

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 93521 / November 4, 2021

Admin. Proc. File No. 3-20502

In the Matter of

PURA NATURALS, INC.

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on August 30, 2021, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against Pura Naturals, Inc. (“Respondent”).¹ On October 22, 2021, Respondent acknowledged receipt and waived formal service of the OIP.

As stated in the OIP, Respondent’s answer was required to be filed within ten days of service of the OIP.² As of the date of this order, Respondent has not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

Accordingly, Respondent is ORDERED to SHOW CAUSE by November 18, 2021, why the registration of its securities should not be revoked by default due to its failure to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If Respondent fails to respond to this order to show cause, it may be deemed in default, the proceeding may be determined against it, and the registration of its securities may be revoked.³ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

¹ *Pura Nats., Inc.*, Exchange Act Release No. 92815, 2021 WL 3893072 (Aug. 30, 2021).

² Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), 201.160(b), 201.220(b).

³ Rules of Practice 155, 180, 17 C.F.R. § 201.155, 201.180; *see Pura Nats., Inc.*, 2021 WL 3893072, at *2 (“If Respondent fails to file the directed Answer, . . . [it] may be deemed in default and the proceedings may be determined against [it] . . .”).

The parties' attention is directed to the most recent amendments of the Commission's Rules of Practice, which took effect on April 12, 2021, and which include new e-filing requirements.⁴

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Vanessa A. Countryman
Secretary

⁴ *Amendments to the Commission's Rules of Practice*, Exchange Act Release No. 90442, 2020 WL 7013370 (Nov. 17, 2020), 85 Fed. Reg. 86,464, 86,474 (Dec. 30, 2020); *Instructions for Electronic Filing and Service of Documents in SEC Administrative Proceedings and Technical Specifications*, <https://www.sec.gov/efapdocs/instructions.pdf>. The amendments impose other obligations such as a new redaction and omission of sensitive personal information requirement. *Amendments to the Commission's Rules of Practice*, 85 Fed. Reg. at 86,465–81.