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Daily Dose of VURU Provides a New “Supplement” to Your Healthy Lifestyle

Customized Online Supplement Delivery Service Saves Time, Money and Frustration

MIAMI (July 2006) - VURU (www.vuru.com) is the brand new online service created to improve the lives of everyone who takes supplements as part of a daily healthy lifestyle. Millions of Americans - including baby boomers, senior citizens, performance athletes, expectant mothers and college students - take multiple supplements everyday. Their cabinets are overflowing with supplement bottles which take up space and require frequent trips to the nutrition store - what a hassle! VURU offers a simple, customized and convenient approach to ordering, storing and maintaining a supplement regimen - Vuru is supplements made easy!

Unlike brick-and-mortar retailers and other supplement websites, VURU lets you customize the supplement buying experience to maximize results that will improve your quality of life. It's free to get started! Visit www.vuru.com to create a personalized pack that fits your supplement taking needs by choosing from more than 2,000 name brand supplements. If you need a little inspiration or some suggestions to get rolling, check out VURU's pack ideas such as "healthy hair, skin and nails," "digestive health," and "exercise support," etc. Customers can buy their made-to-order packs in 4, 8, 12 or 16-week increments, and VURU will ship them directly to you. VURU packs also include a product information sheet about each supplement featuring a photo and all the information you'd typically expect to see on a bottle.

Out with the old, and in with the VURU! No need to buy several separate supplement bottles which will only hog up space in your medicine cabinet. No longer buy containers with a different number of pills, so that you run out of each supplement at a different time. VURU saves you time and frustration by packaging your supplements together in a convenient daily packet, so cross that trip to the nutrition store off your list and add some extra minutes to your day. Store them in a handy location, then just grab today's pack as you run out the door.

VURU also offers an option for automatic refills on your personalized online account - never worry about reordering your supplements again! Healthy living is about consistency and VURU's daily packets make taking your supplements every day a no brainer - just grab and go!

Vuru is the innovation of Miami resident Grant Kornman, whose father's daily supplement intake (and the inconveniences associated with it) inspired him to create a groundbreaking, personalized service appealing to supplement users from all walks of life.

"Watching my father unscrew countless containers and make numerous trips to the nutrition store - all in the name of better health - really got my wheels turning," said Grant Kornman, Founder and CEO of VURU. "I didn't understand why taking supplements had to be so difficult. Living healthy should be easy. That's why I created VURU. VURU allows you to personalize your custom combination of supplements - choose from the largest selection available and have them delivered right to your door, barely having lifted a finger."

Simple. Convenient. Personalized. Affordable. Find out how VURU can simplify your healthy lifestyle; visit www.vuru.com today to learn more.

Soon everyone will be asking: "do you VURU?"

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