune response. One of the key ingredients, Inositol Hexaphosphate (IP-6), is a plant antioxidant naturally found in legumes, grains, wheat bran and soy, and is the namesake for Immune<sup>6</sup>. Daily Build on the other hand, contains a more robust concentration of 23 essential vitamins and minerals, in addition to a broad-spectrum blend of powerful antioxidants, amino acids, botanicals and body-beneficial phytonutrients. Daily Build does provide a good baseline for basic immune support, while Immune<sup>6</sup> offers a targeted blend of ingredients uniquely formulated to boost and assist the body's immune defense mechanisms.

## **HEALTHTRIM CLEANSE (CAPSULES AND LIQUID)**

QUESTION: What is the difference between the two?

ANSWER: Both products boast an impressive list of ingredients and share many in common. You may choose to use one or the other or even take a half dose of both. Experimentation may help determine which product you respond to the best. Some may prefer the capsule form.

Every two to three months, HealthTrim® Cleanse can be used in a 10-day cycle. Take up to two servings (up to 8 capsules) a day for 10 days. Starting on Day 7 and proceeding through Day 10, take Probiotic two servings twice daily on an empty stomach. Each person may respond to HealthTrim Cleanse differently; therefore, be sure to carefully monitor how you feel. More sensitive persons may require less to facilitate elimination. Start slowly adding more if needed. Cleanse can also be used as needed for occasional constipation and elimination. For persistent constipation lasting longer than 7 days, seek medical attention. Cascara sagrada, a primary ingredient in both the capsule and liquid forms may cause mild abdominal discomfort and/or cramps. Using more than the recommended amount and for longer than recommended may cause diarrhea, which could lead to dehydration and excessive loss of electrolytes that may result in adverse effects on the heart and muscles.

Both HealthTrim Cleanse Liquid and Capsule are similar formulations and will act the same way when taken as directed. You may choose to use one or the other or even take half dose of both. Some may prefer the capsule form if the flavor of liquid is not palatable.

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*Ingredients in both:* Cascara sagrada, milk thistle, artichoke, basil, cayenne, clove, dandelion, gentian, ginger, licorice, red clover, slippery elm, uva ursi

*Ingredients in HealthTrim Cleanse Capsules only:* Psyllium fiber, alfalfa grass juice, boldo, cat's claw, corn silk, fennel, hawthorn berry, long pepper, mullein leaf, red raspberry, spearmint

*Ingredients in HealthTrim Cleanse Liquid only:* Aloe vera, cilantro, astragalus, black walnut hull, burdock, turmeric, garlic, green tea, oregano oil, wasabi, yellow dock

**\*These statements have not been evaluated by the Food and Drug Administration. Products offered by PURE are not intended to diagnose, cure, treat, or prevent any disease and are not intended to replace any medical treatment.**

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