

# PureNSM Group

Focused on:

1. **Compostable Bottles**
2. **Quality Assurance System**



# PureNSM Group

- A Contract Manufacturer
- Two Brands
- A Pick and Pack Company
- A Controlled Lab Logistics Publishing Platform



Oskar Thorvaldsson  
CEO



# Problem 1

Government is at **9% recycling rate**

- **Public is Angry**
- **Eroded Trust in Recycling**
- *Plastic lasts 450 years!*
- *Biodegradable plastic is clogs up recycling lines – not a solution*

# The Solution

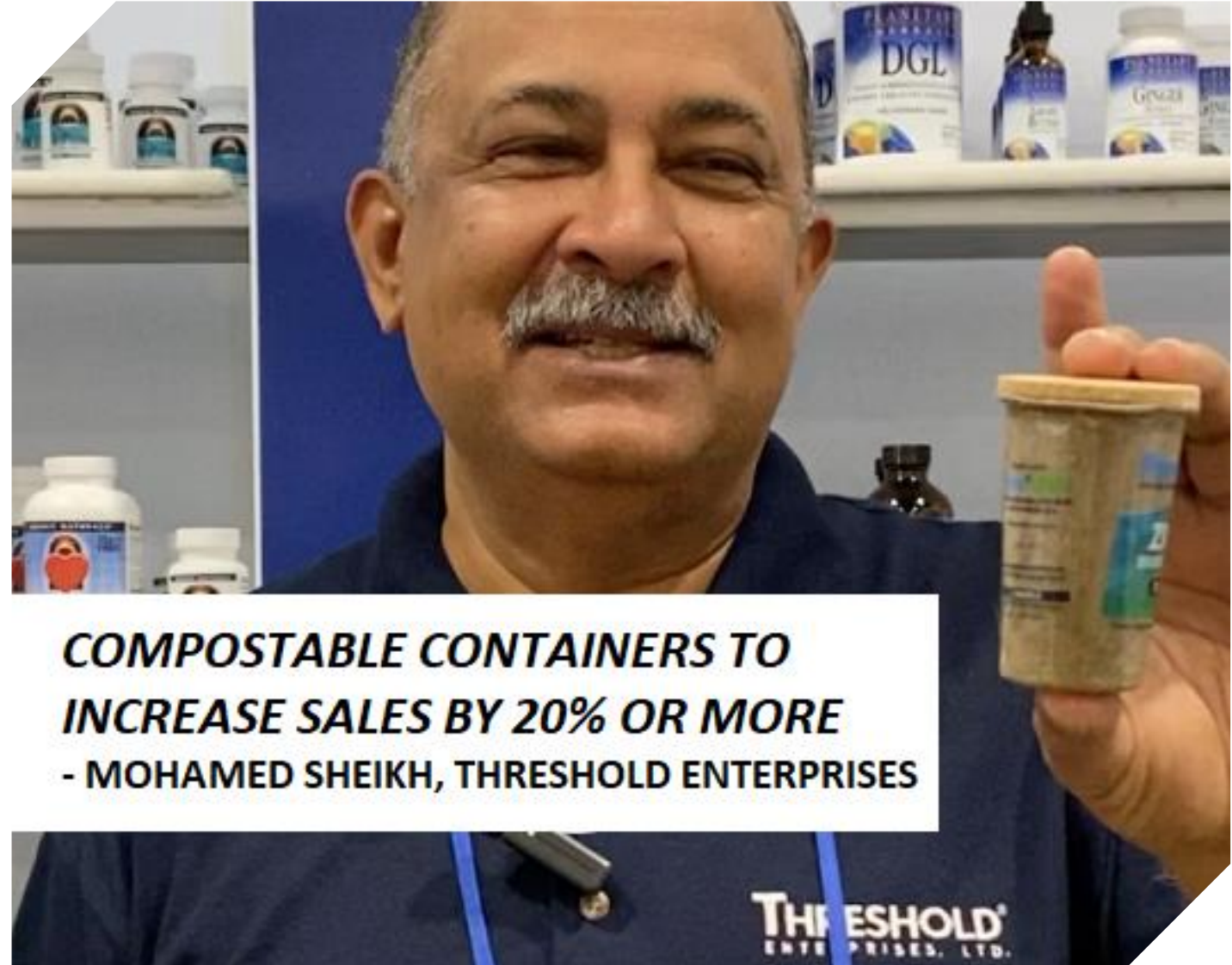
***100% Compostable Bottles***  
***The only supplement bottle***  
***that is compostable!***



# 20% Increase in Sales

Increase  
TRUST

Increase  
SALES



*COMPOSTABLE CONTAINERS TO  
INCREASE SALES BY 20% OR MORE  
- MOHAMED SHEIKH, THRESHOLD ENTERPRISES*

# FREE Publicity!

We are systematically contacting over 1000 reporters focused on Sustainability!

You will see us in the NEWS!

