

Genesis PURE™ Adds Sugar-Free Version of Top-Selling Energy Drink

Energy and health boosting ingredients provide another healthy alternative amongst harmful competitors

Draper, UT - September 8, 2011 - When Genesis PURE ENERGY was introduced nearly two years ago, the response was nothing less than impressive. The steadily increasing sales month after month have been accredited to the conscious choice to offer something different to those who need a boost to keep up with their hectic schedules. "It was obvious right out of the gate that we had found an answer to the demand for a legitimately healthy energy drink," says Genesis PURE Director of US Sales, Brooks Gordon. "The sugar-free formula adds another level."

What is it about this energy drink that is so different from the competition? With no artificial colors or flavoring and only 15 calories per serving, the sugar-free formula includes the same health boosting blends that the original Genesis PURE ENERGY offers. Providing ingredients that support the adrenals along with adaptogens to help the body adapt to stress in a convenient stick pack that can be carried anywhere, the delicious grape flavor can be enjoyed wherever you are.

Many Independent Business Owners (IBOs) and employees alike have found that Genesis PURE ENERGY has replaced their morning lattes. Others have shared that it has been the missing link in allowing them to keep up with their crazy schedules. "Genesis PURE ENERGY has been a godsend," says Misty Martinez, Senior Manager of IBO Success. "It's the first thing I've found that allows me to work full time and still have the energy to run kids around for all of their soccer practices and school functions. I don't go without it."

To learn more about Genesis PURE ENERGY, 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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