



all natural • calorie-free
stevia sweetener

Nutraceutical & Pharmaceutical Applications

Pyure Premium products are a high-intensity stevia sweetener that meets the standards of The Joint FAO/WHO Expert Committee on Food Additives (JECFA). Pyure Premium products provide an all-natural, calorie-free solution for commercial manufacturing.

pyure premium Advantages:

- Products: Reb A 80%; Reb A 60%; Stevioside 98%; Stevioside 95%
- 150-250x the sweetness of sugar
- 100% natural
- Calorie-free
- Diabetic friendly
- Low glycemic index
- Soluble and bakeable
- pH and heat stable
- Excellent shelf life
- Third-party tested
- ISO & Kosher certified
- Quality Control programs



pyure®
Brands, llc

ph: + 1(305) 509-5096
fax: + 1(888) 226-2490
extract@pyurebrands.com

www.pyurebrands.com





PRODUCT SPECIFICATION

Stevia Extract

INGREDIENTS: Rebaudioside A 80% (Stevia Extract)

PRODUCT DESCRIPTION: A high purity (white to slightly off-white) fine powder extracted from the *Stevia rebaudiana Bertoni* plant

FUNCTIONALITY: Pyure Premium is a natural, plant-derived, high intensity sweetener that can be used in a wide variety of applications. Pyure Premium is useful in formulating products with low/reduced calorie, carbohydrate, and sugar content

ALLERGENS: Does not contain wheat, soy, eggs, milk products, peanuts, tree nuts (and derivatives), fish (any type), and shellfish (any type)

PACKAGING: Two, 3-mil polyethylene bags-in-box at 10kg each

ANALYTICAL STANDARDS:

CHEMICAL DATA:

| | |
|---|-----------------|
| Rebaudioside A (% wt/wt, dry basis) | ≥80 |
| Other Steviol Glycosides (% wt/wt) | ≤15.0 |
| Moisture (%) | ≤6.0 |
| Ash (%) | ≤0.1 |
| pH | 4.0 - 7.0 |
| Specific Rotation (degrees) | -30.0 to - 38.0 |
| Lead (ppm) | <1.0 |
| Arsenic (ppm) | <1.0 |

MICROBIOLOGICAL DATA:

| | |
|------------------------------------|----------|
| Standard Plate Count (CFU/g) | <1000 |
| Total Yeast & Mold (CFU/g) | <100 |
| Total Coliforms (MPN/g) | Negative |
| E. Coli | Negative |
| Salmonella | Negative |

NUTRITIONAL INFORMATION:

NUTRITIONAL CONTENT ("as is" basis):

| | |
|----------------------------|--------------|
| Calories: | 0.0 Cal/100g |
| Calories from Fat: | 0.0 Cal/100g |
| Total Fat: | 0.0 g/100g |
| Saturated Fat: | 0.0 g/100g |
| Trans Fat: | 0.0 g/100g |
| Cholesterol: | 0.0 mg/100g |
| Sodium: | 1.0mg/100g |
| Potassium: | 0.0 mg/100g |
| Total Carbohydrates: | 1.0 g/100g |
| Dietary Fiber: | 0.0 g/100g |
| Sugars: | <1.0 g/100g |
| Protein: | 0.0 g/100g |
| Calcium: | 0.0 mg/100g |
| Iron: | 0.0 mg/100g |

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

SHELF LIFE/STORAGE:

The recommended shelf life of this product is 2 years (24 months) if sealed and stored properly in a cool, dry place

SHIPPING:

Ship only in clean, dry, transport containers that meet all applicable federal, state, and local regulations at temperatures (< 86 °F) necessary to maintain the integrity of the product.

LABELING:

- Options in the U.S.:
- Reb A (Stevia Extract)
 - Reb A*

* Natural Stevia Leaf Sweetener

* Pyure Brands recommends consulting the country specific nutrition labeling regulations as labeling requirements vary by country.

| | |
|--|---|
| | <p>ph: + 1(305) 509-5096 fax: + 1(888) 226-2490 extract@pyurebrands.com</p> |
|--|---|

www.pyurebrands.com



NOTES: The information contained herein is typical analyses and is believed to be true and accurate but not guaranteed. All such risks are assumed by the purchaser/user. Information contained herein is subject to change without notice. No warranties, expressed or implied, are being made.



