

PURENECTARJUICE.COM

Introducing Pure Nectar Juice

→ A Good Business Doing Good





Mr. Harish Babla
Global CEO

Global Franchise
Masters Private Limited



You found us at the **RIGHT** Time

Everyday people are searching to balance a busy life with a healthy lifestyle

The pandemic of 2019 has focused consumers on the importance of eating healthy and building a strong immunity.

For the past 25 years, our mission at Pure Nectar has been to develop products for a healthy lifestyle.

**The time is now to bring
PURE NECTAR to your
community**

- Large & fast growing market for healthy products
- Extensive line of healthy and delicious products available without additives or preservatives
- Simple yet powerful business model to help you achieve your goals and ambitions
- Experienced Franchiser by your side
- Powerful technology created to efficiently operate the **PURE NECTAR** business.

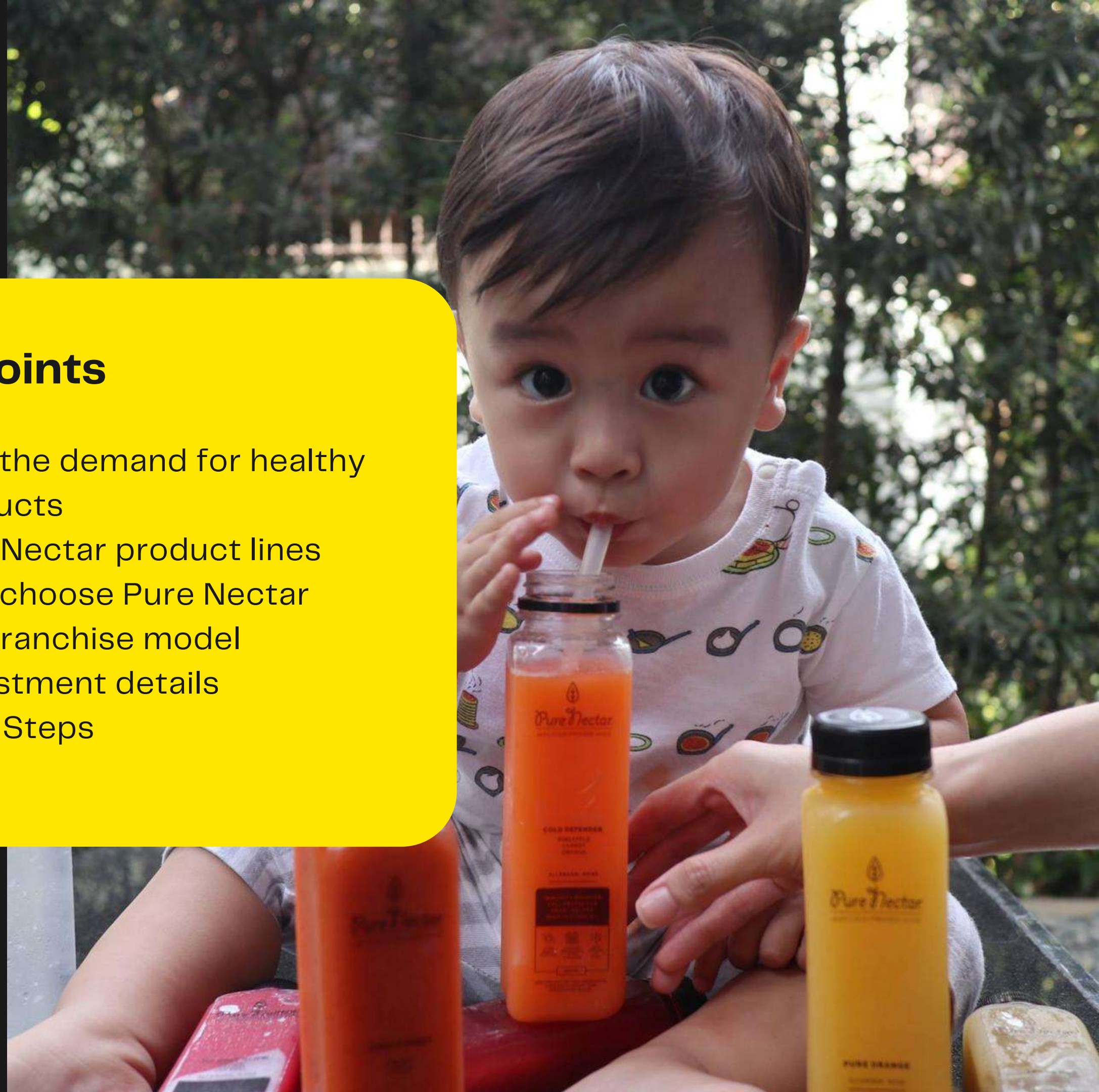


What you will learn

Key Points

- Why the demand for healthy products
- Pure Nectar product lines
- Why choose Pure Nectar
- The franchise model
- Investment details
- Next Steps

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Who we are

A partnership of critical experiences for your success

Dr. Alan Escalona, founded the company in the Philippines over 25 years ago to bring a healthy lifestyle. Today, Pure Nectar is the largest cold pressed juice company in the Philippines.

Mr. Harish Babla, Global Head & CEO of Global Franchise Masters (GFM) based in Singapore has over three decades of experience in Franchising.

GFM is responsible for the International Growth and Development of the **PURE NECTAR** Brand.



Alignment with our Values

Our values drive our decision making and how we conduct business. We operate on a Code of Conduct that guides us on a daily basis.

- Quality
- Excellence
- Integrity
- Customer First
- Teamwork





**Fresh Juices
Fast Growing Market**

10%+

US\$ 3 Billion Fresh Juices Market



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Current Trends



Busy Lifestyle

Today's lifestyle leads to people not eating right or at the right time. A large portion of the diet has become processed foods devoid of any nutrients.

Fruits & Vegetables Not Consumed

Health professionals recommend 5 servings of fruits & vegetables daily. Today, only 33% of daily allowance of fruits and 27% of daily allowance of vegetables is consumed.

Toxic Food Supply

GMO's and desire for greater yields has led to an increased use of pesticides and other chemicals in our food supply.

Chronic Diseases

Numerous studies have linked what we eat to chronic diseases. It is critical that consumers are given easy options to adapt to a healthy lifestyle.





**Health is a
major
concern
globally**

Concerning Data

- 1 Billion considered **obese**—especially concerning is youth obesity
- 415 Million suffer from **diabetes**
- 31% all deaths due to **cardiovascular** diseases
- 1 in 6 have **auto immune** diseases

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Today's Consumers

Consumers are demanding **tasty**, **healthy** and **clean** eating. They are looking at ingredients and willing to pay more for healthy products.



