

WORLD

**PURE**™

Nutrition Technology

NUTRITION FOR THE INSPIRED



**PURE  
PRODUCT  
GUIDE**

# ABOUT US

## ABOUT PURE NUTRITION TECHNOLOGY

Correct nutrition is key to our over-all optimal wellness. PURE Nutrition Technology's Lifestyle Range is dedicated to providing you with a complete solution to your supplement needs.

Whether you are an active person on-the-go who is using our Acti-Man or Acti-Woman complete multivitamin packs, or just looking to increase your energy and boost your immune system with Bio Active B, then PURE Nutrition Technology Lifestyle

Range offers you a solution to help supplement your current dietary needs.

Backed by nutritional science and created in a laboratory environment, the team at PURE Nutrition Technology is committed to bring customers products that are effective but safe and free from contaminants substances and that deliver on the claims that appear on the label.



## Safe and Effective Supplementation

### OUR PROMISE

1. Soya Free
2. Lactose Free
3. No Banned Substances
4. Gluten Free
5. Preservative Free

Developed in a state-of-the-art GMP certified pharmaceutical factory, PURE Nutrition Technology guarantees the efficacy and safety of all our products. We will continue to create the safest and most effective products possible.



# OUR PRODUCTS

## PRODUCTS PER RANGE

### PERFORMANCE RANGE

Whether you are a weekend warrior or elite athlete, good nutrition is key for optimum physical performance and health. The benefits of paying attention to your food choices and achieving a well balanced diet specific to your sports and performance goals are undeniable.

- BCAA
- Blast 3.0
- Push
- Whey Protein (Chocolate)
- Whey Protein (Vanilla)
- Whey Protein (Peanut Butter)
- Massive Muscle

### WEIGHT MANAGEMENT RANGE

The ultimate goal is to change the balance between daily energy intake and energy expenditure. Your body fat stores are reduced when there is an energy deficit and a focus on healthier foods, limiting refined and processed foods as much as possible. Good quality health supplements are often useful to ensure your body receives all the essential nutrients needed to achieve good health and optimal energy levels

- CLA & Green Tea
- Lean Fuel

### LIFESTYLE RANGE

One of the keys to optimal health is making healthy food choices to provide your body with the right balance of nutrients needed for overall health and vitality. A balance of protein, carbohydrate and fats as well as essential vitamins, minerals and phytonutrients

- Bio Active B
- CLA
- Daily Flora
- Daily Intense Flora
- Gut Rescue Flora
- Q-Mag
- Trileen
- Vitamin C 1000



### RECOVERY RANGE

A good recovery plan focusing on nutrients needed for the three R's (Refuel, Rehydrate and Repair) help the body to adapt and recover so that you are ready and well prepared for your next exercise session.

- Creatine
- Glutamine

**PURE**™  
Nutrition Technology

# PERFORMANCE RANGE





# PURE BCAA

PERFORMANCE RANGE





## WHY SHOULD I TAKE BCAA?

PURE BCAA consists of an ideal combination of muscle-specific amino acids to combat muscle breakdown during physical stress and intense exercise. It provides a source of auxiliary fuel during endurance exercise. Formulated using state-of-the-art research, BCAA is one of the few available muscle-building supplements that provide a 4:1:1 scientifically proven ratio of BCAAs for improved results.

## HOW DO THE NUTRIENTS WORK

BCAAs are necessary to maintain muscle protein synthesis, and prevent the body from using the muscle as a source of fuel. BCAAs are not produced by the body naturally. Therefore, BCAA supplementation is essential, PURE BCAAs supplies the body with sufficient amounts of amino acids to prevent muscle tissue breakdown, and reduce muscle soreness and fatigue.

By stimulating muscle protein synthesis, PURE BCAA also induces muscle gains, even in the absence of weight training, and allows one to train at higher intensities for longer periods.

## BENEFITS OF BCAA?

- Rapid muscle recovery
- Minimize muscle damage
- Reduced muscle soreness
- Increased levels of aerobic and anaerobic capacity
- Slower onset of fatigue
- Assists in alleviation of muscle inflammation

## NUTRITIONAL INFORMATION

Composition	Per 10g Serving
L-Leucine	4 g
L-Isoleucine	1 g
L-Valine	1 g
Citrulline malate	1 g

### Ingredients:

Maltodextrin, Flavouring, Food Colouring (E129), Sucralose

## DIRECTIONS FOR USE:

During exercise lasting longer than 2 hours: Add 1 scoop (10g) of PURE BCAAs to 300ml of water or carbohydrate drink and consume during training or event.

