

**Contact:** IBO Success  
Phone: 801-492-5897  
Email: [ibosuccess@GenesisPURE.com](mailto:ibosuccess@GenesisPURE.com)

**For Release:** April 19th, 2010

*“Recently, we have increased our social media support. Coupling that exposure with our effective products, an experienced corporate team and a rewarding compensation plan, the result has been a 120% increase in sales!” – Rick Redford, VP Sales and Marketing, Genesis PURE™.*

**American Fork, UT** - Coming off of its strongest month in its history a 120% increase in sales, Genesis PURE is setting the pace for the network marketing industry. As many of their competitors seem to be following the economic trend with layoffs and downsizing, Genesis PURE continues to expand both internationally and right here in the U.S.

Since officially launching last October, Genesis PURE has consistently exceeded their previous months' sales as their PURE products matched with their generous rewards plan attract network marketing veterans as well as those looking for a healthier way of life. Their broad product line includes everything from weight-loss and increased energy to anti-aging skin care. The variety allows for a wide range of customers to which the Independent Business Owners (IBOs) cater. While IBOs across the globe share the opportunity for a healthier and more financially sound future, the corporate staff based out of American Fork, UT continues to provide support appreciated by their IBOs. By creating innovative promotions and awarding IBOs at each stage of their growth, IBOs are empowered and motivated from the moment they sign up.

Continually finding ways to get the word out, Genesis PURE is consistently increasing their visibility online with improved search engine optimization and promotion through social media such as [Facebook](#), [Twitter](#), [Blogging](#) and [LinkedIn](#) which has heightened their web visibility and increased brand awareness and loyalty. March 2010 was the biggest sales month to date for Genesis PURE. But their exponential growth since their launch suggests that they won't be stopping any time soon. This young company will undoubtedly be one to watch for years to come.

To learn more about Genesis PURE please visit [www.GenesisPURE.com](http://www.GenesisPURE.com)

### **About Genesis PURE**

Genesis PURE launched in October of 2009 and was created to offer the very best in nutrition and opportunity to the world. Genesis PURE is focused on revolutionizing the nutritional network marketing world through their product philosophy of "Cleanse, Balance, Build", their lucrative rewards plan and experienced management team. PURE is more than a name at Genesis PURE. They maintain that what differentiates them is that they have PURE intentions, ingredients, loyalty and quality.