Challenges to eating healthy



Making a commitment

It is always easier said than done



Preparation is time consuming

Buying, preparing and cleaning produce is not always easy with a busy lifestyle



Healthy options not easy to find

Not many choices in the marketplace for healthy options

**100%
NATURAL**

Enter PURE NECTAR

NOURISHMENT FOR A HAPPIER YOU

**TOTALLY HEALTHY
SIMPLY DELICIOUS**


Pure Nectar.



PURE NECTAR PRODUCTS



- **LARGEST** selection of products
- **LOCALLY** made
- **PERFECTLY FORMULATED** for health & taste
- **NO** preservatives
- **NO** additives
- **NO** added sugars



Product Categories

NOURISHMENT FOR A HAPPIER YOU



100% Cold Pressed

Maximum Nutrition

14,000 pounds of pressure is applied to squeeze out all the goodness of fruits, vegetables & herbs.



Blends

Maximum Fibre

Using Rapid Blending Technology, we retain the fibre in these delicious blended juices.



Yogurt Blends

A Healthy Smoothie

Non-fat yogurt mixed with juices creates a healthy smoothie to delight your taste buds.

Product Categories

NOURISHMENT FOR A HAPPIER YOU



Cold Brew Green Tea
Refreshingly Good

Soaked for many hours to bring out the goodness of Green Tea and mixed with different juices for great taste



Cashew Nut Milk
Deliciously Perfect

Perfect for lactose intolerant, Vegans and all those that want to enjoy a delicious and creamy drink



Juice Cleanses
Formulated for Detoxification

1, 2 and 3 day cleanses based on Naturopathic, Eastern Medicine and Guidelines from the American Heart Association

Some of our popular juices NOURISHMENT FOR A HAPPIER YOU

70+ different varieties to suit different tastes and different budgets. All products are deliciously healthy.



COLD-PRESSED

Squeezing all the available nutrients in fruits and vegetables with 14 tons of pressure to give you an amazing tasting juice that instantly does wonders to your body.

Pineapple Cane
Pineapple + Cane

Apple Carrot
Red Apple + Carrot

Lemon Zing
Lemon + Ginger + Cane

Olympian
Pineapple + Red Apple + Red Beet

Cold Defender
Pineapple + Carrot + Orange

Grapefruit Orange
Pink Grapefruit + Orange + Ginger

Mighty Moringa
Pineapple + Green Apple + Honey + Moringa

Iron Kale
Red Apple + Kale + Lemon + Ginger

Moringa Magic
Cucumber + Green Apple + Celery + Moringa

Alka Boost
Cucumber + Pineapple + Cane + Red Apple + Spinach + Kale

Restore & Renew
Cucumber + Cane + Orange + Lemon + Celery + Basil + Turmeric

Green Supreme
Cucumber + Red Apple + Celery + Romaine Lettuce + Spinach + Basil + Calamansi + Green Bell Pepper + Parsley + Ginger

BLENDS

Deliciousness packed with potent nutrients, high fiber and natural cane juice for sweetness. How can you go wrong with so many flavours to tickle your tongue?

Mango
Mango

Green Mango
Green Mango + Cane

Berry Passion
Passion Fruit + Strawberry + Cane

Pomegranate Berries
Pomegranate + Strawberry + Raspberry + Blueberry

Coco Melon
Cane + Cantaloupe + Coconut Meat

Tropical Fuel
Coconut Water + Pineapple + Orange + Red Apple + Banana

Mega Omega
Pineapple + Mango + Cane + Banana + Red Apple + Kiwi + Kale + Spinach

Grapefruit Bliss
Pink Grapefruit + Orange + Red Apple + Mango + Banana + Lemongrass + Turmeric + Cane

COLD BREW GREEN TEA

We take green tea and cold-brew it for hours to create perfection and then add fresh juice for added oomph! Refreshing and tasty.

Lemon Zing Tea
Lemon + Ginger + Green Tea + Cane

Pomegranate Tea
Pomegranate + Green Tea + Cane

Passionate Tea
Passion Fruit + Green Tea + Cane

LOW FAT YOGURT BLENDS

Fresh, sugar-free, low fat yogurt mixed with fruit juices for smoothie-like drinks that will leave you oh so satisfied.

Mango Yogurt
Mango + Yogurt + Cane

Strawberry Banana Yogurt
Strawberry + Banana + Yogurt + Cane

Pomegranate Yogurt
Pomegranate + Yogurt + Cane

Pumpkin Yogurt
Pumpkin + Yogurt + Cane

CASHEW NUT MYLKS

No more cow's milk needed with our cashew Mylk mixed with a little honey. Taking it up a notch to mix with cold-brewed coffee, cacao nibs, fresh strawberries and more to satisfy every taste.

Cashew Nut Mylk
Cashews + Honey

Cold Brew Cashew Nut Latte
Cashews + Cold Brew Coffee + Honey

Strawberry Cashew Nut Mylk
Strawberry + Banana + Cashews + Honey

Choco Cashew Nut Mylk
Raw Cacao Nibs + Cashews + Honey

Cashew Kick
Banana + Cashews + Honey + Cayenne Pepper

Imperial Cashew
Banana + Cashews + Honey + Turmeric + Mint

CLEANSSES

Rest your body, cleanse it of toxins and rejuvenate yourself with our delicious cleanse packs.

