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## Practitioner News February: Latest Research on Inflammatory Bowel Disease

1 message

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28 February 2017 at 09:06

Practitioner News  
Nutritional Update February 2017

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Dear Colleague

Welcome to our February 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.

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### Featured Articles

[VEGETARIAN AND VEGAN DIETS ARE A HEALTHY OPTION FOR ALL AGES](#)



Plant-based diets are tied to a lower risk of health problems like heart disease, diabetes, obesity and certain cancers - and pretty much anyone can eat this way, according to a leading group of nutritionists.

Vegetarian and Vegan diets are appropriate for all stages of life, including during infancy, pregnancy, childhood, adolescence and old age.

[Read more medscape.com](#)

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### [Researchers identify gene that protects against inflammatory bowel disease](#)

UT Southwestern Medical Center researchers have identified a gene that protects the gut from inflammatory bowel disease (IBD). IBD involves a chronic or recurring immune response and inflammation of the gastrointestinal tract...



[Read more medicalxpress.com](#)

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## Product Focus

### [Vitamin B12](#)

Vitamin B12 is important in the production of energy, in the normal function of the nervous system and is essential in maintaining healthy homocysteine levels. It is essential for normal immune and psychological function, and in the production of red blood cells.

The primary symptoms of B12 deficiency are fatigue, muscle weakness and behavioural changes.

#### [The different forms of B12:](#)

[Adenosylcobalamin](#) is an activated form of B12, making it immediately available for use in the body (as is methylcobalamin). While methylcobalamin is found in the cytosol of cells and predominates in blood and other fluids, adenosylcobalamin is the major form of vitamin B12 stored in the mitochondria of cellular tissues.

Adenosylcobalamin is the co-enzyme for the conversion of methylmalonyl-CoA to succinyl-CoA. This is a key reaction in one of the pathways of the citric acid cycle. It is, therefore, crucial to the normal process of gluconeogenesis.

[Hydroxycobalamin](#) is a precursor form of Vitamin B12, converted in the body to both methylcobalamin and adenosylcobalamin. It is readily absorbed into the small intestine - a crucial requirement for those with inflammation in the bowel; and the reason for the Pure Encapsulations combined formula of [Adenosyl/Hydroxy](#).

While milk and eggs contain some vitamin B12, there is no natural source in plant food.

Vegetarians - and, even more so, vegans - are, therefore, at risk for vitamin B12 deficiency due to suboptimal intake. Vegetarians and vegans should, thus, take preventative measures to ensure adequate intake of B12, including regular consumption of supplements.



People with inflammatory bowel disorders, such as Crohn's and colitis, as well as coeliac disease, may have problems absorbing folate and vitamin B12. Vitamin B12 is absorbed only in the ileum of the small intestine. If this part of the intestine is inflamed, causing villous atrophy and/or erosions in the gut lining, B12 absorption is severely disrupted and will require supplementation to bring total absorption levels back to acceptable parameters.

**Vitamin B12 in liquid form allows for optimal absorption in the body.**

The following Vitamin B12 liquids are available from Pure Bio:

- [1\) Pure Bio Vitamin B12 liquid as Adenosylcobalamin](#)
- [2\) Pure Encapsulations high potency Vitamin B12 liquid blend \(adenosyl/hydroxy\)](#)
- [3\) Pure Bio Vitamin B12 liquid as Hydroxycobalamin](#)
- [4\) Pure Encapsulations high potency Vitamin B12 liquid blend as Methylcobalamin](#)



We also stock B12 compounds in CAPSULE form. Click [here](#)

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## Latest Pure Bio News

### [UPDATE ON ODETTA HORNBY'S RELIEF WORK IN TANZANIA - THE FINISHED PRODUCT!](#)

Last year, Pure Bio was proud to sponsor Odette in her relief work in Tanzania working on a water, sanitation and hygiene project. This involved creating an all-girls toilet block. In Tanzania,

nearly 80% of girls drop out of school when they hit puberty due to the lack of hygiene and sanitation. Previously, the girls toilets at the school had no doors, were open for everyone to see, and had very little hygiene.



