



**PureFormulas is a South Florida based health supplement online retailer that distributes the purest and highest-grade natural supplements**

**General Information-**

Founded in 2007 by Cuban Entrepreneur Jose Prendes and headquartered in Miami, FL, PureFormulas ([www.pureformulas.com](http://www.pureformulas.com)) is one of the fastest growing E-retailers in the United States, offering pure and high-grade natural health supplements. Quality brands such as Allergy Research, Metagenics, Biotics Research, and Thorne Research, are featured in PureFormulas user-friendly web portal.

PureFormulas serves more than 150,000 nationwide active clients and offers free shipping on more than 15,000 products via its website. More than 30 trained customer service professionals work regularly at PureFormulas to serve the client's needs.

PureFormulas works with a board of healthcare advisors, naturopaths and chiropractors to keep up to date with client's needs and healthcare news and necessities. With Jose Prendes as President and Director, PureFormulas' mission is to maintain daily motivation and passion for healthy living while focusing on high level customer service and quality products.

The PureFormulas Family generates gross merchandise sales exceeding \$20 million annually.



## Fact Sheet

**About the Company:** Founded in 2007 by Cuban Entrepreneur Jose Prendes and headquartered in Miami, FL, PureFormulas is one of the fastest growing E-retailers in the United States, offering pure and high-grade natural supplements. Quality brands such as Allergy Research, Metagenics, Biotics Research, and Thorne Research, are featured in PureFormulas user-friendly web portal.

PureFormulas serves more than 150,000 nationwide active clients and offers free shipping on more than 15,000 products via its website. More than 30 trained customer service professionals work regularly at PureFormulas to serve the client's needs.

PureFormulas works with a board of healthcare advisors, naturopaths and chiropractors to keep up to date with client's needs and healthcare news and necessities. With Jose Prendes as President and Director, PureFormulas' mission is to maintain daily motivation and passion for healthy living while focusing on high level customer service and quality products.

**Founded:** PureFormulas was founded in 2007.

**Employees:** More than 30 employees.

**Corporate Headquarters:** Miami, FL

**Offices in:** 11801 NW 100 Road, Suite 4, Miami, FL 33178.

**Founder and CEO:** Jose L. Prendes

**Website:** [www.pureformulas.com](http://www.pureformulas.com)



## **Founder and CEO's Bio- Jose Prendes**

Jose Prendes is the Founder and CEO of Pure Formulas ([www.PureFormulas.com](http://www.PureFormulas.com)), one of the fastest growing E-retailers in the United States, offering pure and high-grade natural health supplements. Jose was born and raised in Cuba and in the 90's moved to the United States to fulfill his American Dream.

Prior to founding Pure Formulas in 2007, Jose was the founder and Vice President at VetAmerica.com, a successful e-commerce website dedicated to retail sales of pet supplies and pet medications. At this company, Jose, a natural born Hispanic entrepreneur got his start in e-commerce, leading up to the creation of Pure Formulas. He lives and works in Miami, FL with his wife and four children.



## Press Reviews

1. Internet Retailer- April 2011

<http://lib.store.yahoo.net/lib/yhst-37598795206756/ir.pdf>

2. Internet Retailer- March 2011

<http://lib.store.yahoo.net/lib/yhst-37598795206756/ir-2.jpg>

3. Internet Retailer- March 2011

<http://lib.store.yahoo.net/lib/yhst-37598795206756/ir.jpg>

4. Channel Advisor-

<http://lib.store.yahoo.net/lib/yhst-37598795206756/pure-formulas.pdf>