### Looking to Disrupt Plastic Pill Bottle Market

**SMALL BUSINESS:** Invert Champions Eco-Friendly Paper Containers

■ By KAREN PEARLMAN

Count how many plastic bottles are in your medicine cabinet, and think about all the previous bottles of vitamins, medications and supplements you've owned, thrown out or recycled over the months, years and decades. The total number is probably daunting. Multiply that by all the plastic bottles holding millions of capsules and tablets at any given moment on Earth and the amount downright staggering.

San Diego native **Jared Koett** is looking to disrupt the plastic medicine bottle market with an alternative made from renewable resources — and a specialized sustainable packaging concept.

His six-year-old company, **Invert**, uses environmentally sensitive treated recycled craft paper for the pill bottle and relies on water-phobic composition cork dipped in wax for the lid. After years of development, Invert has created an eco-alternative package that is protective for what it keeps inside, yet earth-digestible for when its time is up.

"Why can't there be a system, considering all the advancements that we've undergone since plastic's inception, that is sufficiently strong and protective but is also more earth digestible?" Koett said. "That's what we set out to do. To find a system that is protective yet breaks down."

Koett said that while the average shelf-life of a supplement is two years or less, the traditional plastic container packaging it comes in lasts up to 450 years. "No wonder the plastic waste crisis persists," he said.

The Invert container and its lid are compostable and will biodegrade in a fraction of the time it takes plastic.

Earlier in his career, Koett made protective packaging out of recycled materials for surfboards that were being transported. He switched entrepreneurial gears in 2016, pivoting to create smaller products that have the potential to make a colossal impact.

**Oskar Thorvaldsson is producing "Sugar Stop" for another company at his Chula Vista manufacturing plant, eschewing plastic bottles and instead using eco-friendly packaging by Invert.**  
Photo courtesy of Invert

**A Viable Alternative**  
Invert has been making strides with supplement companies — and Koett hopes that eventually pharmaceutical companies will also come on board — with its packaging shift for capsules and tablets.

Koett's company has just launched a collaborative product with another local supplement business — **PureNSM** out of Chula Vista — and is branching out to other manufacturers.

**Oskar Thorvaldsson**, owner and CEO of PureNSM since 1993, has always focused on making supplements without highly processed chemical additives. Invert's bottles fit into the company's progressive practices.

"Through the years we have always bottled into plastic," Thorvaldsson said. "We typically go through 5,000 bottles per day and at that rate have gone through 36 million bottles so far. That's a lot of plastic. I will sleep better once we have all our containers in compostable bottles. This is exactly why Invert is heaven-sent. We are all in with Invert containers and keen on moving forward with them."

This past summer, Koett attended a natural product expo in Philadelphia with Thorvaldsson where he said the upcycled bottle idea was warmly received.

"People were very receptive to what we were doing," he said. "So much so that it convinced us that we are on the right path with what we're doing."

Koett's solution to plastic pollution comes at a most opportune time.

◆ *Eco-Friendly page 31*



**Jared Koett**  
Founder  
Invert



**Oskar Thorvaldsson**  
Owner and CEO  
PureNSM



**Bob Riet**  
Executive Director  
San Diego Sport  
Innovators

**Invert**

**FOUNDED:** 2016  
**FOUNDER:** Jared Koett  
**HEADQUARTERS:** Point Loma  
**BUSINESS:** Earth digestible packaging, turnkey platform for digestible packaging  
**EMPLOYEES:** 1  
**WEBSITE:** invertcontainer.com  
**CONTACT:** 619-538-9769  
**SOCIAL IMPACT:** Founder Koett says, "Small changes in consumer behavior can lead to large impacts. By switching to earth-digestible packaging, consumers displace single-use plastic from the supply chain through ordinary purchases. Single-handedly, you do your part, collectively we effect change."  
**NOTABLE:** Precursor to this business was a surfboard packaging company that used recycled materials to create packaging that protects boards.

# Reduce Packaging

## With Sachets

- Reduce shipping cost
- Reduce size of package
- Reduce material costs
- Reduce bottling costs



No bottle, no lid, no label, no seal

# Fact

**Amazon owns over 77% of all online sales of supplements**



# Problem 2

**Potency of Supplements is  
Unreliable**

# Drylabbing

**Potency on Certificate of Analysis are often falsified or made up**

**Amazon Response: A Back-Door to All Major QC Labs**

# Swaplating

**Brands can easily swap out a random representative sample for a known sample**

**Amazon Response:** It doesn't look like they potency test

# Solution

**VeriGMP Will Supervise, Record,  
Secure and Deliver Sample to  
Labs Preventing Swaplabbg  
and Tampering With Samples**

# Insight

**Consumers Want Confirmation of Potency! VeriGMP will Publish Potency and Other Lab Results to Consumers.**

**No system does that now!**

# Money Maker Insight:

1. **Selling Liability Insurance**
2. **Selling Lab Logistics**
3. **Selling Our Brands**
4. **Referral Income**
5. **PR Services**

