

Genesis PURE™ Adds Support for Hispanic Market

Corporate team expands to support growing distributor base

Draper, UT – December 20, 2011 – As Genesis PURE continues to set new sales records month after month, their simple, “Cleanse, Balance, and Build” approach is quickly becoming the common go-to system for those seeking better health. The basic formula translates easily, generating interest from Korean and Japanese communities; and more recently, the Hispanic population.

Spanish is currently the second most common language in the United States; spoken by over 12% of the population. With those numbers growing, it is not surprising that the demand for Spanish-speaking team members at Genesis PURE continues to rise.

Tyler Jones has accepted the role of Hispanic Market Coordinator for Genesis PURE. Joining the Genesis PURE team in August of 2009, he quickly developed a strong relationship with the Independent Business Owners (IBOs) as they took to his genuine interest in their success and his impeccable attention to detail. He has been an integral part of the company’s growth; taking on leadership positions within the customer service department and juggling multiple Spanish translation projects.

In the short time since becoming the Hispanic Market Coordinator, Jones has made a huge impact; hosting meetings and sharing in the excitement of the Spanish-speaking IBOs as they see what Genesis PURE can offer them. “I developed a love for the Hispanic culture while living in Philadelphia on a service assignment for my church,” Jones says, “I was deeply affected by the culture I was able to experience there. It is a huge opportunity and blessing to fuse the knowledge I’ve gained while working at Genesis PURE with the chance to open doors and help people experience the changes that a PURE lifestyle can bring.”

Additional support for the Hispanic market is available in the customer service department. With this strong team at the corporate headquarters, expansion is inevitable as the local Hispanic communities experience success and begin sharing their stories with family and friends across the world.

For more information about Genesis PURE, visit 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 industry through their product philosophy of “Cleanse, Balance, and 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 are built on PURE intentions, ingredients, loyalty, and quality.

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