1-Day Cellular Renewal Cleanse

2-Day Liquid Burn Cleanse

3-Day Antioxidant Cleanse

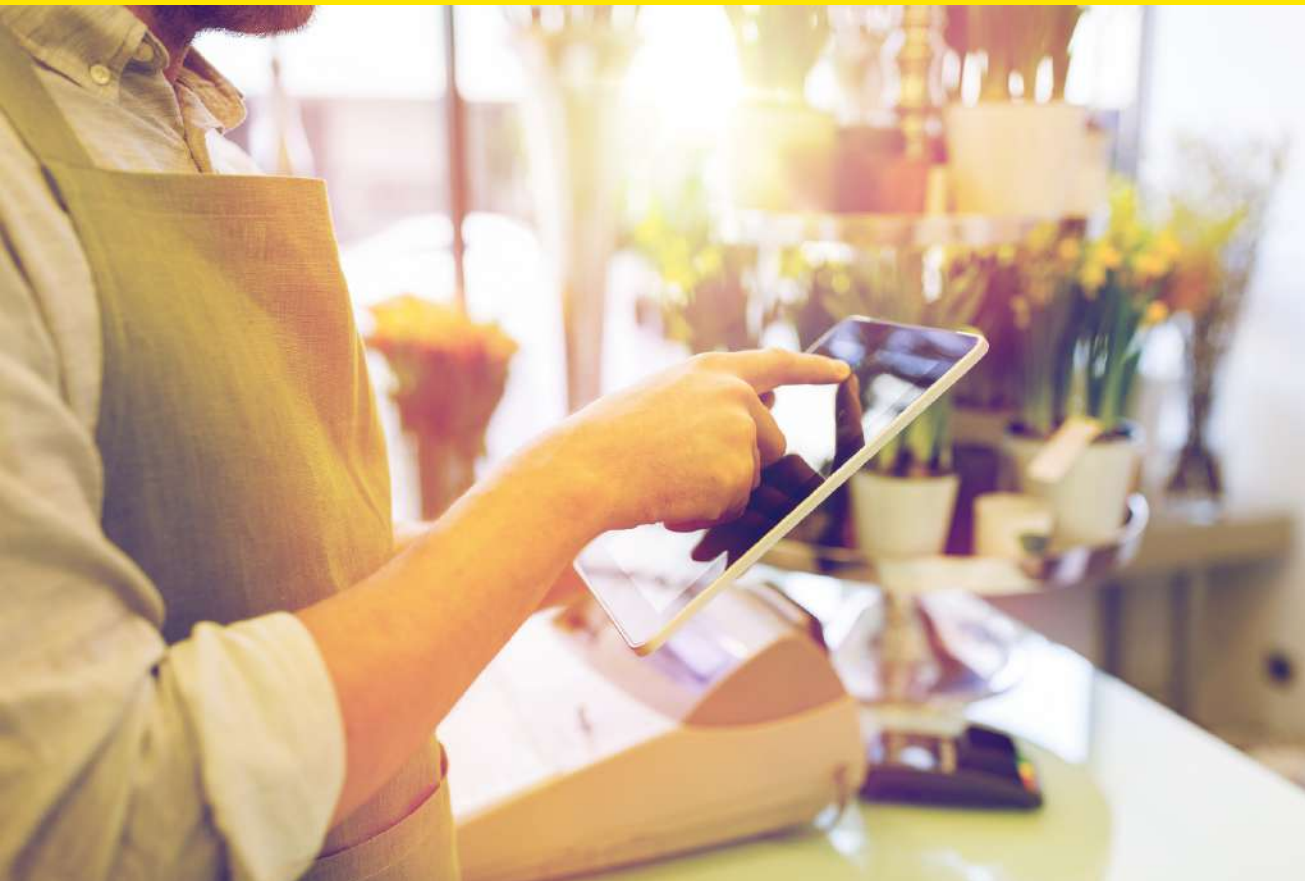


Order online today for NEXT DAY delivery



The Competition's Limitations

- Limited shelf-life of 1-2 days for fresh products
- Niche market with a heavy focus on juice cleanses
- Limited offering of 10-15 products
- Restricted market access with limited distribution capability due to shelf-life



PURE NECTAR ADVANTAGE



**Solutions for a
scaleable business**



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PURE NECTAR ADVANTAGE



Super-Cooling Refrigeration



Our specialised refrigerators provide freshness with a **14-day shelf-life**.

Largest selection of products



Our comprehensive product line of 70+ products to suit different tastes.

Focus on large healthy lifestyle market



Our products, technology and overall approach to the market allows us to focus on a broad market to build a large business.



A GOOD BUSINESS

- Great products
- Big market demand
- Highly profitable
- Solid return on investment
- Scalable business

PURE NECTAR MEETS ALL THE
ABOVE CRITERIA

DOING GOOD

- Creates entrepreneurship opportunities for more franchises
- Promotes a healthy lifestyle
- Supports local farmers
- Supports local artisans
- Supports local musicians and artists
- Creates employment opportunities

PURE NECTAR SUPPORTS THE LOCAL
COMMUNITY FOR THE BENEFIT OF ALL.

PURE NECTAR BUSINESS MODEL

- Multi-channel business
- Grow step-by-step at your pace
- Multiple retail Juice Bars (where juice is enjoyed) supported by a central Juicery (where the Juices are made). YOU START WITH ONE JUICE BAR AND THE JUICERY





JUICERY

Think of a Juicery as a Central Kitchen or Production Facility

The magic happens here. Perfectly formulating fruits, vegetables, roots and herbs to make delicious **PURE NECTAR** products.

All produce sourced locally.

100–150 sq. meters of industrial or food zone space.

A Production Manager and 3 Juicing Staff operate the Juicery.

Operates on International Standards of HACCP to ensure health, hygiene and sanitation.

Juicery Sales Channels



01

Juice Bars

The Juicery supplies all products to **PURE NECTAR** Juice Bars, starting with your 1st one.

02

Pure Nectar Website

You will be taking customer orders on the website provided to you. All orders are received at the Juicery and delivery is made the next day to the customer's home or office