**Popular: A known problem**

**Supplement Market is Growing**

**Urgency: Current Quality is Bad**

**Brands Want to Show Reliability**

**Every Production Lot Needs One!**

**Customers Love it!**

# Customers Want Reliable Supplements, Tested Potency!

## Showing VeriGMP Stamp Increases Trust and Sales





**Investing in VeriGMP Gives  
Ownership in PureNSM Group  
VeriGMP Investment is Offered  
By PureNSM Group  
Established 1993, \$14m Rev  
Exploring to Go Public ASAP  
Goal to Taking Other Brands  
Public with Bonds**

# PureNSM Group



*Contract/Toll  
manufacturer*



*Our initial brand*



*Acquired brand*



*Logistics*



*Quality Assurance Data  
Communication  
VeriGMP will be made  
independent of PureNSM  
Group ASAP*

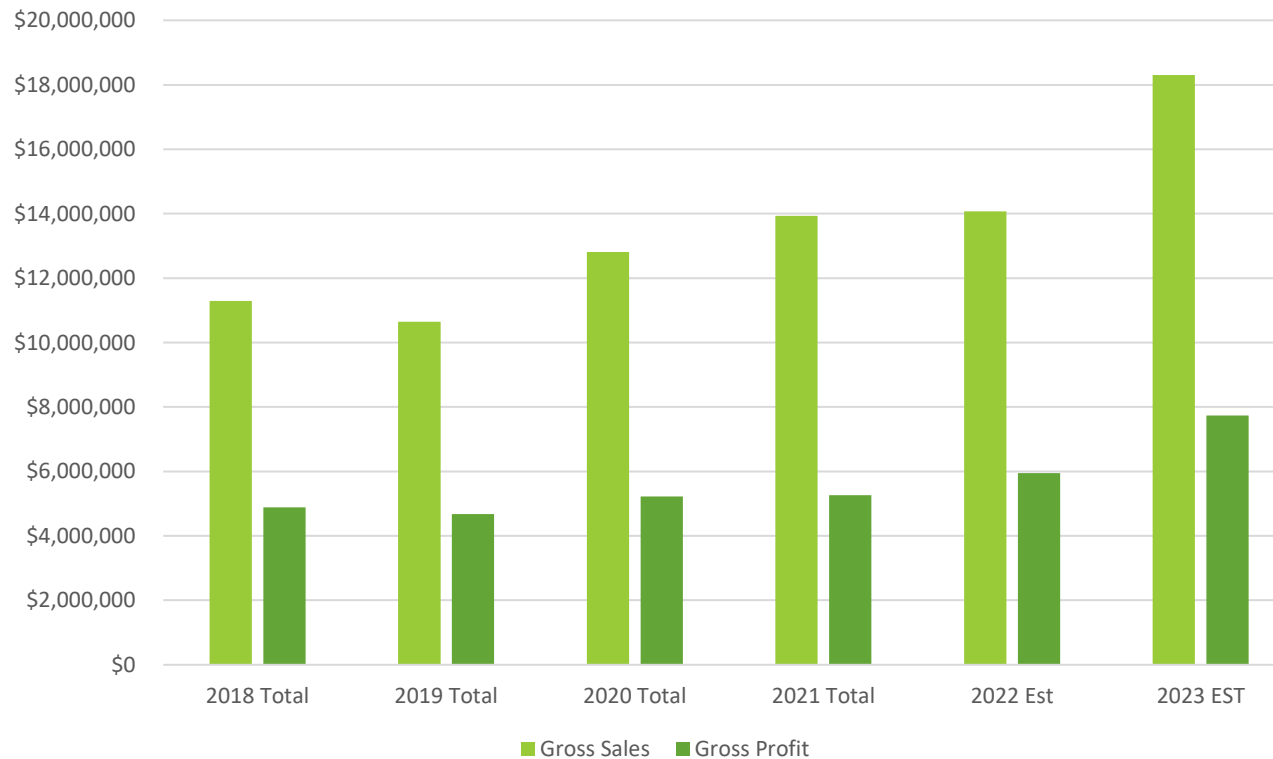
# PureNSM Group

## Our Story

Started in 1993

CMO Since 2011

- 45,000 sq ft manufacturing facility
- Over \$14 million revenue
- Over \$4m in finished goods



**Profitable and Growing!**

► *Certifications*  
*Memberships*  
*Registrations*



**MANUFACTURING  
FACILITY  
CERTIFIED GMP**

**SINCE 2014**



**MANUFACTURING  
FACILITY  
CERTIFIED GMP**

**SINCE 2017**



# Key Management Team

- Oskar Thorvaldsson, CEO, PureNSM Group
- Susan Nowak, CFO, PureNSM Group
- Elizabeth Delara, Head of Marketing and Sales, PureNSM
- Elizabeth Padilla, General Manager, Dr. Clark Store, Inc.
- Norel de Leon, PureNSM, QA Manager
- Alexis Ybarra, QC/Laboratory Manager
- Inez Sortillon, HR Manager
- Ricardo Walker, Warehouse Manager