Recovery after exercise: Add 1 scoop (10g) of PURE BCAAs to 300ml of water or carbohydrate drink and consume directly after training or event.



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# PURE BLAST 3.0

PERFORMANCE RANGE







## WHY SHOULD I TAKE BLAST 3.0?

PURE Blast 3.0 is formulated to provide advanced endurance and strength during their work-out. It combines amino-acids with excellent sources of energy, to intensify your training session – preventing your body from going into “break-down” mode, while providing enough energy to maximize your workout capacity.

## HOW DO THE NUTRIENTS WORK

PURE Blast 3.0 has a unique blend of vasodilators which forces more blood and nutrients into the muscles both during and after workouts, assisting in recovery. This total body pump helps protect lean muscle mass and stimulates anabolic growth. PURE Blast 3.0 also raises metabolic rate to enhance calorie burning.

PURE Blast 3.0 also contains amino acids, electrolytes and other ingredients that will replace and replenish nutrients and fluid lost through exercise, prevent muscle cramps and increase training time and efficiency.

## BENEFITS OF BLAST 3.0?

- Helps promote focus and concentration
- Helps reduce fatigue during endurance exercise
- Fast acting
- Muscle pump
- Explosive power
- Enhanced calorie burning
- Increased velocity and endurance

## NUTRITIONAL INFORMATION

Composition:	Per 10g Serving
Amino Acid Complex (Beta-Alanine, L-Arginine, L-Leucine, L-Isoleucine)	1250 mg
B-Complex vitamins (B1, B2, B3, B6, B12)	175 mg
Caffeine	200 mg

Inactive ingredients: Maltodextrin, Sodium Bicarbonate, Citric Acid, Flavouring, Sucralose.

## DIRECTIONS FOR USE:

### Before exercise:

Add 1 scoop (10g) or sachet of PURE Blast 3.0 to 250ml of water and consume 10 minutes before the start of an exercise session.

### During endurance exercise or an event:

Add 1 scoop (10g) of PURE Blast 3.0 to 250 – 500ml of water or carbohydrate drink and consume during the event.



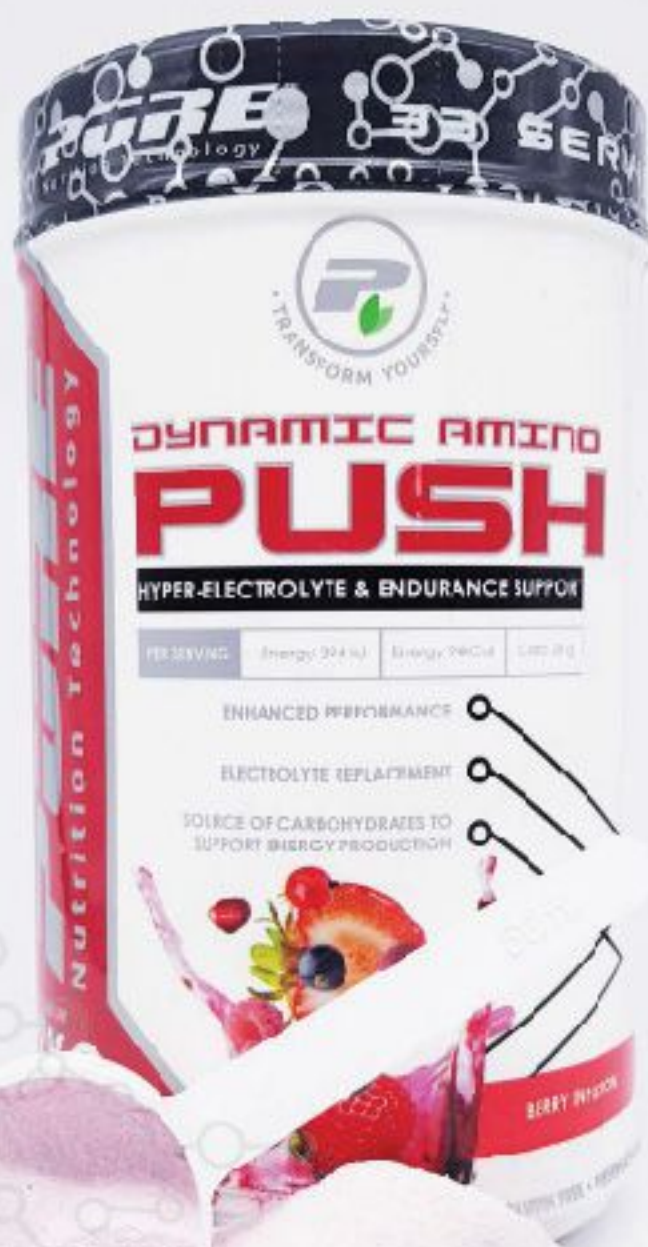
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# PURE PUSH

PERFORMANCE RANGE





## WHY SHOULD I TAKE PUSH?

Carbohydrates are the main source of fuel used by working muscles. Fluid, carbohydrates and electrolytes are lost and depleted in the muscle stores during high intensity exercise. PURE Push is formulated to replace fluids, carbohydrates and electrolytes; before, during and after endurance events and workouts lasting longer than 1 hour.