03

Distribution Points

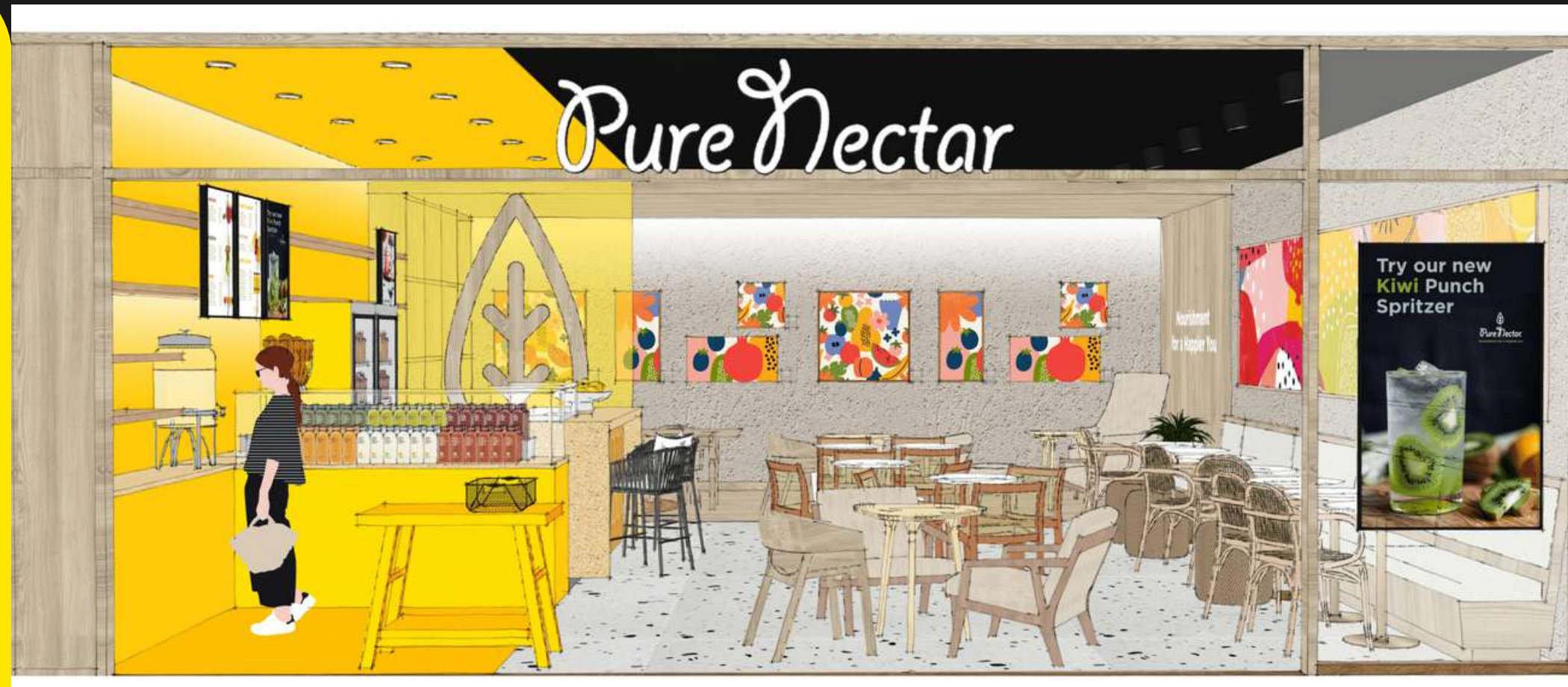
The Juicery supplies to all 3rd party Distribution Points such as cafes, convenience stores, gyms, restaurants, hospitals, schools, where the **PURE NECTAR** Super Cooling Refrigerator is placed. (available only with exclusive).

Juice Bar

The ultimate customer experience satiating the tastebuds, the eyes, the ears and the senses.

- Creative design with local furniture and artwork
- Innovative menu (in addition to the juice offerings)
- Daily entertainment activities

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50–75 sq. meters prominent, high traffic location.

3–4 Juicing Specialists to serve customers.

The ordering and assembly station serves as the hub of activity surrounded by seating that reflects the local culture..

Juice Bar Experience



01

Ambience

Walk into the Juice Bar and you are transported to another place and time invoking memories of local heritage.

Be it the seating that is made by local artisans or artists from the community whose master pieces adorn the walls, the imagery creates an immediate impact.

02

Unique menu

In addition to the full complement of **PURE NECTAR** Juices, **JUICES WITH A TWIST** and **FRUITS AND SAUCES** add a whole new dimension to the sensory experience delighting the eyes and savouring the tastes to the fullest.

40+ menu items added for customers to enjoy the **PURE NECTAR** experience at the Juice Bar.

03

Activities

Activities to enhance the customer experience.

A local band providing entertainment in the evening, Family game night, Date Night for couples or learning activities for children add to the reason why customers want to spend more time at **PURE NECTAR Juice Bar**.

Juice Bar Sales Channels



01

Dine -In or Take Away

Customers can come order and pick up the juices to take home or to the office.

Having a meeting or taking some time to relax and enjoy the juices in a comfortable environment may be just the thing to do.

02

Food Delivery Services

The explosion of food delivery services gives **PURE NECTAR** the advantage to get the products sold via multiple channels and delivered rapidly to the customer for convenience.

03

Community Events

Attend and enhance the numerous events around the community where **PURE NECTAR** provides the healthy, tasty and refreshing products.



Pure Nectar Juices

Extensive selection of year round and seasonal juices

- Coconut
- Cold Pressed
- Rapid Blended
- Yogurt Blends
- Cashew Nut Mylk
- Cold Brew Green Tea

Twisters

We bring a sense of adventure by taking some of our popular Pure Nectar Juices and adding a twist to create a feast for your eyes and your palette – delighting your taste buds and exciting your social media feed.

- Lemon Olympian Ice
- Passion Tropical Ice
- Coco Berry Ice
- Bubbly Lemon Zing
- Bubbly Pure Orange
- Bubbly Orange Passion
- Bubbly Grapefruit Orange
- Lemon Berry
- Citrus Berry
- Pineapple Berry
- Orange Berry
- Olympian Club
- Orange Club
- Sugar Cane Zing

Mojitos

Our line of signature drinks inspired by the popular mojito. The right amount of lemon and mint cold pressed and mixed with Pure Nectar fresh juice and lightly muddled with fresh fruit and more mint, then poured over ice will ignite your taste buds. We know that once you try one, you will be asking for a second.

- House Mojito
- Pineapple Mojito
- Green Mango Mojito
- Passion Mojito
- Strawberry Mojito

Shots

Small but powerful, our shots provide a burst of energy followed by a spicy bite. Mix and match shots for added fun.

- Detox Fuel Shot
- Lemon Kefir Shot
- Celery Shot
- Iron Kale Shot
- Green Supreme Shot

Fruit Bars

Our refreshing frozen treats are made with our Pure Nectar juices with chunks of fresh fruit. These treats are perfect for both children and adults, any day of the week. We believe that on a lazy weekend afternoon, one of our Fruit Bars is just the perfect treat or a great pick-up during work on a weekday afternoon.

- Mango Fruit Bars
- Strawberry Banana Fruit Bar

Fruits & Sauces

We have taken favourite fruits and veggies and paired them with our delicious homemade and fresh sauces for a perfect combination. We know that guests want a little adventure, so we have added a sampling of different tantalizing sauce on the plate.

- Strawberry Chocolate Drizzle
- Mango Chocolate Drizzle
- Banana Chocolate Drizzle
- Banana Split
- Pineapple Chocolate Drizzle
- Nutty Apple
- Nutty Celery
- Nutty Carrot
- Hot & Spicy Guava
- Hot & Spicy Mango
- Hot & Spicy Cucumber
- Watermelon Scoops

Sauces

Our **Sauces** are created with only great taste in mind, made fresh with healthy ingredients. Our delightful sauces awaken your taste buds to the different tastes that are brought forth leaving you smacking your lips and craving for more.