# Consumers Need Guidance!

You frequently see all sorts of icons on supplements designed to make you think the supplement is made by a GMP certified manufacturer. – **In most cases, nothing could be further from the truth!!!**



**VeriGMP to the rescue!**





# **VeriGMP will Score 1000s of supplements!**

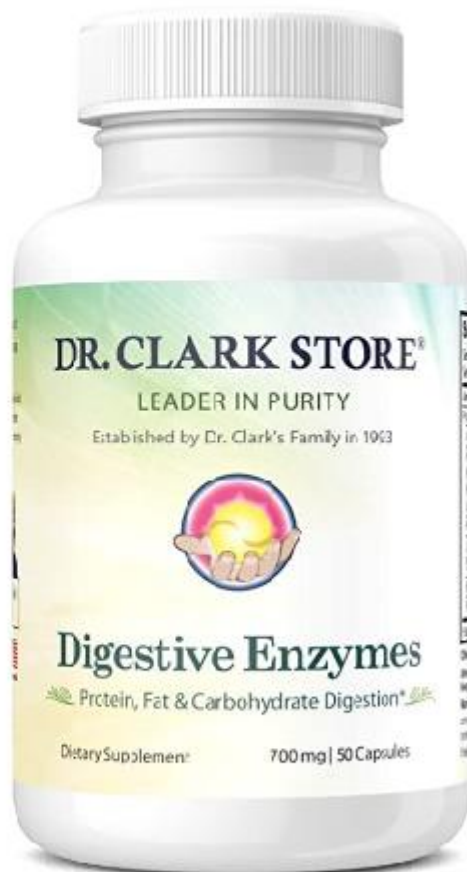
VeriGMP will test 1000s supplements without the consent or payment from the brands.

## **Paid Clients Get Premium Listings**





SEARCH



Roll over image to zoom in

**PURCHASING OPTIONS**



Lot #0934978  
Tested Jan 20, 2022



# 1000s of product will be listed and Scored

**Supplements**

- 5-HTP
- Algae
- Amino Acids
- Antioxidants
- Ashwagandha
- Astaxanthin
- Bee Propolis
- Beta Glucan
- Biotin
- Bone & Joint
- Calcium
- Collagen
- CoQ10
- Curcumin
- Enzymes
- Fiber
- Fish Oil
- Flax Seed
- Garlic
- Ginkgo Biloba
- Ginseng

- Glucosamine
- Greens & Superfoods
- Hemp
- Herbs
- Homeopathy
- Hyaluronic Acid
- Krill Oil
- Liposomal Vitamin C
- Lutein
- Maca
- Magnesium
- Meal Replacements
- Milk Thistle (Silymarin)
- Minerals
- Multivitamins
- Mushrooms
- Omega 3 6 9
- Plant Based Protein
- PQQ
- Probiotics
- Quercetin
- Red Yeast Rice

- Resveratrol
- SAM-e
- Saw Palmetto
- Spirulina
- St. John's Wort
- Vitamin B
- Vitamin C
- Vitamin D
- Vitamin E
- Zinc

**Sports**

- BCAA
- Creatine
- Hydration & Electrolytes
- L-Arginine
- L-Carnitine
- L-Glutamine
- MCT Oil
- Sport Bars
- Sport Multivitamins
- Whey Protein



# VeriGMP Test Protocol

VeriGMP will supervise, record, document lab sample pickups, secure and ship to labs.

**If passing:** Brand gets to advertise with VeriGMP trademark and be featured on VeriGMP

**If failing:** VeriGMP will advice brand what to do in order to improve quality



# Fast and reliable information stream

- **From** Factory
- Lab
- Brands
- Retailers
- **To** Consumers



# Monetizing VeriGMP

1. Income from brands
  1. Lab logistics and certifications
  2. Licenses of VeriGMP mark
  3. Public relations for brands
2. Affiliate commissions

## **PureNSM Group Will Also Benefit**

- Selling products on VeriGMP platform
- Contacting brands to manufacture for



# Certification of VeriGMP

VeriGMP will work towards becoming certified by ANSI National Accreditation Board!





