

Purezen Health Solutions: Crafting Holistic Health for a New India

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India's nutraceuticals market is rapidly expanding, but with this growth comes the challenge of standing out in an increasingly crowded field. Purezen Health Solutions is addressing this challenge by focusing on three core principles: Pure, Precise, and Powerful. This philosophy is reflected in both its formulations and its overall approach to wellness.

Founded by Mitesh Desai, the company specialises in multi-ingredient, science-backed supplements that target interconnected health issues driven by lifestyle factors, such as stress, sleep disorders, hormonal imbalances, and metabolic dysfunction.

In an interview with NUFFOODS Spectrum, Desai discusses how Purezen is redefining transparency, efficacy, and trust in the nutraceuticals industry. He explains why multi-ingredient formulations are often more effective than "miracle" single-ingredient solutions and outlines the brand's vision for shaping India's evolving wellness culture.

Purezen positions itself as "Pure, Precise, and Powerful." Could you explain how these principles are reflected in your product formulations and approach to wellness?

At Purezen, "Pure, Precise, and Powerful" truly reflects our entire approach to product development and wellness. When we say Pure, we mean that every ingredient we use is responsibly sourced and plant-based, without fillers or harmful substances. We prioritise transparency, and every formulation is tested in NABL-accredited labs to ensure it's free from heavy metals, aflatoxins, and microbial contamination, while also fully compliant with FSSAI safety standards.

The Precise part of our promise comes from how we design our formulations. Instead of relying on raw powders, we use

standardised extracts like Ashwagandha standardised to 5 per cent Withanolides or Berberine at 95 per cent purity so that every capsule delivers the exact dose consistently. Our multi-ingredient approach is specifically targeted to address particular wellness goals, whether it's thyroid support, hormonal balance, or improving cognitive clarity, all grounded in a blend of Ayurvedic wisdom and modern nutritional science.

As for Powerful, we focus on efficacy. Our blends combine adaptogens, antioxidants, and organ-specific nutrients that deliver real results, like our Liv-It-Up for liver health or HeartThrob for cardiac support. Plus, we manufacture everything in GMP, HACCP, and ISO:22000 certified facilities to ensure the highest quality and bioavailability of active ingredients.

The Indian nutraceuticals market is expanding rapidly, but it is also crowded. What differentiates Purezen from other supplement brands already available to consumers?

Balance is what sets us apart, we focus on a carefully balanced combination of traditional knowledge and scientific rigour. While many brands focus only on herbs or single-ingredient formulas, we take a multi-ingredient, targeted formulation approach. Each product addresses a specific health concern and is designed so that the ingredients complement one another synergistically, rather than simply coexisting.

What makes us unique is also our commitment to transparency and quality. Every ingredient is fully disclosed along with its exact dose and grade no hidden proprietary blends here. Our products are manufactured in certified GMP, ISO:22000, and HACCP facilities, and each batch undergoes NABL-accredited third-party lab testing. We also use standardised extracts, not just raw herb powders, ensuring consistent potency and better bioavailability. All these factors combined deliver a trustworthy, science-backed solution in an otherwise crowded market.

You have highlighted the importance of multi-ingredient, science-backed formulations over "miracle" single-ingredient products. Can you share an example of how this approach is applied in your launch portfolio?

A perfect example is our SugarStopper formulation. Instead of offering a simple pill with one popular ingredient like Berberine or Gurmar, SugarStopper takes a holistic approach to blood sugar balance by combining 15 active ingredients. These ingredients work together to address three key areas: reducing glucose spikes, improving insulin sensitivity, and supporting long-term metabolic balance.

For instance, we include Berberis Aristata (standardised to 95 per cent Berberine) for glucose regulation, Bitter Melon for insulin-mimicking action, Gymnema Sylvestre to reduce sugar absorption and cravings, and Jamun Seed Extract to slow carbohydrate digestion. On top of that, we added Turmeric and Cinnamon Extracts to reduce inflammation and improve insulin sensitivity. The formulation also includes vitamins like B6, D3, and Folic Acid, plus Piperine to improve the bioavailability of all actives. This isn't about chasing quick-fix ingredients but creating a targeted, clinically aligned solution that works in harmony.

Your products aim to address lifestyle-driven issues, such as stress, sleep disorders, and low focus. How did you prioritise which health concerns to target first?

We approached this by understanding real-life health challenges holistically, rather than in isolation. Many individuals face multiple issues at the same time, such as poor sleep, stress, low energy, hormonal imbalances, and metabolic dysfunction are often interconnected. Our focus wasn't just driven by market size or trends, but by identifying the most common, yet under-supported challenges.

Our launch strategy targeted key areas where there's a real need for effective, science-backed solutions. That's why we started with products like MindBoost for mental clarity, SleepStory for sleep support, PCOSBalance and ThyroFix for hormonal health, SugarStopper and Liv-It-Up for metabolic wellness, GlowGetter and RootCause for skin and hair vitality, and HeartThrob for cardiovascular health. Each formulation works independently but complements others, enabling consumers to create a personalised wellness plan.

Transparency and efficacy are key themes in your vision. What steps is Purezen taking to ensure product quality, clinical validation, and consumer trust?

Transparency and efficacy are at the heart of our philosophy. First, we practice clear labelling: every ingredient is listed with its precise dose and grade. There are no hidden blends or vague claims.

We use only clinically backed ingredients supported by peer-reviewed research, and we make these references easily

accessible for consumers who want to dive deeper. Every product batch undergoes third-party testing in NABL-accredited labs to check for heavy metals, aflatoxins, and microbial contamination.

Our manufacturing practices follow GMP, HACCP, and ISO:22000 standards, which ensure purity, safety, and consistency. Simply put, we guarantee that what's written on the label is exactly what's in the capsule, giving our customers complete confidence in their choice.

Looking ahead, how do you see Purezen contributing to India's evolving health and wellness culture, and what are your plans for scaling the brand in such a fast-growing market?

We see Purezen playing a pivotal role in India's shift toward more personalised and outcome-driven wellness. Our strategy is anchored in three key areas. First, we'll keep expanding our issue-based product portfolio by launching new solutions in weight management, joint health, stress resilience, and metabolic support. These will build on our proven multi-ingredient, clinically backed approach.

Second, we're introducing next-generation single-ingredient essentials, such as Magnesium complexes for stress, sleep, and energy metabolism, and vegan Omega-3 sourced from algae for heart, brain, and cellular health. These will be formulated with the same purity, precision, and scientific rigour.

Lastly, we are building a holistic wellness ecosystem. We're onboarding certified dieticians and nutritionists to provide personalised guidance, creating community-driven education platforms, and enabling outcome-focused wellness journeys that go beyond symptom management. The goal is to empower Indians to take control of their health in a meaningful, sustainable way, not just through supplements but through knowledge, guidance, and lasting progress.

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