



November 2015

## **Blazing a new trail**

### **The pioneers behind a new kind of product and profit opportunity**

Introducing FireStar, a radical new energy product set to revolutionise the energy category.

The energy drinks market is worth an astonishing £1bn selling over 750 million cans a year in the UK alone. The appetite for energy products is huge and although the current offering of overly sweet drinks work well for a limited time, the huge sugar rush can lead to a crash, leaving consumers even more tired than before.

What if there was a really efficient, healthy way to energise, without all the sugar and unnecessary calories? What if there was a product that kept you sharp and focussed for four hours that wasn't a sickly sweet drink – wouldn't that offer an excellent alternative?

FireStar does just that. Small enough to fit in your wallet and only 10 calories, FireStar offers a sustained energy boost that improves mental and physical performance for up to four hours – long enough to keep consumers alert and focused for that drive home, meeting, exam, workout, night out or whatever they need to do. FireStar, the brainchild of Dr Andrew Guise, is the world's most advanced energy system using sustained release technology which enables consumers to perform more efficiently than with any energy drink.

Andrew spotted a gap in the market and has spent years perfecting the product's delivery system to create an intelligent energy solution. He comments: "FireStar represents the smart choice for consumers who need to perform at their best throughout the day or night but who want an intelligent alternative to energy drinks, which doesn't lead to diabetes and obesity.

Andrew continues: "FireStar contains twice the energy giving properties found in a single can of Red Bull but without all the unnecessary sugar that the drink uses to mask the unpleasant taste of its numerous additives. FireStar releases energy slowly over time so there is no huge rush and no crash, just sustained energy to make you feel clear-headed and energised. Simply put, it is a much smarter solution."

Unlike energy drinks, FireStar doesn't need to be chilled and takes up next to no space. In comparison with other confectionery lines, FireStar can offer retailers around 40p per sale and a rate of sale higher than most of the countlines that convenience stores carry. Retailers can order online to get even better deals. There is also a rewards system that gives each retailer their own code. The code gives other retailers 10% off but also gives the account holder 10% cashback from all orders put through on that code. So encourage five friends to buy online and you effectively get your stock for free.

With a two year shelflife, FireStar retails at just £1 and is available in Cola, Cherry and Mint flavours and in two strengths – two hours and FireStar Max which lasts up to four hours. Log onto [www.firestarenergy.com](http://www.firestarenergy.com) to place an order and obtain your unique cash generating code.

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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.