
Practitioner News January 2023: Latest research on steroids and depression

1 message

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31 January 2023 at 11:04

Practitioner News
Nutritional Update January 2023

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Dear Colleague

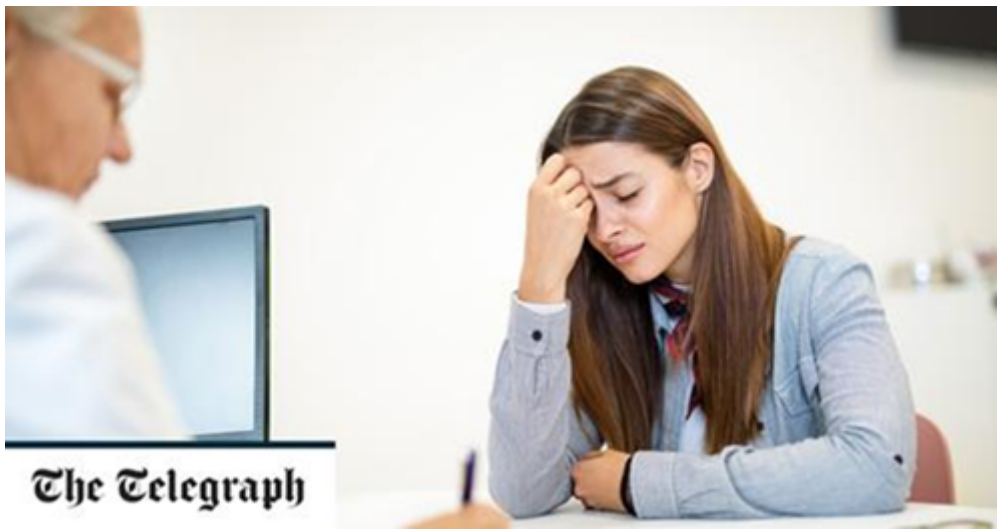
Welcome to our January nutritional update for practitioners. The aim of this regular news update is to keep you up-to-date with research findings from the nutritional industry, launch of new products and special offers from Pure Bio Ltd, and to help keep you abreast of products available for your patients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

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Featured Articles

[**STERIODS INCREASE RISK OF DEPRESSION**](#)



New research from Leiden University in the Netherlands has shown that glucocorticoids - a family of steroids that include cortisone and prednisone - change the structure of the grey and white matter in the brain, leading to depression, lethargy and tiredness.

The smallest effect of brain matter was seen in those taking inhaled glucocorticoids, while those taking systemic drugs had greater changes in the brain. The most dramatic effect was in those taking systemic drugs for extended periods.

Read more at telegraph.co.uk

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STUDY FINDS OMEGA-3s MAY HELP THE HEART AND DO NOT INCREASE PROSTATE CANCER RISK



The theory that omega 3 supplements cause prostate cancer - first suggested in 2013 - has been debunked by researchers at the Intermountain Healthcare Heart Institute.

They tested 87 prostate cancer patients for levels of DHA and EPA and compared them with 149 healthy men and found no correlation between the omega 3 and the cancer.

They also tracked 894 patients with no history or symptoms of heart disease. However, on coronary angiography, around 40% had severe heart disease and 10% had 3-vessel disease.

Their levels of DHA and EPA were measured and those with the highest levels had the lowest risk of heart attack, stroke or heart failure. Those with high omega-3 levels and heart disease had a much higher rate of survival, suggesting that omega-3s do not always have a preventative effect, but still have a protective one.

Read more at healthline.com

Product Focus

NEW PRODUCT LAUNCH



EPA/DHA OMEGA 3 LIQUID



We are pleased to announce the launch of a new [Pure Bio product - EPA/DHA Omega 3 Liquid](#) - available in 2 sizes - 105ml and 210ml.

Pure Bio's EPA/DHA liquid is a high potency omega-3 oil, with each 5ml teaspoon providing 800mg of EPA and 500mg of DHA.

This ultra-pure cold-water extracted oil is from whole body fish including sardine, anchovy and mackerel. The oil is guaranteed to be free of environmental contaminants (heavy metals, PCBs, dioxins and furans), oxidation and rancidity. The fish are from certified, sustainable, fully traceable sources.

It is naturally flavoured with lime, to avoid the familiar unpleasant taste of fish oil. It contains some vitamin E and an antioxidant blend in order to protect against oxidation.

EPA and DHA are omega-3 oils that promote cardiovascular health by supporting healthy triglyceride and lipid metabolism, maintaining healthy blood flow, and supporting healthy platelet function. In this role they can contribute to a healthy blood pressure.

Fish oil is also a building block for prostaglandin and leukotriene production, both of which are involved in balancing the body's pro- and anti-inflammatory tendencies.

Furthermore, omega-3 fatty acids are also components of neuronal cell membranes and are involved in the transmission of nutrients across the blood brain barrier.

THIS PRODUCT IS:

- **GMO free**
- **Free from wheat, dairy and gluten**
- **Kosher**

Special Note:

If you are on blood thinning medication, consult your practitioner before taking this product. Not

recommended for haemophiliacs. Refrigerate after opening and use within 2 months.

