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## Practitioner News March 2020: Latest update on Coronavirus

1 message

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**Pure Bio** <info@purebio.co.uk>  
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To: purebioltd@gmail.com

31 March 2020 at 11:13

Practitioner News  
Nutritional Update March 2020

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[Top](#)

Dear Colleague

Welcome to our March nutritional update for practitioners. The aim of this regular news update is to keep you up-to-date with research findings from the nutritional industry, launch of new products and special offers from Pure Bio Ltd, and to help keep you abreast of products available for your patients and when & how to use them.

In this issue

- [Latest update on coronavirus \(COVID-19\)](#)
- [Indole helps fight fatty liver disease](#)
- [Product Focus - NEW PRODUCT LAUNCH - DIM 100](#)
- [Latest Pure Bio News - Expanded range of UK-sourced pure supplements and Spring Sale](#)
- [Pure Bio Gift Vouchers](#)
- [Quote of the Month](#)
- [How to Find Us](#)

### Featured Articles

#### [TO ALL OUR VALUED CUSTOMERS - COVID-19](#)

We are working very hard to maintain our normal service to our customers but, in these unprecedented times, we are experiencing a very high demand for our products. We will endeavour to process all orders as quickly as possible but some orders may not go out on

**the same day of order.**

We do hope you understand that we will do everything in our power to get your order to you. Our reduced staff force are working flat out to process orders, pack and ship, and respond to your questions, whilst remaining mindful of social distancing.

**Please be assured that your orders will be despatched to you, so if you can avoid phoning us to chase your orders that will greatly help speed up our processing time.**

Thank you for your patience and understanding during these troubled times. Please stay safe and protected.

### **Finally some good news ...**



Chinese case study suggests COVID-19 is not transmitted from pregnant mothers to newborns.

Finally, some good news has emerged about the novel coronavirus that has spread to about 50 countries across the world.

Chinese professors report in the journal *'Frontiers in Paediatrics'* that it doesn't appear that the viral infection is transmittable from pregnant mothers to newborns at birth.

Read more at [medicalxpress.com](https://www.medicalxpress.com)

[Back to Top](#)

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### **INDOLE HELPS FIGHT FATTY LIVER DISEASE**

A new study, led by Texas A&M AgriLife Research scientists, shows how Indole-3-Carbinol, found in cruciferous vegetables, such as cabbage, kale, cauliflower, broccoli and brussels sprouts, helps to fight fatty liver disease.

Read more at [medicalxpress.com](https://www.medicalxpress.com)



[Back to Top](#)

Product Focus

**NEW PRODUCT LAUNCH**



## Pure Bio DIM 100



We are pleased to announce the launch of a new [Pure Bio product - DIM 100 - 60 capsules](#)

Diindolymethane (DIM) is a metabolite of indole-3-carbinol (I3C). Upon contact with gastric acid in the stomach, I3C is converted to a number of compounds, predominantly diindolymethane.

DIM and I3C are natural metabolites of phytonutrients in cruciferous vegetables like broccoli, kale and brussels sprouts.

DIM alters oestrogen metabolism of oestradiol into a more benign form of oestrogen, making it easier to eliminate via the liver.

Pure Bio's DIM 100 is combined with Calcium D-glucarate. The glucuronidation pathway on the liver uses glucarate as a co-factor. In this pathway, oestrogen is conjugated to glucuronic acid, so that it can then be excreted through the bile or urine.

### **PURE BIO DIM 100**

- Free of gluten, dairy and soy
- GMO free
- Suitable for vegetarians and vegans

#### Special Note

If you are pregnant, lactating, have any health condition, or are taking any medication, consult your healthcare practitioner before use.

#### Recommended Dosage

Take 1-2 capsules per day in divided doses, with meals, or as directed by your healthcare practitioner.