Rich Chocolate

Made with cashew nuts, honey, cacao nibs to create a sweet, chocolaty taste.

Sweet & Nutty

Made with cashew nuts, honey and beetroot to create a sweet and cashew taste

Hot & Spicy

Made with cashew nuts, chilli and tad of salt for a spicy taste

Sweet & Sour

Made with pineapple, mango, passion fruit, lemon and ginger for an aromatic freshness and the perfect sweet and sour taste

Light & Fresh

Made with low fat yogurt, cashew nut, lemon, ginger, parsley, basil and mint bringing forth the freshness from the garden

Rounds

A baguette round slice serves as a base and is topped with cheese and piled with different vegetables and of course infused with one of our great tasting sauces or sometimes just with the simplicity of high quality olive oil and balsamic vinegar, making a perfect bite any time of the day.

- Brie Walnut Rounds
- Goat Cheese Spicy Rounds
- Mozzarella Tomato Rounds
- Avocado Tomato Rounds

Wraps

We see the wrap as 'comfort food'. A sandwich without the carbs. We chop the fresh ingredients, toss them well with one of our unique sauces and wrap them in a lettuce leaf to create the perfect snack.

- House Wraps
- Farmer's Wraps
- Paradise Wraps

Platters

Perfect for sharing, our platters are created for different tastes and preferences. Fresh fruits, fresh veggies, dried fruits, nuts and cheese are combined on the platter and served with our special sauces to complement the tastes.

- Fruit & Chocolate Platter
- Light & Fresh Platter
- Hot & Spicy Platter
- Dried Fruits & Nuts Platter
- Fresh Fruit & Cheese Platter
- Dried Fruit & Cheese Platter

Salads

A bottle of Pure Nectar juice combined with a fresh salad makes a great meal. Our salads are created with a balance for health and nutrition and makes a satisfying meal. We begin preparing your salad only after the order has been placed.

- Apples with a Twist
- Cucumber Caprese Salad
- Hearty Garden Salad
- Avocado Kale Salad
- Ultimate Spinach Salad

Grow the business at your pace



A Juicery and a Juice Bar is just the starting point

When you're ready, we make it easy for you to expand by opening more Juice Bars in your city supported by the same Juicery for greater efficiency and profitability.

You can also choose to take an exclusive for the entire city giving you the ability to open numerous Distribution Points across the city as well as supporting and supplying products from your Juicery to other independent Juice Bars that we may franchise in your city.

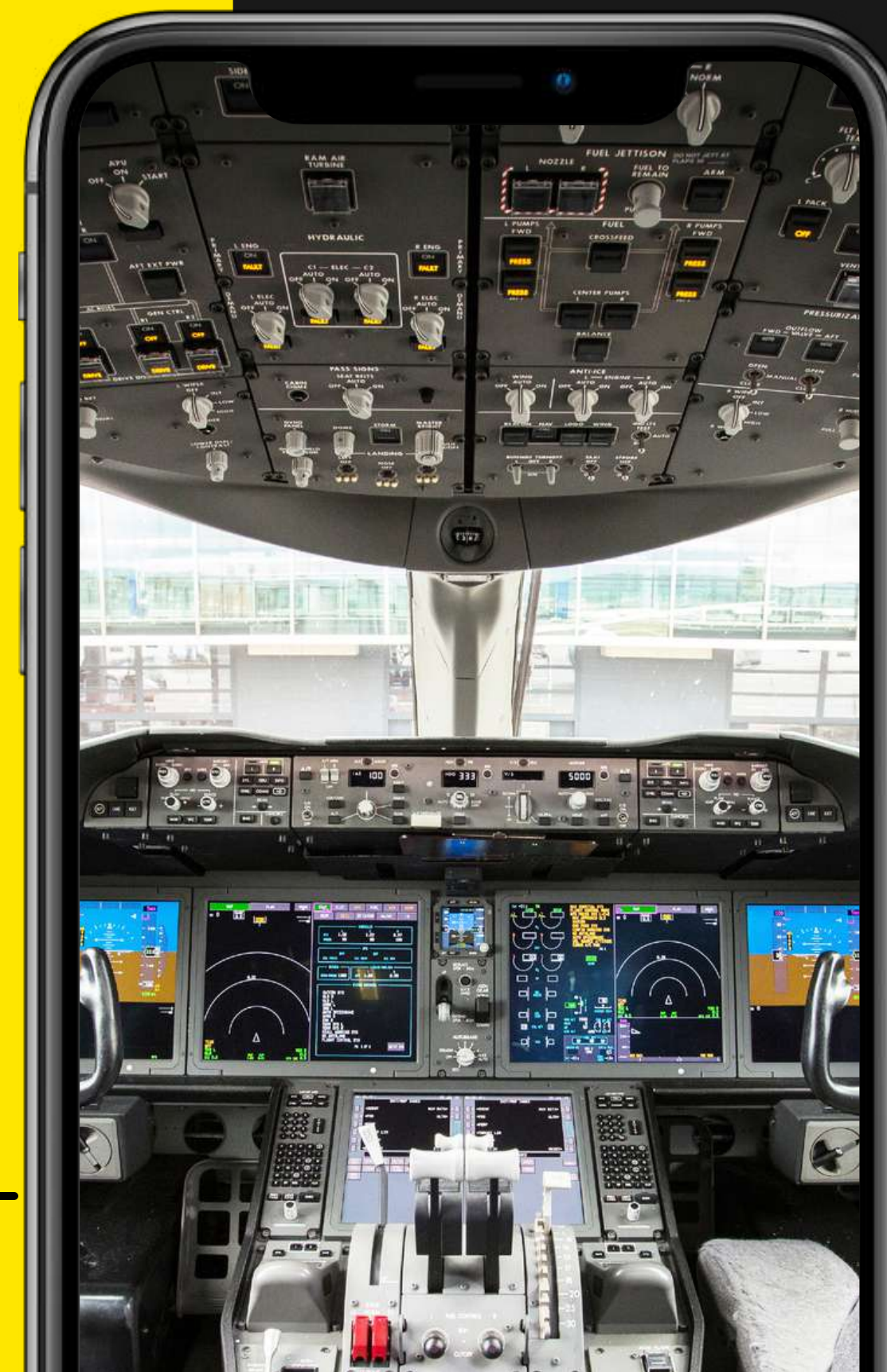
We have numerous options, allowing you to grow at your pace.