We are delighted to share a picture of the end product, showing the finished toilets along with tippy taps just outside for essential hand washing

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### SPECIAL OFFERS

This month we have 2 Special Offers for you on a selection of our products. Simply telephone **01403 730342** to place your order and take advantage of the savings. **It's first come, first served!**



We have 5 pots of a special Pure Encapsulations product - [PS Plus - 60 caps.](#) On offer at HALF PRICE - available to you at only £35.00 per pot (expiry 06/2018)

For those of you with our test kits, you may wish to purchase [spare empty phials](#), which are on offer at:

- £1 for a single phial
- £5 for 10 phials
- £15 for 50 phials



Simply telephone **01403 730342** to order any of the above special offers

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### DISCONTINUED PRODUCTS



Pure Encapsulations will be discontinuing the following 3 products in March, so please remove them from your Pure Bio Test Kits.

[FOS capsules](#) - this is to be replaced by [Inulin powder](#) - *full details to follow in next month's newsletter*

[NEUROMINS 200mg](#) - suggested replacement [EPA/DHA Vegetarian](#)

[NUTRAFLAX](#)

**Please note we still have a limited supply of these three products, so please order whilst stocks last!**

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## 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?



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](#)

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## Forthcoming Seminars

**TWO NEW SEMINARS ANNOUNCED FROM PURE BIO FOR 2017**

**[1\) Do You Understand Your Test Kit? A guideline on what to prescribe and when!](#)**

Due to recurrent demand, **Tracy S Gates, DO, DIBAK**, will be presenting her updated seminar on Understanding and Using all the products in your Pure Bio Test Kit, including recommended dosages

When: **8/9 April 2017**

Venue: GATWICK HILTON HOTEL, SOUTH TERMINAL, GATWICK AIRPORT

The weekend is specifically designed to help all practitioners using nutrition and herbal products in their practice

**Cost: £195.00 for the weekend**

To book click [here](#)

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## **2) Inflammation - The Good, The Bad and the Ugly - PART 2**

Following the success of our ALFA OMEGA seminar in December, we are delighted to announce that **DR JOSEPH SHAFER, DC, DIBAK**, will be returning to the UK to present the second of his seminars on how to use the Alfa Omega range of diluted phytotherapeutic products in your practice.

**PLEASE NOTE: You do NOT need to have attended the first seminar to benefit from Part 2.**

Basic Alfa Omega test kit use and practical substance challenges will be briefly repeated and practiced in this seminar before moving on to more specific challenges of difficult conditions.

**When: 27/28 May 2017**

Venue: GATWICK HILTON HOTEL, SOUTH TERMINAL, GATWICK AIRPORT

**Cost: £299.00 for the weekend**

*(To participate in the course, you must bring, or purchase, Alfa Omega test kits, substance challenge kits, magnets and a sonic toothbrush, which are necessary for the practical workshops. Please see [booking form](#) for full details.)*

The Alfa Omega range of products are an incredibly powerful tool in reversing disease processes and a must-have tool for advanced-thinking practitioners.

For full details and to book, [click here](#)

For further details on any seminar, call us on 0044 (0)1403 730342 or email [info@purebio.co.uk](mailto:info@purebio.co.uk)

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## Quote of the Month

**"There is no such thing as a small act of kindness. Every act creates a ripple with no logical end"**

**Scott Adams**

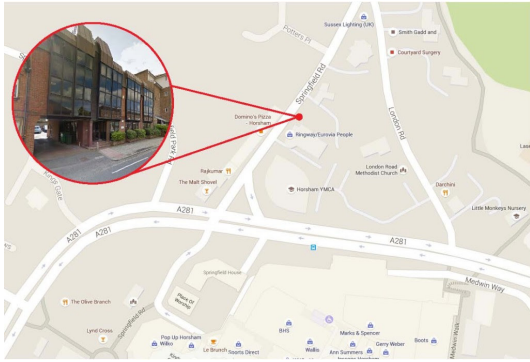
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## How to find us

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

Ground Floor, 44 Springfield Road,  
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Tel: 0044 (0)1403 730342

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