## HOW DO THE NUTRIENTS WORK

Carbohydrate and electrolytes provided in solution are needed to maintain steady blood glucose levels and promote consistent performance throughout an endurance training session or event. PURE Push provides 28g of easily digestible carbohydrates, to replace lost stores and provide fuel for the working muscles.

The fluid and electrolytes provided in PURE Push help to replace those lost during endurance exercise, reducing the risk of dehydration and support optimal performance.

## BENEFITS OF PUSH?

- Source of carbohydrates to support energy production
- Maintain focus & endurance
- Replace fluid and electrolytes to reduce risk of dehydration

## NUTRITIONAL INFORMATION

	Per 100g	Per 30g Serving
Energy	1313Kj / 312 Kcal	394Kj / 94Kcal
Protein	0g	0g
Carbohydrate	93g	28g
- As sugars	93g	28g
- As glucose	76.7g	23g
- As fructose	16.7g	5g
Total fat	0g	0g
Dietary Fibre	0g	0g
Sodium	253mg	79mg
Potassium	170mg	51mg

### Ingredients:

Maltodextrin, Fructose, Frutaric Acid, Flavouring, Salt, Potassium Chloride, Stabiliser (Guar Gum), Food Colouring (E162), Sucralose

## DIRECTIONS FOR USE:

### Before exercise:

Add 1 heaped scoop (30g) of PURE Push powder to 300ml of water and consume 10 – 15mins before the start of training or event.

### During endurance exercise (lasting longer than 1 hour):

Add 1 heaped scoop (30g) of PURE Push powder to 250-300ml of water and consume every 30 minutes if used as a sole source of carbohydrates during training or event.

### Recovery after exercise:

Add 2 – 3 heaped scoops (2-3 x 30g) of PURE Push to 500 – 750ml of water and consume directly after training or event.



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# PURE WHEY PROTEIN

CHOCOLATE, VANILLA & PEANUT BUTTER  
PERFORMANCE RANGE





## WHY SHOULD I TAKE WHEY PROTEIN?

Exercise increases amino acid requirements which are, in turn, replenished through protein degradation/muscle breakdown. This can lead to losses in both muscle size and strength and, as a result, decreased physical performance. PURE 100% Whey helps prevent any adverse effects of exercise.

## HOW DO THE NUTRIENTS WORK

PURE 100% Whey is superbly formulated to restore protein balance after exercise. Its premium blend of highly bioavailable proteins rapidly restores muscle tissue and energy, minimizing muscle breakdown.

PURE 100% Whey is an excellent choice of protein for all ages.

The whey protein hydrolysate in PURE 100% Whey is partially broken down to short chains of 2-3 amino acids (di & tri peptides), allowing accelerated digestion and absorption of protein from the gut (within 10 mins). Whey protein hydrolysate replenishes muscle glycogen stores for the ultra-fast recovery of muscle strength and exercise-induced muscle damage. It also equips the body to continue to tackle demanding physical activity.

Whey protein isolate (WPI) is the purest form of protein with a protein content of over 90%, fat content less than 0.2% and zero carbs. As part of a balanced diet, WPI improves lean body weight, contributes to a well-functioning immune system and promotes performance and recovery. PURE 100% Whey is compatible with low-carbohydrate diets, as it provides high quality protein without the carbohydrates and fat content. It is soy free, as it contains whey protein, and sugar free. It is also appropriate for lactose-intolerant individuals.

## BENEFITS OF WHEY PROTEIN?

### During exercise

- A high percentage of immediately available amino acids supports protein synthesis and muscle growth
- High quality protein available within 10 minutes of intake
- Ultra-fast recovery of muscle strength

### After exercise

- Rapid recovery from exercise-induced muscle damage
- Restores protein balance in muscles
- Minimizes muscle damage

## NUTRITIONAL INFORMATION

Typical nutritional information	Per 100g	Per 25g serving	% NRV
Energy	1459 KJ/ 349 Kcal	364.8 KJ/ 175 Kcal	
Protein	75.7 g	19.0	34%
Total			
Carbohydrates	6 g	1.5 g	
as Glycaemic carbohydrate	6 g	1.5 g	-
as sugars (lactose)	5.1 g	2.5 g	-
Dietary fibre	0.1 g	0.0 g	-
Fat, Total	2 g	0.5 g	-
Saturated	1.0 g	0.25 g	-
Mono-unsaturated	0.5 g	0.1 g	-
Poly-unsaturated	0.5 g	0.1 g	-
Trans fatty acids	0.0 g	0.0 g	-
Sodium	202 mg	55 mg	

\*NRV = Recommended daily dietary allowance for individuals 4 years and older.

