



Online product reviews

A consumer-driven Web site is attempting to help shoppers sort through the clutter of information about natural and organic products. PureZing currently offers reviews of more than 500 products in four categories: pure food, pure body, pure home and pure living.

Founded this spring in St. Augustine, Fla. by husband and wife team Phill and Page Remick, PureZing says it does not actually rate products. “We feel that our mission is to simply describe the products in detail, list the ingredients and leave it up to the consumer’s discretion which product best suits their needs,” says Phill Remick.

Consumers who see a product on the site that they want to purchase can click a “buy now” link that takes them directly to the manufacturer’s Web site. The Remicks are touting their site as a free way for suppliers to be in touch with consumers. PureZing takes a commission when a final purchase is made.

For more information, visit www.purezing.com.