# Fundraising Goals

## Use of Funds

- 50% will be used for VeriGMP
- 50% will be used to promote 100% compostable bottles



# VeriGMP Will be Independent

- Equity Crowdfunding is only the beginning
- Going Public Allows for More Independence
- ANSI Training Leads to More Independence
  
- As soon as possible VeriGMP will be incorporated as a separate entity and other funding rounds will be initiated





# Will VeriGMP Mark be Misused on Amazon?

- You don't find unauthorized USP® icons on Amazon!!!
- **Amazon quickly takes down products that misuse Trademarks!**





# Invest in PureNSM Group

Sign up for Equity Crowd Funding on WeFunder at [www.PureNSM.com/press](http://www.PureNSM.com/press)



Oskar Thorvaldsson, CEO  
PureNSM Group

- ▶ **Over 100 Years of Combined Industry Experience**
- ▶ **Manufacturing and Laboratory**
- ▶ **Oskar Thorvaldsson, CEO**  
Text or call cellphone: 1-619-957-1918  
Company phone: 1-619-409-9077
- ▶ [www.linkedin.com/in/oskar-purensm](http://www.linkedin.com/in/oskar-purensm)
- ▶ [Sales@PureNSM.com](mailto:Sales@PureNSM.com)

# PureNSM Group



*Contract/Toll  
manufacturer*



*Our initial brand*



*Acquired brand*



*Logistics*



*Quality Assurance Data  
Communication  
VeriGMP will be made  
independent of PureNSM  
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# PureNSM Group

Ask any chiropractor about Bernard Jensen and they will know him as a historical figure. Dr. Jensen was both an ND and a Chiropractor. Author of 5 books. His firm Bernard Jensen's® Products was established in 1963.



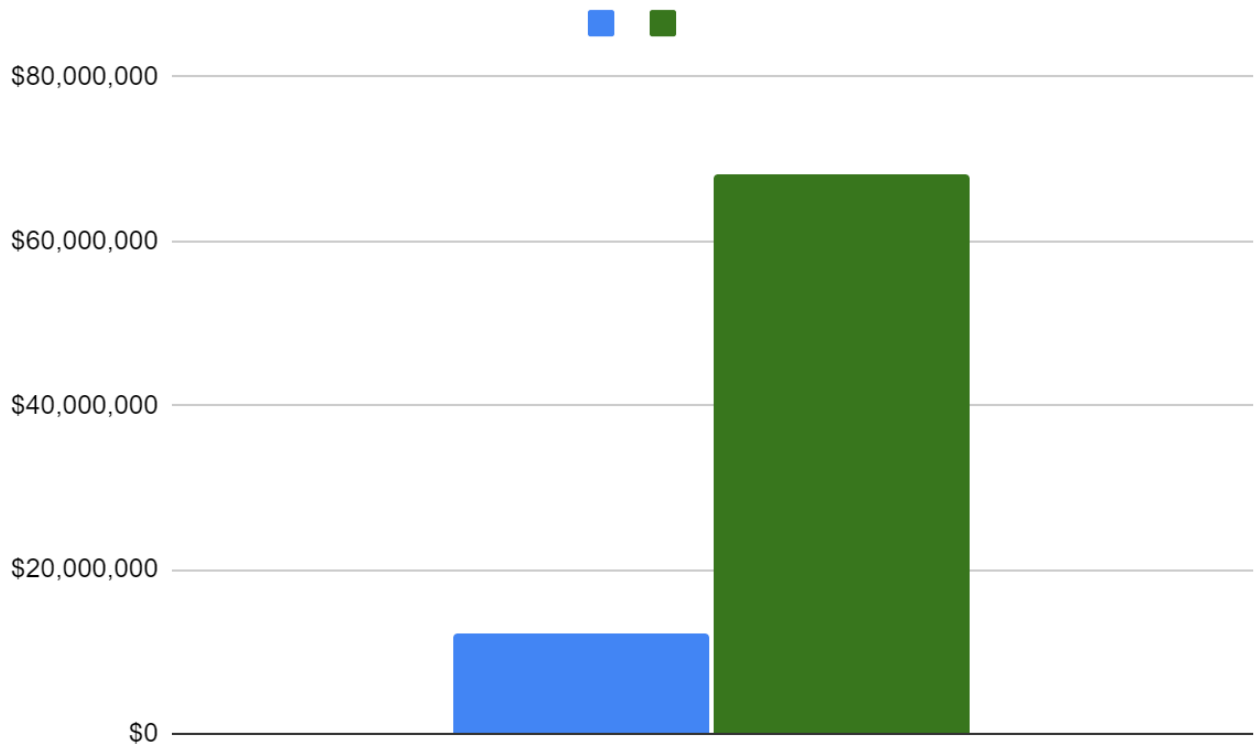
Dr. Hulda Clark, PhD was a Canadian biologist, researcher, author, and practitioner of alternative medicine. She was considered controversial in the medical community but had many followers.



# PureNSM Group Overview

## Capacity

Due to recent expansion we are at 25% of capacity



# PureNSM Group Overview

## Clean Labels

The reason why our factory was established in 1993 was to manufacture clean products. Supplements without magnesium stearate.

Now this is a major trend!

"Contract manufacturer **PureNSM** is emblematic of the clean label movement finally arriving in the world of supplements."