### Ingredients:

Whey Protein Blend (Whey Protein Concentrate and Whey Protein Isolate), Flavouring, Salt, Stabiliser (Xanthan Gum, Guar Gum), Sucralose.

## DIRECTIONS FOR USE:

As a supplement – 1 serving (25g) = 1 flat scoop of powder + 150ml's of water. Use with chilled water or fat free milk. Consume 1 serving (25g) directly after exercise or as directed.

**A food supplement is not a replacement for a healthy balanced diet.**



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# PURE MASSIVE MUSCLE

PERFORMANCE RANGE





## WHY SHOULD I TAKE MASSIVE MUSCLE?

PURE Massive Muscle maximises glycogen stores before exercise, maintains blood glucose during exercise and induces rapid recovery of muscle glycogen after exercise. It consists of a special blend of carbohydrates to prevent an initial insulin spike and drop, releasing sugar slowly and evenly so blood glucose is kept constant.

## HOW DO THE NUTRIENTS WORK

PURE Massive Muscle supplies a constant source of steady release carbohydrates to be used as fuel - effectively preventing the breakdown of muscle protein. Proteins are the building blocks of muscle. Glucose and glycogen are essential sources of fuel during intense physical activity. It is therefore vital to replenish the glucose stores being lost during weight training or workouts and to repair muscle. PURE Massive Muscle supplies a constant source of carbohydrates effectively preventing ingested dietary protein as well as muscle protein to be used as fuel. In addition, PURE Massive Muscle combines proteins and carbohydrates to ensure that carbohydrates remain the body's primary source of fuel, and the protein you ingest is used solely to build lean muscle.

PURE Massive Muscle also contains:

- Free amino acids for their anabolic qualities and ability to reduce muscle breakdown in times of rest
- An advanced vitamin blend to help support lean muscle growth.

## BENEFITS OF MASSIVE MUSCLE?

- Increased Muscle Mass
- Aids Rapid Recovery
- Clean Muscle Gain

## NUTRITIONAL INFORMATION

Nutrients	Per 100g	Per 50 g serving	* % NRV
Energy	1813Kj / 432Kcal	907Kj / 216/ Kcal	-
Protein	31g	15 g	27%
Total Carbohydrate	47.0	23.5g	
as Glycaemic carbohydrate	47.0g	23.5g	-
as sugars	10.6g	5.3g	-
Dietary Fibre	0.0g	0.0g	
Fat, Total	11.7g	5.9g	-
Saturated	0.8g	0.4g	-
Sodium	407.3mg	203.6mg	
Vitamin A	899mcg	449,6mcg	50%
Vitamin B1	1.20mg	0.6mg	50%
Vitamin B2	1.30mg	0.7mg	50%
Vitamin B3	16.0mg	8.0mg	50%
Vitamin B6	1.70mg	0.9mg	50%

Folic Acid	400mg	200mg	50%
Vitamin B12	2.40mg	1.2mg	50%
Biotin	30mg	15mg	50%
Vitamin B5	5.00mg	2.5mg	50%
Vitamin C	100mg	50.0mg	50%
Vitamin D	15mcg	7.5mcg	50%
Vitamin E	15mg	7.5mg	50%

\*NRV = Recommended daily dietary allowance for individuals 4 years and older.

### Ingredients:

PNT Protein Blend (Whey Protein Concentrate, Pea Protein Isolate), Maltodextrin, Palm Fruit Oil, Vitamins, Flavouring, Salt, Stabiliser (Guar Gum), Sucralose.

## DIRECTIONS FOR USE:

As a supplement - 1 serving (50g) = 2 flat scoops of powder + 200ml's of water or milk.

To assist in mass gain - 2 servings (100g) = 4 flat scoops of powder + 400ml's of water. Use with chilled water or milk.



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# WEIGHT MANAGEMENT RANGE



# PURE CLA & GREEN TEA

WEIGHT MANAGEMENT RANGE







## WHY SHOULD I TAKE CLA & GREEN TEA?

PURE CLA & Green Tea has been designed to support your weight loss during healthy lifestyle changes that include an energy controlled diet and regular exercise.