SMART Technology Portal

**Powerful integrated technology for
RAPID & SMART decision making**

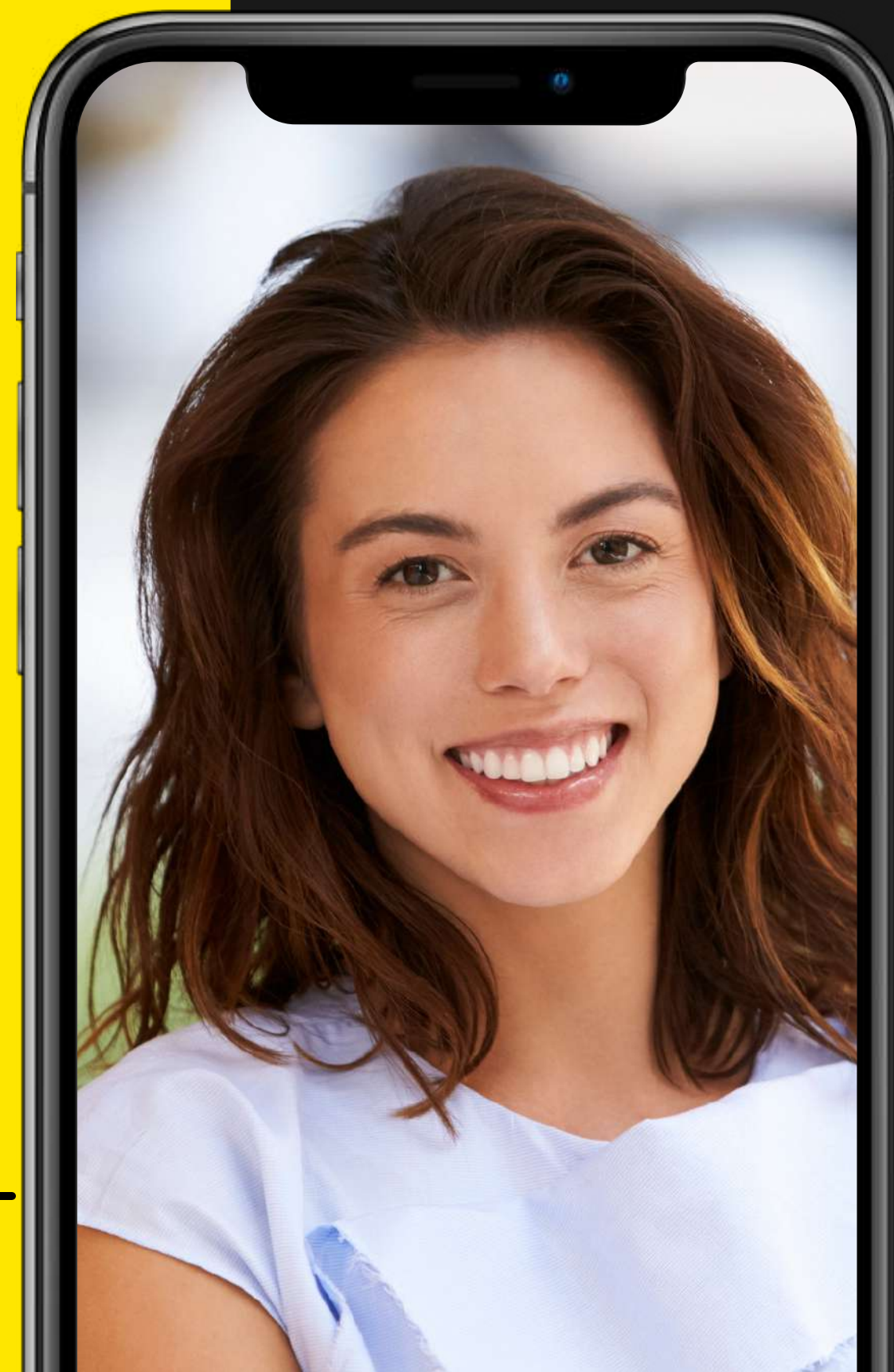


We provide an integrated solution to run the entire business from Sales & Customer Relationship Management, Point of Sale, Website, Production Management, Pricing Management, HR, Accounting and Business Analysis all customised, integrated and in the Cloud for convenience.



INVESTMENT

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Investment Summary

Juicery & Juice Bar

US\$168,000-US\$198,000

For an **Exclusive** for the city additional
US\$5,000-US\$15,000.

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Estimated Investment Details



	Low	High
Franchise Fee	\$ 25,000	\$ 25,000
SMART Technology Fee	\$ 14,000	\$ 14,000
Training Fee	\$ 10,000	\$ 10,000
Digital Launch Marketing	\$ 3,000	\$ 3,000
STP Deposit	\$ 3,000	\$ 3,000
Design of Juicery & Juice Bar	\$ 2,000	\$ 2,000
Renovation Juicery	\$ 15,000	\$ 35,000
Renovation Juice Bar	\$ 12,500	\$ 22,500
Equipment & Supplies Juicery	\$ 60,000	\$ 60,000
Equipment & Supplies Juice Bar	\$ 23,500	\$ 23,500
TOTAL INVESTMENT	\$ 168,000	\$ 198,000
ESTIMATED WORKING CAPITAL	\$ 5,000	\$ 7,500
TOTAL INVESTMENT WITH WORKING CAPITAL	\$ 173,000	\$ 205,500
Exclusive		
Exclusive Fee	\$ 2,500	\$ 11,000
Super Cooling Refrigerators	\$ 2,700	\$ 2,700
Total Extra for Exclusive	\$ 5,200	\$ 13,700
TOTAL+ EXCLUSIVE + WORKING CAPITAL	\$ 178,200	\$ 219,200



