

Purezen Health Solutions launches health supplements range

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Purezen Health Solutions Pvt. Ltd. launches its new line of nutraceutical products, specifically designed to meet the growing health and wellness needs of the Indian population. Committed to delivering high-quality, science-backed, and multi-ingredient supplements, Purezen embodies the philosophy of holistic wellness that is “Pure, Precise, and Powerful.”

Founded by Mitesh Desai, an entrepreneur with a deep passion for health and wellness, Purezen combines the wisdom of India’s traditional practices with contemporary innovations. Mitesh is joined by co-founder Anushka Desai, who leads the

brand, platform, and customer experience. An alumnus of the Indian School of Business (ISB), Mitesh brings extensive experience from globally recognised organisations such as Meta, The Walt Disney Company, and HT Media. He understands the modern challenges faced by many Indians today-nutritional deficits driven by chronic stress, erratic lifestyles, and the digital overload leading to common health issues like fatigue, sleep disorders, hormonal imbalances, and mental fog.

“We aren’t lacking in supplement options; we’re lacking in real solutions,” says Desai. He emphasises the need for holistic health support, asserting that optimal health outcomes arise from “well-designed, multi-pathway solutions rather than placing hope in a single miracle ingredient.” This insight forms the foundation of Purezen's approach to wellness. Desai adds, “In my journey, both professionally and personally, I have been drawn to health and wellness. I recognised the invaluable traditional knowledge embedded in Ayurveda and the rising consumer demand for preventive health solutions. However, I also noticed a landscape cluttered with many products lacking transparency and efficacy. With Purezen, my goal is to redefine standards by offering evidence-based supplements that enhance and complement the three critical pillars of good health- diet, exercise, and sleep.”

This launch comes as the nutraceutical market in India is experiencing rapid growth. A recent survey found that 70 per cent of Indians now prioritise precautionary health measures in their daily routines. The Indian nutraceutical market is projected to reach \$18 billion by 2025 and grow to approximately \$68 billion by 2030.

Desai recognised that despite the surging demand, many consumers are “underserved when it comes to targeted, high-quality supplements addressing common health issues”. Purezen’s product line is designed to fill this gap by providing science-backed supplements for health-conscious consumers. Desai's vision is to “set a new standard: evidence-based, transparent, and truly beneficial supplements that can seamlessly complement our lifestyle and work together to achieve positive health goals.”