



November 2015

## FireStar your day

**Intelligent energy that helps you perform stronger, better and faster,  
for longer**

The challenging demands of life in the 21<sup>st</sup> century can often lead to many of us suffering from physical and mental fatigue. With our increasingly busy lifestyles, we are all bound to burn-out at some point during the day.

To keep ourselves going, the temptation is often to reach for a sugary energy drink or strong coffee. FireStar is the intelligent and smart alternative, that enhances everyday life for aspiring people.

Proven to enhance both mental and physical performance, the efficiency of FireStar will keep you alert during any activity whether that's driving, studying, working or exercising. The ultra-portable energy comes in crystal form within a discreet sachet – simply tear open, pour directly onto the tongue and then eat and enjoy like a sweet. It is easy to use at any time and in any place, whether that's on the go or at your desk.

The sustained release technology keeps you feeling alert for up to 4 hours, and helps to avoid that all too familiar sugar crash we all loath. Nothing is stronger, more convenient and longer lasting. With only 10 calories per serve it really is a healthier choice to support and improve all aspects of an active lifestyles.

Dr Andrew Guise, founder of FireStar, says:

“Most energy products currently on the market are inefficient, sugar-loaded and don't have a sustained long lasting effect. FireStar is available whenever you need an energy boost and is the intelligent choice for those looking for a healthy alternative to energy drinks. ”

FireStar is available in 3 flavours; Cherry, Cola, and Ice Mint and comes in two different strengths, 2 hours and 4 hours. Priced at £1 compared to up to £2.50 for leading energy drinks and coffees, FireStar represents incredible value. Try the smallest, strongest and most efficacious energy product on the market today and don't look back!

For more information on FireStar [www.firestarenergy.com](http://www.firestarenergy.com), please visit or visit the FireStar Energy Facebook and Twitter pages.

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Issued by Beattie Communications on behalf of Purity Health

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**Purity Health notes to editors**

Purity Health is one of the leading nutraceutical companies in the world, and one of the only companies to produce an energy supplement that you eat rather than drink. Based in the Oxford Science Park, a well known hub for outstanding science, the core ethos of Purity is to offer consumers Smarter and Healthier choices to support and improve all aspects of their increasingly busy lifestyles.

Purity Health recently completed a crowd funding raise on Crowdcube in April 2015 which included investment from leading industry experts. Since then the FireStar brand has undergone extensive rebranding work with renowned branding companies AKQA and Kamarama, which has led to the introduction of the iconic 'FireStar sachet' to the UK market.

Purity Health is proud to announce that FireStar has launched in the UK in Sports Direct (Nov '15) as well as securing distributors in a variety of EU countries. FireStar continues to push boundaries with it's latest website launch providing both customers and retailers a shopping experience yet to be replicated or matched.