

**Electronic Articles of Incorporation
For**

**P03000078594
FILED
July 16, 2003
Sec. Of State**

PERSICA PRODUCTS CORP.

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

PERSICA PRODUCTS CORP.

Article II

The principal place of business address:

7817 W. SUNRISE BLVD
PLANTATION, FL. 33322

The mailing address of the corporation is:

7817 W. SUNRISE BLVD
PLANTATION, FL. 33322

Article III

The purpose for which this corporation is organized is:

ASBAGHI AND CAVANDI 50/50 OWNERS OF PERSICA PRODUCTS CORP.
WILL PROMOTE HIGH END PRODUCTS AND MARKET THEM UNDER THE
UMBRELLA OF PURE AND SIMPLE INTERNATIONAL CORPORATION

Article IV

The number of shares the corporation is authorized to issue is:

100

Article V

The name and Florida street address of the registered agent is:

SEAN C CAVANDI
808 SW 17TH STREET
FT. LAUDERDALE, FL. 33315

I certify that I am familiar with and accept the responsibilities of registered agent.

P03000078594
FILED
July 16, 2003
Sec. Of State

Registered Agent Signature: SEAN CAVANDI

Article VI

The name and address of the incorporator is:

SEAN CAVANDI
808 SW 17TH STREET
FT. LAUDERDALE
FLORIDA

Incorporator Signature: SEAN CAVANDI

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
SIROOS ASBAGHI
7817 W. SUNRISE BLVD.
PLANTATION, FL. 33322 US

Title: VP
SEAN C CAVANDI
808 SW 17TH STREET
FT. LAUDERDALE, FL. 33315 US

Article VIII

The effective date for this corporation shall be:

07/14/2003