

---

**PURUS LABS RELEASES MYOFEED™ AND LAUNCHES CLEAR FACTS CAMPAIGN**

Dallas, TX – January 21, 2015 – In the wake of numerous dietary sport supplement companies coming under fire for amino spiking their powdered protein, Purus Labs® answers the call for a quality protein supplement while simultaneously providing full lab analysis and Certificate of Authenticity, continuing their history of ingredient transparency.

Keeping one step ahead of the industry, Purus Labs® launched a new quality-control focused program called Clear Facts, which coincides with the launch of MyoFeed™, and immediately and easily allows consumers anywhere to view the actual lab tests results for the jug they purchase. This gives the consumer complete confidence, especially in light of the amino spiking allegations that have been uncovered, that they are undoubtedly getting the protein content they pay for.

*“We even went a step above... not only did we test and confirm protein content, we tested for every free form amino acid as well so customers will further know it is not amino spiked. Our mantra from day one, PRIDE OVER PROFIT, couldn’t be more applicable than now.”*

*-- Brandon Smith, Purus Labs CEO*

“Protein Spiking,” or “Amino Spiking,” has recently become a common deceptive practice throughout the sports supplements industry. In efforts to combat diminishing profit margins due to relentlessly rising protein prices, companies are slashing the amount of true, whole protein and replacing with cheap, free-form amino acids such as taurine, glycine, alanine, and arginine. This method exploits a loophole whereby using these nitrogen rich amino acids, the test results fool the benchmark Kjeldahl methods for testing protein content. Functionally, this test relies on and measures nitrogen content to determine the amount of protein within a given sample; therefore, deceptively nitrogen-rich free form amino acids will not only register as whole protein gram for gram, but registers as far more protein meaning that some sports supplement companies use less true protein ingredients in their products.

**ABOUT PURUS LABS®, INC.:**

Purus Labs® is a global sports nutrition company providing unique scientifically researched products for the dietary supplement industry. Since 2008, Purus Labs® has been at the forefront of innovation in the marketplace, being one of the first companies to offer products with full label disclosure and no proprietary blends. Focusing on quality control, Purus Labs® opened their own manufacturing facility, complete with an analytical lab and principle chemist in 2012.

For more information visit [puruslabs.net](http://puruslabs.net) or contact Meaghan Oven at (214)221-1813.