**next**

BY



**New Hope.**  
NETWORK

As reported by **TODD RUNESTAD**  
Ingredients and Supplements Editor, New Hope Network



# PureNSM Group **Where are we going?**

## **Our Immediate Goals**

- A. Build VeriGMP
- B. Build PureNSM
- C. Focus on Amazon
- D. Eco Friendly Packaging
- E. Compostable Bottles

# PureNSM Group Where are we going?

## VeriGMP Immediate Goals

1. Equity crowd funding
2. Go public
3. Build our lab logistic platform
4. Build certification website
5. Test 1000 products
6. Go to tradeshow
7. Recruit brands

AUDITED  
VeriGMP<sup>®</sup>  
VERIFIED

About VeriGMP Contact

SEARCH

**Vimerson Health**  
GMO Free | Gluten Free | Dairy Free  
**GLUCOSAMINE  
CHONDROITIN  
TURMERIC & MSM**  
90 CAPSULES  
Dietary Supplement

90caps

2 VIDEOS

Roll over image to zoom in

**AUDITED  
VeriGMP<sup>®</sup>  
VERIFIED**  
GMP Certified

**AUDITED  
VeriGMP<sup>®</sup>  
VERIFIED**  
Certified ID tested

**AUDITED  
VeriGMP<sup>®</sup>  
VERIFIED**  
Certified Potency

**AUDITED  
VeriGMP<sup>®</sup>  
VERIFIED**  
Certified Purity

Lot #0934978  
Tested Jan 20, 2022

**PURCHASING OPTIONS**



# PureNSM Group **Where are we going?**

## PureNSM Immediate Goals

1. Finish implementing new CRM and ERP
2. Implement EOS - Entrepreneurial Operating System®
3. Perfect our coating capability
4. Perfect our dry granulation capability

## Build PureNSM



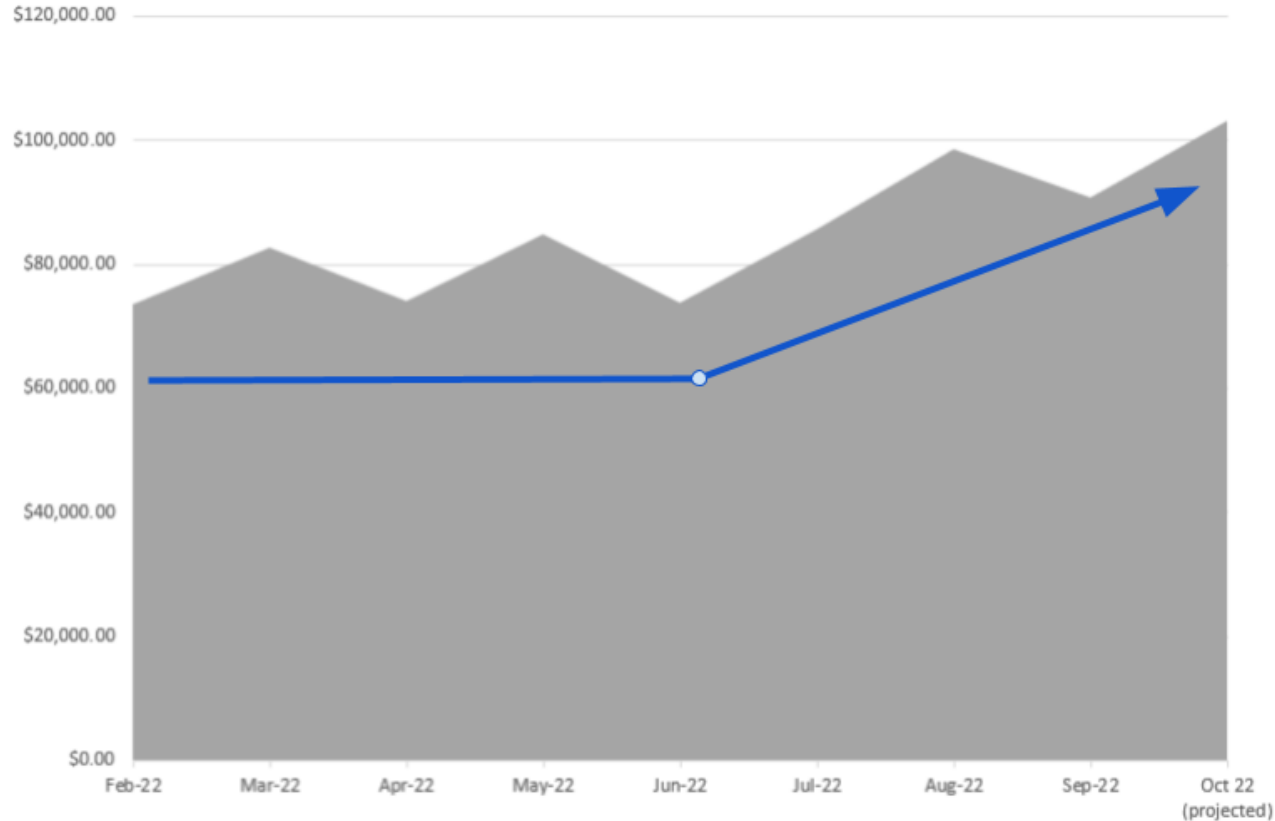
# PureNSM Group Where are we going?