## HOW DO THE NUTRIENTS WORK

Conjugated Linoleic Acid (CLA) is a naturally occurring fatty acid. When used in conjunction with a balanced kilojoule controlled diet and increased physical activity it may help to support improved fat metabolism and lean body mass.

Green tea contains EGCG, an antioxidant. Antioxidants are substances that work to reduce or help prevent damage to cells, body tissues, oxidative stress and fight free radicals.

## BENEFITS OF CLA & GREEN TEA?

- Supports improvement of fat metabolism and lean body mass
- Provides antioxidants for general good health

## NUTRITIONAL INFORMATION

Composition	Per SOFTGEL Capsule	Per 4 SOFTGEL Capsule	*RRDA%
CLA	950mg	3800mg	—
(Conjugated Linoleic Acid)			—
Green Tea Extract	100mg	400mg	—
Providing EGCG	45mg	180mg	—
L-Carnitine	50mg	200mg	—

\*Recommended daily dietary allowance for individuals 4 years and older.

Inactive ingredients: Bovine Gelatine capsule.

## DIRECTIONS FOR USE:

4 capsules daily with water or as recommended by your healthcare professional.



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# PURE LEAN FUEL

WEIGHT MANAGEMENT RANGE







## WHY SHOULD I TAKE LEAN FUEL?

PURE Lean Fuel is the ultimate way to build a leaner, tighter more toned figure. Its high protein, low carbohydrate formula is ideal for weight management programs.

## HOW DO THE NUTRIENTS WORK

PURE Lean Fuel is ideal as an on-the-go meal, providing all the body's essentials in one simple, tasty shake. Its high protein, low carbohydrate formula provides the much needed BCAAs for muscle synthesis while keeping calories low. The fast uptake protein sources as well as slow digesting carbohydrate blend to provide the ultimate combination of energy for lean muscle building.

The unique formula contains the best in prebiotics, and omega 3 technology to ensure the best support of your gut in order to optimize weight loss. Added antioxidants keep your body safe from damaging free radicals and help you to perform at your peak.

## BENEFITS OF PUSH?

- Minimize body fat storage
- Promote lean muscle
- Easy to digest
- High bioavailability
- Slow release carbs for long lasting energy

## NUTRITIONAL INFORMATION

Typical nutritional information	Per 100g	Per 50g serving	%NRV				
Energy	1549 Kj/ 371 Kcal	774 Kj/ 185 Kcal		Vitamin B3	16.0 mg	4.8 mg	30%
Protein	61 g	31 g	55%	Vitamin B6	1.7 mg	0.5 mg	30%
Total Carbohydrates	22 g	11 g	-	Folic Acid (B9)	400.0 mcg	120.0 mcg	30%
as Glycaemic carbohydrate	20 g	10g	-	Vitamin B12	2.4 mcg	0.72 mcg	30%
as sugars	5.1 g	2.5 g	-	Biotin	30.0 mcg	9.0 mcg	30%
Dietary fibre	2.1 g	1.0 g	-	Pantothenic acid (B5)	5.0 mg	1.5 mg	30%
Fat, Total	4.5 g	2.2 g	-	Vitamin C	100.0 mg	30.0 mg	30%
Saturated	1.0 g	0.5 g	-	Vitamin D	15 mcg	4.5 mcg	30%
Mono-unsaturated	1.1 g	0.5 g	-	Vitamin E	15 mgTE	4.5 mgTE	30%
Poly-unsaturated	1.8 g	0.9 g	-	Calcium	554.7 mg	277.4 mg	21%
As Omega 3 (ALA)	414 mg	212 mg	-	* NRV = Recommended daily dietary allowance for individuals 4 years and older.			
Trans fatty acids	0.0 g	0.0 g	-	Ingredients:			
Sodium	232.8 mg	116.4 mg	-	PNT Protein Blend (Whey Protein Concentrate, Pea Protein Isolate), Maltodextrin, Rice Flour, Inulin, Vitamins, Flaxseed Powder, Flavouring, Salt, Stabiliser (Sodium Carboxymethylcellulose), Sucralose.			
Vitamin A	900.0 mcg	270.0 mcg	30%				
Vitamin B1	1.2 mg	0.36 mg	30%				
Vitamin B2	1.3 mg	0.39 mg	30%				

## DIRECTIONS FOR USE:

As a supplement – 1 serving (50g) = 1 + ½ flat scoop of powder + 250ml's of water or milk. Use with chilled water or milk.



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# LIFESTYLE RANGE

