

Mail Stop 4720

May 19, 2010

Roger Gordon
Chairman and President
Pure Pharmaceuticals Corporation
1594 Stone Mill Park
Bellona, New York 14415

**Re: Pure Pharmaceuticals Corporation
Preliminary Proxy Statement on Schedule 14A
Filed March 31, 2010
File No. 000-52885**

Dear Mr. Gordon:

We have reviewed the correspondence from your legal counsel dated May 14, 2010 and the proposed changes to your proxy statement contained therein. This letter is to advise you that we have now completed our review of the above proxy statement. We have no further comments at this time.

Sincerely,

Jeffrey Riedler
Assistant Director

cc: Stewart L Muglich, Esq.
Clark Wilson LLP
HSBC Building 800
885 West Georgia Street
Vancouver BC V6C 3H1
CANADA

Roger Gordon
Pure Pharmaceuticals Corporation
April 8, 2010
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