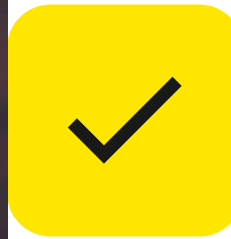


Estimated Operating Profit & ROI



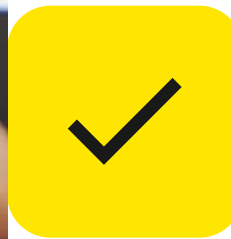
Return on Investment

Approximately 2 Years



Operating Profit

30%-40%

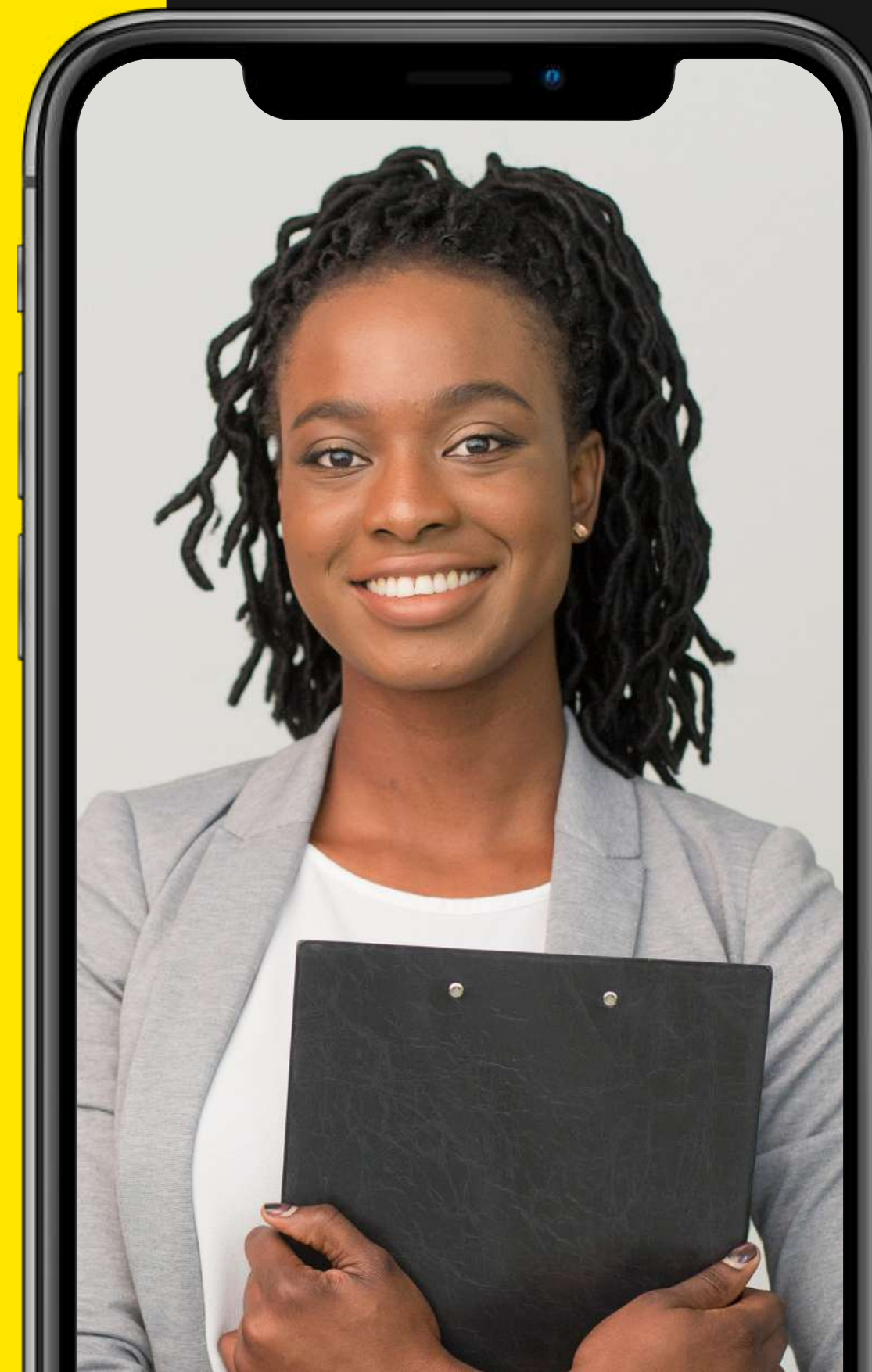


Time for Operating Profit

2-4 Months

Ongoing Monthly Fees

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JUICES CAN HELP LOWER THE RISK OF CANCER DISEASES, BOOST IMMUNE SYSTEM, REMOVE TOXINS, AND HELP YOU LOSE WEIGHT.

Monthly Fees

For support and technology provided on an on-going basis

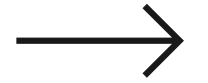
- **Royalty**
6% of Gross Sales at Juicery & Juice Bar
- **SMART Technology Portal Fee**
Juicery: US\$500
Juice Bar: US\$350
- **Marketing Fee**
Juicery: US\$100
Juice Bar: US\$150



Support

For your growth & success

While you take the responsibility to learn our methodology and implement it diligently, we coach and mentor you to reach the next level of performance. Together, we all succeed in meeting our goals and in achieving our mission.



Pre-Opening Support

3-4 Months post signing of the Franchise Agreement

Site Selection & Development

We guide you in finding and negotiating for the proper locations for the Juicery and the Juice Bar. You will hire a local designer and contractor to do the design and renovations for both places subject to our criteria and approvals.

Equipment Ordering

Once the Juicery and Juice Bar locations are finalised, we provide you with the Equipment Ordering Guide so that you can order the required equipment and supplies from our approved suppliers.

Employee Hiring

The hiring of the Production Manager, Juicing Staff and Juicing Specialists is critical and our HR Manual will guide you through the hiring process and the criteria of the the different roles.

SMART Technology Portal Set-Up

The powerful technology used in the Pure Nectar business needs customisation for your location. Salesforce, website, Point of Sale, Accounting and Social Media pages are just some of the items we prepare for your opening.

Training

Our training is comprehensive and intensive preparing you to run the Pure Nectar Juicery and Juice Bar.

- 5 days Management & Sales
- 6 days Operations
- 3 days Juice Bar

Post-Opening Support

R&D, Product Development and ways to keep the **PURE NECTAR** business leading edge are areas we are constantly working on for the benefit of all Franchisees.

We provide unlimited coaching and support to you.

Some of our key support areas provided to you on an on-going basis.



Help Desk

The SMART Technology Portal contains a 24-hour Help Desk for your enquiries. Once you submit a ticket, one of our team members will respond to your request

Monthly Calls

Twice a month we have a scheduled call to discuss your business, focused on Sales & Marketing and Operations respectively

Training

Web based training sessions are held regularly to keep you and your team up-to-date and engaged

Marketing

Marketing is a critical component for the success of the business.

Marketing materials are prepared in English and provided to you.

We also work closely with a local digital marketing company hired by you

SMART Business Review

Our objective is to help you grow your sales and the profitability of your business.