## Amazon Immediate Goals

Increase our marketing on Amazon with focus on quality – VeriGMP.

- Our best sellers
- Amazon best sellers
- Introduce new SKUs
- Compostable packaging
- Communicate verifiable quality

## Focus on Amazon



Self Health Resource Center  
**DrClarkStore.com**  
LEADER IN PURITY since 1993



# PureNSM Group Current Operations

***Provable quality is  
our competitive edge!***

**PureNSM**  
NUTRITIONAL SUPPLEMENT MANUFACTURERS, INC.

**WATER "SOLUBLE" CBD MANUFACTURING EXPERTS**

**Supreme Absorption!**  
12 to 200 nanometers  
CBD, CBN, CBG, CoQ10, etc.  
50mg/mL or 5%  
Depending on Product

**USING STATE OF THE ART HOMOGENIZATION EQUIPMENT!**

**CONTRACT MANUFACTURING**  
No Mag Stearate No Pres

**PureNSM**  
NUTRITIONAL SUPPLEMENT MANUFACTURERS, INC.  
Capsules | Tablets | Liquids

**NSF**

**NANO**

**PureNSM**  
NUTRITIONAL SUPPLEMENT MANUFACTURERS, INC.

**UL NSF GMP CERTIFIED**

**CAPSULES NO MAG STEARATE**

**TABLETS CLEAN LABELS**

**NANO / LIPOSOMAL LIQUID**

**ECO-FRIENDLY PACKAGING**

**PureNSM**  
NUTRITIONAL SUPPLEMENT MANUFACTURERS, INC.  
Capsules | Tablets | Liquids | Powder

**YOUR LABEL**

**YOUR LABEL**

Avoiding Excipients in Capsules:  
**NO MAGNESIUM STEARATE!**

Formulators of PureLiquid Supplements:  
**NO PRESERVATIVES!**

**www.PureNSM.com**

**5177**

# PureNSM Group **Current Operations**

**Call any of us in Sales whenever you need us at (619) 409-9077 ext 0  
Open 8am to 4pm Pacific Time Workdays**

Elizabeth Delara [ElizabethD@PureNSM.com](mailto:ElizabethD@PureNSM.com) – Head of Sales, ext 221

Andrea Ramirez - [Andrea@PureNSM.com](mailto:Andrea@PureNSM.com) – Lead Sales Executive, ext 108

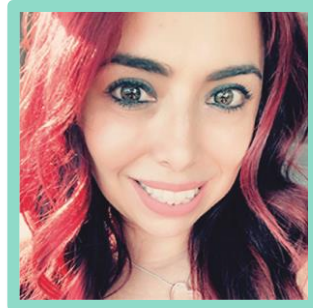
Cynthia Solorio - [CynthiaS@PureNSM.com](mailto:CynthiaS@PureNSM.com) - Client Project Coordinator, ext 110



**Elizabeth Delara**



**Andrea Ramirez**



**Cynthia Solorio**



**Alexis Ybarra**  
Quality Control / Lab Manager



**Norel Ann de Leon**  
Quality Assurance Manager



Oskar Thorvaldsson, CEO

# PureNSM Group **Current Operations**



## **Primary Output**

- ▶ Encapsulations
- ▶ Tableting
- ▶ Liquids
- ▶ Nano / Liposomal
- ▶ Oil in Banded Capsules

## **Primary Competency**

- ▶ Meet Label Claims
- ▶ In-house Lab
- ▶ Clean Labels
- ▶ Efficiency, Good Communication
- ▶ GMP Compliance



# PureNSM Group Current Operations

## Quality Control and Quality Assurance



### Quality Control (QC)

Our inhouse lab is essential for manufacturing quality products with correct overages to meet potency claims

### Quality Assurance (QA)

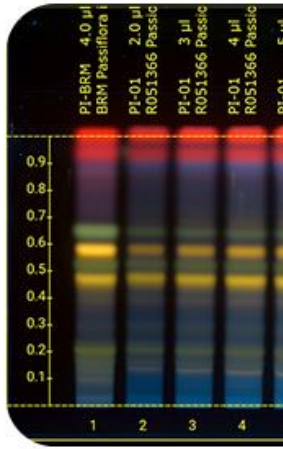
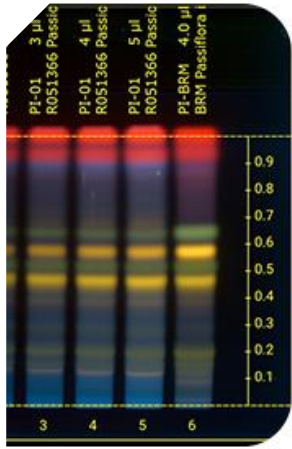
Our quality assurance team is the nervous system of our operations. They review production records, maintain Facility and equipment and more

