

# PureSweet™ Unlocks a New Era in Sugar Reduction Without Compromising Taste

You no longer have to choose between clean label and clean flavor. PureSweet™ is the breakthrough Reb M solution that delivers true sugar-like sweetness with zero calories, no bitterness and no aftertaste.

Reb M (Rebaudioside M), a powerful steviol glycoside extracted from the stevia leaf, has long been seen as a natural sweetener and a promising sugar substitute. It is 200 to 300 times sweeter than sucrose and completely calorie-free.



## **PureSweet™** is the next step in your product's healthy evolution

BLS has removed more of the impurities that cause sensory off-notes. The result is a Reb M unlike anything you've tried before:

- Ultra-pure
- Uncompromisingly clean flavor
- Superior sweetness delivery

In beverage formulations, PureSweet<sup>™</sup> enables more than 70% sugar reduction with no trade offs in flavor. It's plug-and-play: Just swap it into your existing formulation to instantly elevate your product's taste appeal.

### This is your product, new and improved!

PureSweet™ is more than a natural sweetener solution. It's a strategic upgrade for your brand. While BLS is best known as the ribose company, we're also the "better-for-you" ingredients company. With our patented core technology and cutting-edge expertise, we've mastered the science of creating a new generation of clean, easy-to-use ingredients that support your health.

With PureSweet<sup>™</sup>, we're showing the world how our proprietary technology can make your product even better.

If you're ready to learn more, it's time to explore PureSweet™.

### **Discover how PureSweet™ can upgrade your brand**

PureSweet™ is suitable for most any low-sugar or zero-sugar formulations including, but not limited to: beverages including sports, energy and coffee drinks; shakes and meal replacements; energy bars; frozen desserts; baked goods; confectionary and dietary supplements including gummies.



#### **Additional Facts**



Branded



**All-Natural** 



**Higher Purity** 



Clean Label



200-300 times sweeter than sucrose



BLS thrives on innovation! Our science-based, all-natural ingredients help us re-imagine the possibilities for dietary supplements, functional foods, beverages, cosmetics and personal care products. We use proprietary core technology and more than 30 years of experience to develop a variety of specialty ingredients and product solutions to help people of all ages feel, perform and look better from the inside out. We use our branded ingredients, custom premixes, finished product concepts, and value-add services to partner with our customers to develop or refine new formulations and line extensions.

In addition to our award-winning specialty ingredients, we offer value-added services such as product concepts, formulation and custom blending, wax-matrix sustained release tableting, small-pack options for start-ups (5K-plus), quality and regulatory, and marketing. We value consumer education and can show you how to teach buyers about the advantages of choosing your products versus those offered by the competition. This partnership helps our customers advance their businesses to the next level.

These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure or prevent any disease.