#### Contents: each vegetable capsule provides:

Diindolymethane (DIM)	100mg
Calcium D-glucarate	200mg
Phosphatidyl Choline	50mg
Alfalfa	
Vegetable Cellulose (capsule shell)	

**ORDER NOW :**

[Pure Bio DIM 100 - 60 capsules - £23.99](#)



To order a Pure Bio DIM 100 sample phial for your Pure Bio test kit (at £1.50 each), simply call us on 01403 730342. (please note, this replaces the phial for Indole-3-Carbinol, which has been discontinued)

[Back to Top](#)

## Latest Pure Bio News

### EXPANDED RANGE OF UK-SOURCED 100% PURE SUPPLEMENTS FROM PURE BIO



Due to the ever-increasing import regulations and costs, we have been working hard over the last few months to increase our range of UK manufactured supplements, in order to extend our range of competitively-priced products, whilst maintaining the highest quality and purity you have come to expect from Pure Bio.

We are pleased to announce that we will be introducing our UK manufactured range gradually over the coming months, so please be sure to check our newsletter regularly for our product launches and updates.

This month we are launching [Pure Bio DIM 100](#) - Please see above for full details

[Back to Top](#)

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### SPRING SALE



We are clearing our shelves of some shorter-dated Pure Encapsulations products and are pleased to offer you some fantastic savings! **HURRY AS IT'S FIRST COME FIRST SERVED!**

**Product**

**Number of    Expiry date**

**Sale price £**

	Size (caps)	pots available		
<a href="#"><u>Green Tea Extract</u></a>	60	4	31 March 20	FREE
<a href="#"><u>NAC 600mg</u></a>	360	7	30 Apr 20	£28.00
<a href="#"><u>Bromelain 2400 500mg</u></a>	60	6	30 Apr 20	£14.97
<a href="#"><u>Potassium Citrate</u></a>	180	3	30 Apr 20	£ 14.04
<a href="#"><u>Curcumin 500 with Bioperine</u></a>	120	11	30 May 20	£ 40.93
<a href="#"><u>Ashwagandha Xtra</u></a>	60	2	30 May 20	£ 10.80
<a href="#"><u>Flax/Borage Oil</u></a>	250	14	30 May 20	£ 21.99
<a href="#"><u>Pro Soothe II</u></a>	120	12	31 Jul 20	£29.95
<a href="#"><u>Best Rest Formula</u></a>	100	103	31 Jul 20	£29.83

SIMPLY TELEPHONE 01403 730342 OR EMAIL US ON [info@purebio.co.uk](mailto:info@purebio.co.uk) TO PLACE YOUR ORDER AND TAKE ADVANTAGE OF THE SAVINGS

[Back to Top](#)

## Gift Vouchers

Did you know that we sell [Gift Vouchers](#) which can be used against the purchase of any of our products - from supplements to soap to socks? **A great gift at any time of year**



The vouchers can be purchased in denominations of £5, £10 and £20 and are valid for one year

***Why not give the gift of health with the luxury of choice!***

Order from the office 0044 (0)1403 730342 or visit our website [here](#)

[Back to Top](#)

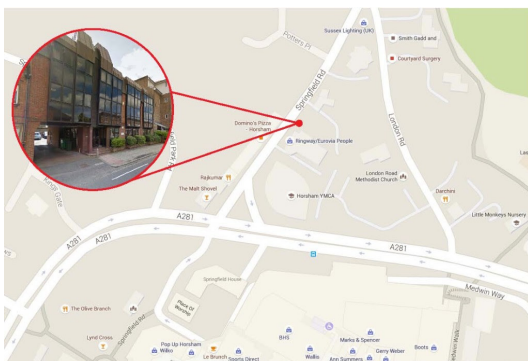
## Quote of the Month

**"Happiness is a choice, not a result. Your happiness will not come to you. It can only come from you"**

Ralph Marston

[Back to Top](#)

## How to Find Us



You can order from our [website](#) or make purchases in person. [Find us at:](#)

**Ground Floor, 44 Springfield Road,  
Horsham, West Sussex, RH12 2PD**

Tel: 0044 (0)1403 730342

Email: [info@purebio.co.uk](mailto:info@purebio.co.uk)

[Back to Top](#)



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