

New Records Set for Genesis PURE™

Number of enrollments shatters previous milestones

Draper, UT – September 1, 2011 – Today Genesis PURE, Inc. reported a record number of signups into its business for the month of August. “2011 has been a record setting year for us in terms of revenue growth and new Independent Business Owners (IBOs) signing up in our company,” reported Daren Hogge, President. “It has truly been an amazing year as we have continued to set double digit growth records for every single month when compared to the month prior. It has been exciting to see such phenomenal growth take place during these challenging economic times because our business model of Integrity Leverage Marketing (ILM) relies solely on independent individuals to drive our growth. The faster we grow, the larger the checks are that we pay out each week to our IBOs. It is a win-win situation.” Genesis PURE is the first business in the industry to offer ILM to its distributors. This is because integrity is the foundation on which Genesis PURE is founded.

“The record setting growth we have seen since launching has been especially gratifying because of the way we set the foundation in place. We wanted the company to be run differently than other companies, which meant taking a risk. To see it be so successful is rewarding,” Hogge stated. Hogge is no stranger to success. With 24 years of experience in the industry, he directed Nature’s Sunshine Products to record growth each of the 12 years he was employed there. He also acquired Synergy Worldwide and personally directed the turnaround of that company that was headed to bankruptcy.

Genesis PURE is the third company Hogge has taken into momentum and he is quick to give the credit to his handpicked team. “There has never been a better team assembled in this industry,” Hogge said, “So although our results are rewarding, they are not surprising to me. James Porter, Reggie Rappleye, Brittani Lambert, Jinhee Woo, Paula Christensen, Misty Martinez and Marmion Harrington have all made huge contributions to the company and each represent the best in their area of expertise. The company greatly benefits from having each of these incredibly talented individuals working for our IBOs.” Brittani Lambert, Vice President of Communications, stated, “One of the strongest areas of the company is our commitment to keep each IBO updated in all aspects of the business. When they know what is going on inside the company they are confident in driving their business forward.” Genesis PURE is definitely driving forward, quickly making a name for itself as a company of the future.

To learn more about Genesis PURE, visit their website, 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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