Recommended Dosage:

Adults 12+: 1 tsp (5ml) daily

Children 4-11: 1/2 tsp (2.5ml) daily

Children up to 4: 1/4 tsp (1.25ml) daily

or as directed by your healthcare practitioner

Contents - Each 5ml teaspoon provides:

Omega 3 fatty acids	1,750mg
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Providing:

Eicosapentaenoic acid (EPA)	800mg
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Docosahexaenoic acid (DHA)	500mg
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Vitamin E (20iu)	14mg
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other ingredients:

lecithin (soy), Rosemary extract, ascorbyl palmitate, lime extract

ORDER NOW :

[EPA/DHA Omega 3 liquid - 105ml - £16.98](#)

[EPA/DHA Omega 3 liquid - 210ml - £28.74](#)



To order an EPA/DHA Liquid sample phial for your Pure Bio EFA test kit (at £1.50 each), simply call us on 01403 730342

(Please note: this new formulation replaces the existing EPA/DHA liquid in your test kits, which has now been discontinued.)

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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](#)



Winter 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 £
<u>Policosanol 20mg</u>	90	4	31 Jan 22	FREE
<u>ProFito-END</u>	50ml	1	31 May 22	FREE
<u>AGO 2 Earth Element</u>	50ml	1	31 Oct 22	FREE
<u>Malic Acid</u>	90	1	04 Nov 22	FREE
<u>DIS 17 Dental</u>	50ml	3	31 Dec 22	FREE
<u>Magnesium Orotate</u>	100	3	12 Jan 23	FREE

<u>Nuzest Rich Chocolate</u>	1kg	1	21 Jan 23	FREE
<u>Nuzest Real Coffee</u>	1kg	3	22 Jan 23	FREE
<u>Omega 3:6:9 Oil</u>	200ml	2	25 Jan 23	FREE
<u>Strath Original Liquid</u>	250ml	1	31 Jan 223	FREE
<u>Strath Original Tablets</u>	100	2	31 Jan 23	FREE
<u>AGO 3 Metal Element</u>	50ml	7	31 Jan 23	FREE
<u>SIN 60 - Veins</u>	50ml	3	31 Jan 23	FREE
<u>Pure Ascorbic Acid Powder</u>	250g	9	18 Feb 23	£9.75
<u>Flualfa Complex</u>	24	17	28 Feb 23	£13.50
<u>Pure Defense</u>	120	9	28 Feb 23	£32.50

<u>Shampoo Rosemary & Wild Nettle</u>	250ml	3	n/a	£4.63
<u>Conditioner - Rosemary & Wild Nettle</u>	250ml	3	n/a	£4.75
<u>Body Wash - Rosemary & Wild Nettle</u>	250ml	2	n/a	£4.48
<u>Zap & Clear Serum</u>	10ml	4	n/a	£7.00
<u>CBD 10% Oil Extract</u>	10ml	30	31 Oct 23	<div>Buy 1 Get 1 Free</div> <div>£41.99</div>

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

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Forthcoming Seminars

Sponsored by Pure Bio
ICAK-UK presents:



The Foundation Course of Applied Kinesiology - a FIVE WEEKEND accredited Course of foundational material approved by the International College of Applied Kinesiology—ICAK

Running February to June 2023

This course is an exciting opportunity to learn the fundamentals of Applied Kinesiology (AK). It is a clinically relevant and powerful course of study that will expand the diagnostic skills of the young as well as the experienced practitioner.

The Foundation Course is designed for the thinking practitioner! Those who have been searching for the

missing tools needed to understand and address difficult diagnostic situations need search no further.

In a step-by-step learning curve, each module will build on the previous, to provide an evolving set of principles that lead the practitioner to understand the need for metabolic, structural and/or emotional therapeutic input.

Evaluate the dynamics of whole body function and learn to really question and understand why things go wrong in the body.

WHEN: Starts 25-26 February 2023
VENUE: Crowne Plaza Gatwick, Langley Drive, Crawley, RH11 7SX
SEMINAR TIMES: Saturday 10:00am to 6:00pm, Sunday 9:00am to 4:00pm

Click [here](#) for full details and to download an application form

(please note that this course is only open to practitioners with a minimum 3 year undergraduate degree in a medically oriented profession e.g. medical doctor, dentist, chiropractor, osteopath, physiotherapist etc).

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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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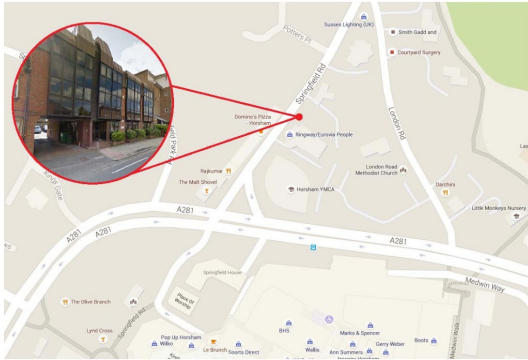
Quote of the Month

"The meaning of life is to find your gift. The purpose of life is to give it away"

Pablo Picasso

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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,
Horsham, West Sussex, RH12 2PD**

Tel: 0044 (0)1403 730342

Email: info@purebio.co.uk

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