Our SMART Business Review is done on site with you and takes a 360 degree view of the business for performance improvement

LAUNCH WEEK

7 Days of Fun Activities

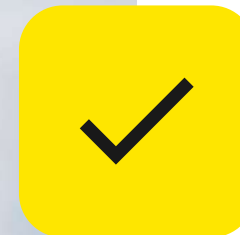


Do you have what it takes to be a PURE NECTAR Franchisee?



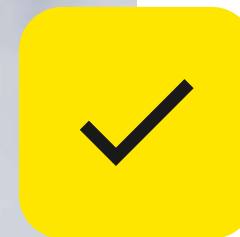
Can You See the Potential?

PURE NECTAR has a unique approach to the market with healthy lifestyle products.



Are We Aligned in our Values?

Our values and culture define our franchise and guide all members toward doing business in a certain way.



Do You Have the Franchise Mindset?

Follow our detailed system for success. Focus on growing the business, developing employees, delivering high quality and ensuring excellence.



Are You Comfortable with the Investment?

An investment of US\$168,000-US\$195,00 is required to set-up the business.

The Next Steps

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Steps to Bring PURE NECTAR to your City



1. Complete Confidential Profile

The profile tells us a little bit about you and shows your serious interest in getting the **PURE NECTAR** Franchise. [Profile](#) (click)

2. Discussions

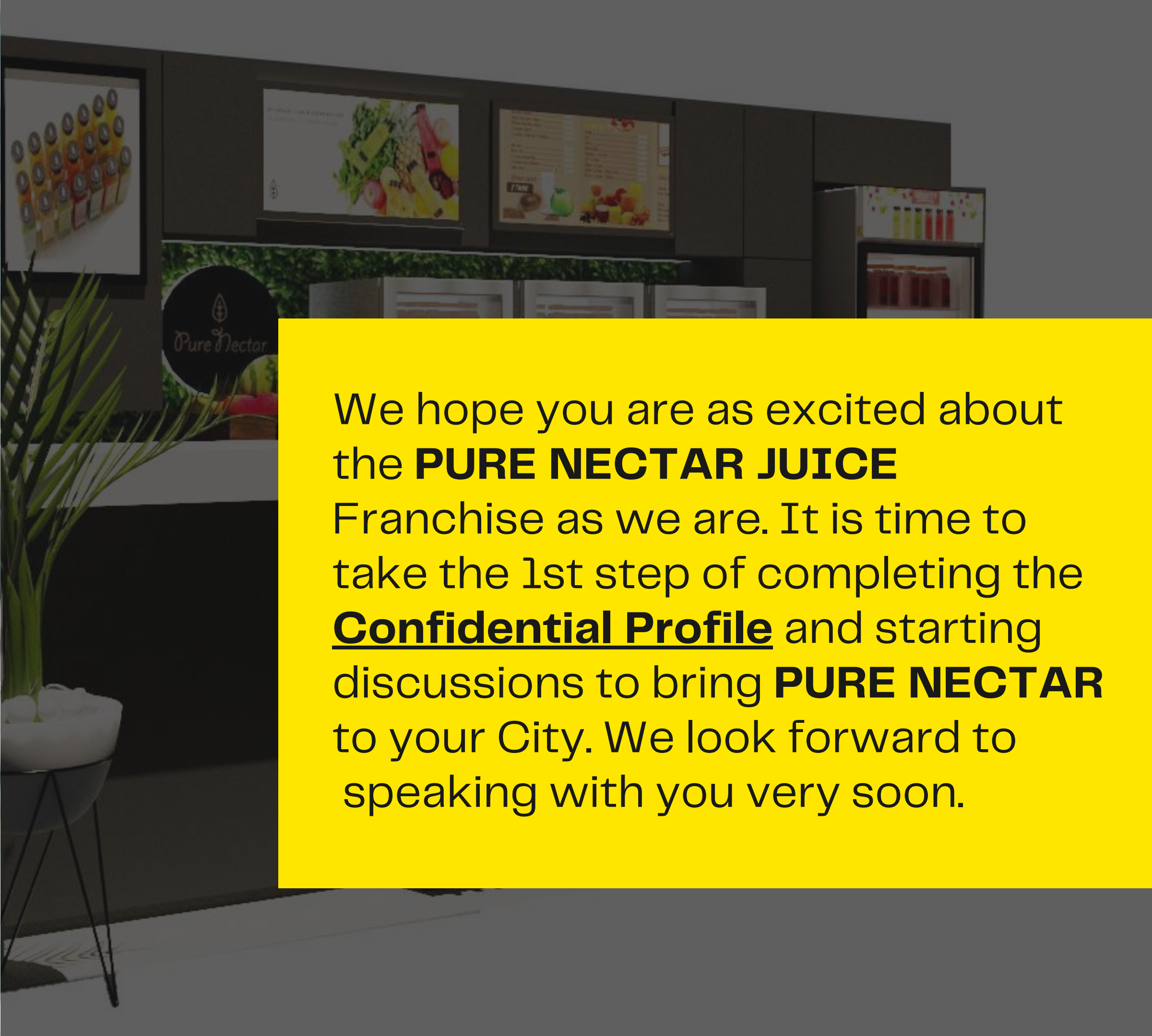
Discussions between us are to ensure that you have a solid understanding of the business and all your questions are answered. At the same time, we want to ensure you are aligned and qualified to be a **PURE NECTAR** franchisee.

3. Term Sheet & Letter of Intent

Your acceptance of the Key Term Sheet outlining the terms is the first formality towards signing the Franchise Agreement. The Key Term Sheet will be followed by the Letter of Intent (LOI) and a payment of a deposit towards the Franchise.

4. Franchise Agreement

The Franchise Agreements for the Juicery and the 1st Juice Bar will be signed approximately 2–4 weeks after the LOI.



We hope you are as excited about the **PURE NECTAR JUICE** Franchise as we are. It is time to take the 1st step of completing the **Confidential Profile** and starting discussions to bring **PURE NECTAR** to your City. We look forward to speaking with you very soon.

PURE NECTAR SOCIAL MEDIA

Website

The **PURE NECTAR** Corporate website promotes franchising and becomes a gateway for customers to find local websites of our franchisees in every City.

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**PURE NECTAR
GLOBAL**



PureNectarJuice



@PureNectarJuice





Contact Us

We would love to hear from you to bring **PURE NECTAR** to your City



Phone Number

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(Singapore GMT +8 Hours)

WhatsApp, Signal, Telegram, Viber



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PURE NECTAR JUICE

Join us for an incredible journey ahead
A GOOD Business Doing GOOD

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