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**Practitioner News February 2023: Latest research on acute ischaemic strokes**

1 message

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28 February 2023 at 12:16

Practitioner News  
Nutritional Update February 2023

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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

**[INTENSIVE BP LOWERING IS HARMFUL IN ACUTE ISCHAEMIC STROKE](#)**



A standard treatment for stroke patients is dangerous and should be stopped immediately, according to new research published in the Lancet.

Doctors are trained to aggressively lower blood pressure levels after dissolving the blood clots in the brain that caused the stroke, but it's a therapy that is causing major disability and killing new brain tissue.

Although it has become standard treatment, it's never been tested against a more conservative approach - until now. Researchers from the George Institute for Global Health in Australia measured the effects of the therapy - which aims to reduce blood pressure levels to below 120 mm Hg - against a more conservative approach, which looked to reduce levels to between 140 and 180 mm Hg.

They recruited 816 people who had suffered an ischaemic stroke - caused by the loss of blood flow to the brain because of a blood vessel blockage - and 407 had the standard, aggressive treatment, and the rest had the more modest approach. Those given the more aggressive treatment suffered major disability and weren't seeing any physical improvements in their movements after the stroke.

The aggressive treatment is used after clots in the brain have been dispersed, and is based on the theory that a rapid return of blood supply to the brain after it has been deprived of oxygen can cause tissue damage, known as reperfusion injury. But trying to attain 'healthy' levels is unnecessary and causes further damage, the researchers say.

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

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### **BLUEBERRIES ARE A NATURAL PREBIOTIC**



Blueberries are well-known to contain flavonoids and polyphenols that can help support cellular health and mitochondrial health. In new research, blueberries have been studied for their compounds that can act as

prebiotics, potentially making them a standout for supporting gut microbial health.

Prebiotics are compounds that have a specific effect on the gastrointestinal (GI) microbiome and help stimulate the activity of the targeted intestinal microbe to potentially help promote human health. To be classified as a prebiotic, the compound must not be absorbed in the GI tract and should instead be fermented by GI microbes.

Read more at [blog.designsforhealth.com](http://blog.designsforhealth.com)

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## Product Focus

### NEW PRODUCT LAUNCH



### POLY-PROFLORA POWDER



We are pleased to announce the launch of a new [Pure Encapsulations product - Poly-ProFlora Powder 138g](#).

[Poly-ProFlora powder](#) is a unique powdered blend of prebiotic powders and targeted polyphenols.

The powder features PreticX™ xylooligosaccharide (XOS), and BioEcolians® α-glucooligosaccharide (α-GOS). Additionally, it contains polyphenol-rich extracts of Cranberry, Blueberry and Pomegranate. The mixture has a pleasant-tasting fruit flavour and is made with hypoallergenic, vegan ingredients.

Prebiotics are non-digestible components of food that act to modulate and support the gut microbiota. Emerging evidence suggests that they may play an even more significant role than probiotics, performing beneficial metabolic and protective functions within the gut, leading to overall cellular, immune and metabolic support.

#### **THIS PRODUCT IS:**

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

#### Recommended Dosage:

1 scoop 1-2 times daily, mixed with water or juice or into food, or as directed by your healthcare practitioner

#### Contents - Each scoop (approximately 4.6g) provides:

PreticX™ xylooligosaccharide (XOS)

1.4g

BioEcolians® α-glucooligosaccharide (α-GOS)	1g
Cranberry (Vaccinium macrocarpon) fruit extract (standardised to contain 12mg proanthocyanidins [PACs])	1.2g
Blueberry (Vaccinium angustifolium) fruit extract (standardised to contain 4% polyphenols)	100mg
Pomegranate (Punica granatum) fruit juice powder	500mg

#### ORDER NOW :

[Poly-ProFlora Powder - 138g - £39.98](#)



To order a Poly-ProFlora Powder sample phial for your Pure Bio test kit (at £1.50 each), simply call us on 01403 730342

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## Latest Pure Bio News

PURE BIO is the Proud Winner of:

**BEST NATIONWIDE HYPOALLERGENIC NUTRITIONAL SUPPLEMENTS DISTRIBUTOR 2022**



We are absolutely delighted to announce that PURE BIO Ltd has won the ***Southern Enterprise Awards 'Best Nationwide Hypoallergenic Nutritional Supplements Distributor 2022'***

We are so proud to have achieved this accolade in recognition of our success as a business which is committed to supplying only 100% pure quality products and to providing outstanding customer service to our much-valued practitioners and customers.

As this is a UK wide award, the selection process was tough, but Pure Bio's excellence and dedication shone through, with the final awards panel judging Pure Bio as clear winners.

We could not have achieved this award without you - our customers - so please accept our heartfelt thanks for all your nominations, your lovely testimonials and, most importantly, your valued business throughout 2022.

For full details, please click [here](#)



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## Spring Sale



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

Product	Size	Number of pots available	Best before date	Sale price £
<a href="#">Strath Original Tablets</a>	100	2	31 Jan 23	FREE

<a href="#"><u>AGO 3 Metal Element</u></a>	50ml	7	31 Jan 23	FREE
<a href="#"><u>SIN 60 - Veins</u></a>	50ml	3	31 Jan 23	FREE
<a href="#"><u>SIN 40 - Otitis</u></a>	50ml	4	31 Jan 23	FREE
<a href="#"><u>Flualfa Complex</u></a>	24	17	28 Feb 23	FREE
<a href="#"><u>Vitamin C Powder</u></a>	250g	9	18 Feb 23	FREE
<a href="#"><u>PureDefense</u></a>	120	9	28 Feb 23	FREE
<a href="#"><u>Ascorbyl Palmitate</u></a>	90	4	30 Jun 23	£13.92
<a href="#"><u>Ascorbyl Palmitate</u></a>	180	2	30 Jun 23	£24.90
<a href="#"><u>Zap &amp; Clear Serum</u></a>	10ml	4	n/a	£7.00
<a href="#"><u>Shampoo Rosemary &amp; Wild Nettle</u></a>	250ml	3	n/a	£4.63

<a href="#"><u>Conditioner - Rosemary &amp; Wild Nettle</u></a>	250ml	3	n/a	£4.75
<a href="#"><u>Body Wash - Rosemary &amp; Wild Nettle</u></a>	250ml	2	n/a	£4.48
<a href="#"><u>CBD 10% Oil Extract</u></a>	10ml	20	31 Oct 23	<p><b>Buy 1 Get 1 Free</b></p> <p>£41.99</p>

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

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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? **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](#)

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## Quote of the Month

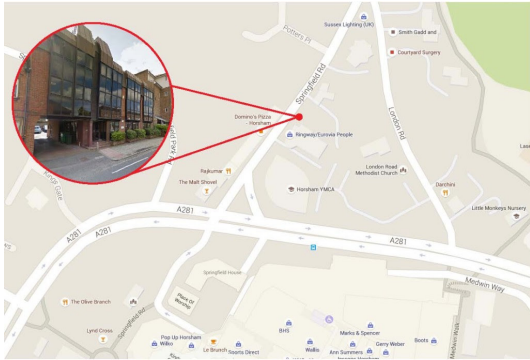
**"Good people do not need laws to tell them to act responsibly"**

Plato

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# How to Find Us



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

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Horsham, West Sussex, RH12 2PD**

Tel: 0044 (0)1403 730342

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

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