Reb A 80%+

Enclosed in this data packet are the following documents for Pyure Brands products:

Product Specification

Material Safety Data Sheet (MSDS)

Shelf-life, Storage, Expiry

Allergen Status

California Prop 65 Statement

Certificate of Origin

Continuing Guarantee/ GMO Position

Regulatory Status

Kosher Certification

U.S. Food and Drug Administration No Objection Letter



Quality Control Department
Pyure Brands, LLC

SWEETNESS FROM NATURE™



Product Specification

Product Name: Pyure Premium (Reb A 80%+)
Botanical Name: *Stevia rebaudiani* Bertoni
Chemical Formula: C38 H60 O18
Characteristics: White to slightly off-white, free-flowing powder with sweet taste and no discernable odor

(Chemical Data)

| Attributes | Results |
|------------------------------|----------------|
| Rebaudioside A (%) | 80.00 - 80.99 |
| Other Steviol Glycosides (%) | 19.01 - 20.0 |
| Moisture (%) | ≤ 6.0 |
| Ash (%) | ≤ 0.1 |
| pH | 4.0 - 7.0 |
| Specific Rotation (degrees) | -30.0 to -38.0 |
| Lead (PPM) | <1.0 |
| Arsenic (PPM) | <1.0 |

(Microbiological Data)

| | |
|------------------------------|----------|
| Standard Plate Count (CFU/g) | <1000 |
| Total Yeast & Mold (CFU/g) | <100 |
| Total Coliforms (MPN/g) | Negative |
| E. Coli | Negative |
| Salmonella | Negative |

This document is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use or disclosure or distribution is prohibited.



Shelf Life (Stevia Extract)

Storage conditions

The above mentioned products should be sealed and stored in original packaging or tight containers in a cool, well ventilated, dry place, away from chemicals and odors.

Shelf life

Pyure Brands guarantees a shelf life of 2 years for the above mentioned products (based on manufacture date) if the products are stored in their original packaging under the recommended conditions.

Physical properties may change on prolonged storage; a retest is recommended after 2 years.

Expiry date

The expiry date is consequently 2 years after the production date. Both, the expiry date and production date are indicated on the certificate of analysis and packaging label.



Allergen Statement

Product Name: Stevia Extract

Botanical Name: *Stevia rebaudiani* Bertoni

Plant Source: Stevia

Allergen List: Pyure Brands stevia extract does not contain any of the allergens listed below:

ITEM:

| | |
|--|----|
| Tree Nuts (i.e. walnuts, hazelnuts, pecans) | NO |
| Sesame Seeds (and derivatives) | NO |
| Peanuts (and derivatives i.e. peanut oil) | NO |
| Fish (any type) | NO |
| Shellfish (any type) | NO |
| Sulphites | NO |
| Dairy Products (i.e. milk, lactose, whey, caeseinates) | NO |
| Eggs | NO |
| Soy Products | NO |
| Wheat | NO |

Quality Control Department
Pyure Brands, LLC



California Proposition 65

To the best of our knowledge the following Pyure Brands products

| | |
|---------------------|--|
| PyureElite | Rebaudioside A 98% Rebaudioside A 95% |
| PyurePremium | Rebaudioside A 80% Rebaudioside A 60% Stevioside 98% Stevioside 95% |
| PyureSelect | Rebaudioside A 55% Rebaudioside A 40% Stevioside 90% |
| PyureOrganic | Rebaudioside A 95% Rebaudioside A 60% Rebaudioside A 40% Stevioside 90% |
| PyureBlends | SE SM |

do not contain any contaminants or by-products known to the State of California to cause cancer or reproductive toxicity as listed under Proposition 65 State Drinking Water and Toxic Enforcement Act.

Quality Control Department
Pyure Brands



Certificate of Origin

Pyure Brands products are manufactured by a proprietary extraction process. The products undergo several purification steps and are finally obtained in their highly pure form.

Please find below an explanation in which country our products are manufactured:

UNITED STATES

PyureBlend SE
PyureBlend SM

Pyure Brands retail tabletop
Pyure Brands retail tabletop (organic)

CHINA

PyureElite Rebaudioside A 98%
PyureElite Rebaudioside A 95%

PyurePremium Rebaudioside A 80%
PyurePremium Rebaudioside A 60%
PyurePremium Stevioside 98%
PyurePremium Stevioside 95%

PyureSelect Rebaudioside A 55%
PyureSelect Rebaudioside 40%
PyureSelect Stevioside 90%

PyureOrganic Rebaudioside A 95%
PyureOrganic Rebaudioside A 60%
PyureOrganic Rebaudioside A 40%
PyureOrganic Stevioside A 90%



Continuing Guarantee/ GMO Position

June 24, 2010

To Whom It May Concern:

Please be advised that Pyure Brands, LLC ("Pyure Brands") certifies its stevia extract, derived from the *Stevia rebaudiana* plant, is an all-natural product and contains no artificial additives, flavorings, coloring or preservatives. It is produced without any synthetic or chemical modification of compounds and is GMO-free.

