



PROJECT LOCATION:  
**BELIZE**

PROJECT START DATE:  
**MARCH 19, 2015**

PROJECT END DATE:  
**SEPTEMBER 19, 2016**

GRANT FUNDS APPROVED:  
**US \$497,000**

ENVELOPE:  
**DIRECT FIRM SUPPORT**

TOTAL PROJECT COST  
**US \$1,304,143**

## PURE NATURE

### PROJECT HIGHLIGHTS

#### THE PROJECT:

The Firm-Caribbean Premier Products Limited (CPPL) has developed the formula for and produced in limited quantities, Pure Nature MD®, a new line of drink products consisting of all-natural tropical fruits that are low in calories and high in plant nutrients and fibers. Preliminary data suggest the drinks contain properties which lower blood glucose and normalize blood pressure.

#### OBJECTIVE:

To assist Caribbean Premier Products Limited to validate health claims, protect the formula and the brand and provide support in the production, marketing and distribution of Pure Nature MD.

#### BENEFITS:

- Improved health of the population where product is sold (once there is scientific validation of the health claims of the Pure Nature MD)
- Diversification of exports in the beverage sector to cater to niche markets

#### HOW DONOR FUNDS ARE BEING USED:

- To establish Intellectual Property Rights of the Pure Nature formula, thereby protecting the brand and avoiding leakages.
- Increased production and marketing capacity which will directly contribute to a reduction in hypertension, diabetes and obesity.