

**FOR IMMEDIATE RELEASE:**

## **Purium Introduces Compostable Packaging**

**Fast-growing superfood company makes environmental move away from plastic containers with new Terra Pouch.**

LONG BEACH, CA, September, 2016 – Superfood company Purium, a division of Organic by Nature Inc., is the first nutrition company to offer compostable packaging for several of its nutritional powders. The Terra Pouch, a bag made of bamboo, hemp and tree sap, completely dissolves in soil, so it is eco-friendlier than the plastic and recycled plastic containers common throughout the industry.

This ground-breaking environmental packaging supports the brand's "farm-to-family" mission of providing clean and green whole food nutrition from non-GMO seeds through responsible package disposal. While the company's long-standing commitment to pure and premium products dates back to 1993, co-owners Amy Venner-Hamdi and David Sandoval continue to look for new ways to advance their mission while simultaneously minimizing the company's environmental footprint.

"Sometimes it's as simple as identifying a problem," said David Sandoval. "We know that flexible plastics and petrochemical products are an assault on Mother Nature, our waterways and all the earth's inhabitants. Purium is extremely proud to have invested in the next generation of flexible packaging that is 100% natural, compostable and contains no petrochemicals."

Though the Terra Pouch is only available for a few select items, Purium has a deep commitment to this initiative and expects to convert its plastic packaging to the compostable pouch over the next several years. In addition to full size packaging, the Terra Pouch is also used on two sample-size products to support the company's thousands of Independent Distributors. After being recognized as one of the 5000 fastest-growing, privately held companies in the US by *Inc. Magazine* for the past three years, the company felt it was important to re-invest some of its profits into sustainable packaging and promotional materials.

"The market has demanded samples for years, yet we weren't able to fill the need with a clear environmental conscience," Amy Venner-Hamdi explains. "We are thrilled to deliver this need and expand our reach, knowing we are not contributing to volumes of waste in landfills across the country."

Purium unveiled the Terra Pouch at its annual convention in Orlando in August 2016 along with an entire rebrand and new logo, signaling Purium's on-going commitment to product purity, environmental stewardship and technological innovation.

### **About Purium**

Family owned and operated Purium, a division of Organic by Nature, Inc., provides whole, raw and green food products without artificial colors and flavors, binders, fillers or genetically modified ingredients. Co-owners Amy Venner-Hamdi and Dave Sandoval have dedicated their lives to educating people about the importance of proper nutrition and creating products that emulate their cause.

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