Any extract sold or distributed in the United States by or for Pyure Brands is certified, tested & analyzed by an independent third-party laboratory specializing in steviol glycoside analytics.

Pyure Brands guarantees its stevia extract will meet the specifications outlined in the company's product specifications sheet. Should any modifications or alterations be made to the product specifications sheet, Pyure Brands will provide customers appropriate notice of such modifications or alterations.

Pyure Brands does not guarantee against adulteration or misbranding due to circumstances or causes beyond its control.

This guarantee shall continue in effect from the date above until such date as Pyure Brands notifies in writing of its revocation.

A handwritten signature in black ink that reads "Adam P. Gordon".

Adam P. Gordon
Vice President
Pyure Brands, LLC



Regulatory Status of Stevia (in the United States)

Regulatory Status

High purity Rebaudioside A (Reb A) is generally recognized as safe (GRAS). In December 2008 the FDA issued letters of no objection to GRAS status for Reb A, at a minimum 95% purity level.

Pyure Brands submitted a GRAS notification to the FDA on January 13, 2010. It is listed on the FDA website as GRN No. 000318.

Explanation of GRAS Specifications

FDA: rebaudioside A, produced consistent with good manufacturing practice and meeting appropriate purity and food grade specifications, is GRAS, by scientific procedures, under the conditions of its intended use. The rebaudioside A that is the subject of GRAS Notice No. GRN 000318 is a highly purified component of the stevia plant.¹

JECFA: The Joint FAO/WHO Expert Committee on Food Additives (JECFA) has evaluated the safety of steviol glycosides. In 2008, a permanent acceptable daily intake (ADI) was established for steviol glycosides, including rebaudioside A.²

Regulatory Guideline & Uses

The notice informs that Reb A is GRAS, through scientific procedures, for use as a general-purpose sweetener in foods, excluding meat and poultry products and infant formulas, at levels determined by current good manufacturing practices, as well as use as a tabletop sweetener.

Pyure Brands, LLC and its products

The following products follow current FDA requirements & regulations, per GRAS Notice No. GRN 000318:

| | |
|--|------------|
| PyureElite | Reb A 98%+ |
| PyureOrganic | Reb A 95%+ |
| PyureBlends SM | Reb A 98%+ |
| PyureBlends SE | Reb A 98%+ |
| Pyure Brands table top sweetener | Reb A 98%+ |
| Pyure Brands table top sweetener (organic) | Reb A 95%+ |

¹ Section 21 CFR 101.4 and 21 CFR 102.5 of The Food and Drug Administration (FDA)

² At its 69th meeting in June 2008, JECFA reviewed new data on the effects of steviol glycosides on blood glucose and blood pressure in humans. JECFA concluded that the results of the new studies showed no adverse effects of steviol glycosides at the levels tested. Source: GRAS Notice No. GRN 000318



STAR-K KOSHER CERTIFICATION

February 15, 2010
1 Adar 5770

Pyure Brands, LLC
4532 Tamiami Trail E.
Suite 303
Naples, FL 34112

This is to certify that the two (2) products specified in the product listing below, distributed by PYURE BRANDS, LLC of the above address, are Kosher and under our supervision.

PLEASE NOTE THE FOLLOWING CONDITIONS OF CERTIFICATION:

All products listed below are Pareve.

All products listed below are certified only when bearing the Star-K symbol.

All products listed below are Kosher for year-round use, excluding Passover.

This letter of certification is valid through August 31, 2010 and is subject to renewal at that time.

The UKD# is an identification number assigned by the Star-K for tracking purposes. For the most updated information and to verify this certificate, please go to www.Star-K.org/UKD. The integrity of this document is guaranteed only when Security Enforcement Codes appear in the lower corners of this page.

| <u>BRAND</u> | <u>UKD#</u> | <u>NO.</u> | <u>PRODUCT LISTING</u> |
|--------------|-------------|------------|------------------------|
| PYURE | SK61CFRIOL6 | (001) | Organic Stevia |
| | SKDT99F1HB1 | (002) | Stevia Extracts |



Rabbi Eliyahu Shuman
Director of Supervision

Effective through 08/31/2010
Page 1 of 1 - thru #002

Security Enforcement Code

