

**Electronic Articles of Incorporation
For**

**P03000085625
FILED
August 05, 2003
Sec. Of State**

PURE AND SIMPLE GROUP INTERNATIONAL INCORPORATED

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:

PURE AND SIMPLE GROUP INTERNATIONAL INCORPORATED

Article II

The principal place of business address:

7817 W. SUNRISE
PLANTATION, FL. 33322

The mailing address of the corporation is:

7817 W. SUNRISE
PLANTATION, FL. 33322

Article III

The purpose for which this corporation is organized is:

PURE AND SIMPLE GROUP INTERNATIONAL IS THE UMBRELLA COMPANY
FOR PERSICA PRODUCTS CORP. AND REGISTERED NAMES OF PERSICA,
AND PURE AND SIMPLE INTERNATIONAL (TM).

Article IV

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

100 SHARES

Article V

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

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

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

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Registered Agent Signature: SEAN CAVANDI

Article VI

The name and address of the incorporator is:

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

Incorporator Signature: SEAN CAVANDI

Article VII

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

Title: P
SEAN CAVANDI
808 SW 17TH STREET
FT. LAUDERDALE, FL. 33315

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

Article VIII

The effective date for this corporation shall be:

08/05/2003