### Lab Equipment/Methods

- HPTLC
- ICP-MS
- FTIR
- Microbiology Testing
- Rapid Micro – Solaris
- Micro Plating Methods
- 3M Micro Testing
- BSL-2 Laboratory
- HPLC
- Tablet Testing

# PureNSM Group **Current Operations**

## HPTLC – High Performance Thin Layer Chromatography



- ▶ About 30% of all botanicals are adulterated (wrong species, wrong plant part, extracted plant materials leftover)
- ▶ HPTLC is only way to ID the plant material
- ▶ Better than DNA analysis
- ▶ HPTLC is not confused with HPLC or FTIR



# PureNSM Group **Current Operations**



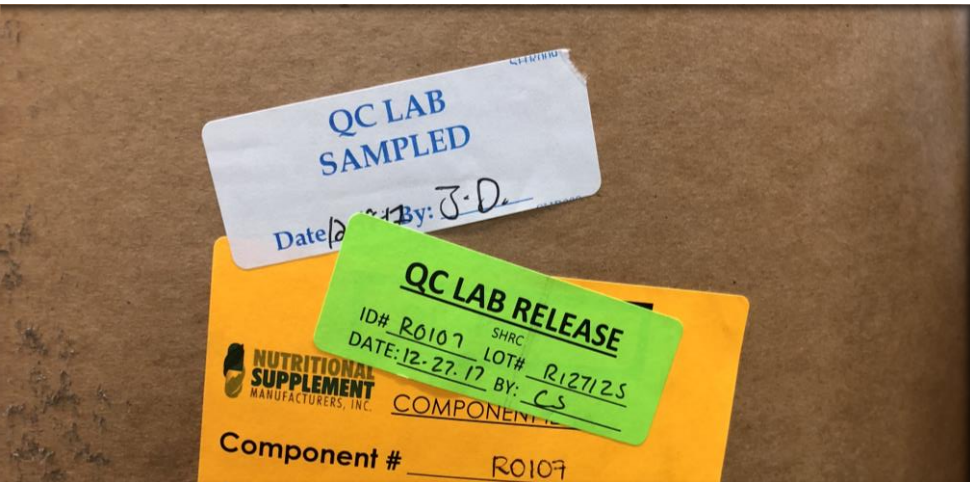
## Huge Production Capacity

- ▶ Huge Production Volume!
- ▶ 91 million caps per month!
- ▶ Line-workers trained to work without excipients





# PureNSM Group Current Operations



## GMP Audited Warehouses

- ▶ Humidity and Temperature Controlled
- ▶ Raw Materials and Finished Goods
- ▶ Your Products are SAFE WITH US!



# PureNSM Group **Current Operations**

## GMP Audited Pick and Pack Warehouse

- ▶ Ship your finished goods with us!
- ▶ We connect to your website and ship without delay



## **Profitable for over 16 years!**

### **Core competency:**

1. GMP certified with NSF since 2014 and with UL since 2017
2. Capsules without magnesium stearate
3. Tablets with clean labels
4. Internal lab with calibrated equipment and trained staff

# PureNSM Group Current Operations

## EBITDA

Our GMP systems are finely tuned. Our equipment is ready, and our marketing system has been setup with proper ERP and incentives.

We are expecting growth and we have a good reason to! No matter what the economy does.

	2018 Total	2019 Total	2020 Total
Gross Sales	\$11,291,111	\$10,649,686	\$12,806,654
Gross Profit	\$4,885,904	\$4,671,008	\$5,224,569
EBITDA	\$943,502	\$684,313	\$1,316,395
GM%	43%	44%	41%
	2021 Total	2022 Est	2023 EST
Gross Sales	\$13,929,623	\$14,077,145	\$18,300,289
Gross Profit	\$5,259,146	\$5,950,520	\$7,735,676
EBITDA	\$518,399	\$1,229,905	\$1,598,877
GM%	38%	42%	42%



# Invest in PureNSM Group

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- ▶ **Over 100 Years of Combined Industry Experience**
- ▶ **Manufacturing and Laboratory**
- ▶ **Oskar Thorvaldsson, CEO**  
Text or call cellphone: 1-619-957-1918  
Company phone: 1-619-409-9077
- ▶ [www.linkedin.com/in/oskar-purensm](http://www.linkedin.com/in/oskar-purensm)
- ▶ [Sales@PureNSM.com](mailto:Sales@PureNSM.com)



Oskar Thorvaldsson, CEO  
PureNSM Group



**Its all about immediate  
communication of quality and  
purity!**



Oskar Thorvaldsson, CEO  
PureNSM Group

**Thank you!**

**Oskar Thorvaldsson**