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**Practitioner News March 2021: Latest research on Vitamin B6 and COVID-19**

1 message

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31 March 2021 at 13:10

Practitioner News  
Nutritional Update March 2021

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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 research on Vitamin B6 & COVID-19](#)
- [Omega 3 fish oil as effective for attention as ADHD drugs for some children](#)
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## Featured Articles

### [VITAMIN B6 MAY HELP KEEP COVID-19'S CYTOKINE STORMS AT BAY](#)

Who would have thought that a small basic compound like [vitamin B6](#) in bananas or fish could be key to a robust response against



COVID-19?

Studies have so far explored the benefits of vitamins D and C and minerals like zinc and magnesium in fortifying immune response against COVID-19. But research on vitamin B6 has been mostly missing.

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

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### OMEGA-3 FISH OIL AS EFFECTIVE FOR ATTENTION AS ADHD DRUGS FOR SOME CHILDREN

Researchers from King's College London and China Medical University in Taichung, Taiwan, have found that omega 3 fish oil supplements improve attention among children with Attention Deficit Hyperactivity Disorder (ADHD), but only among those with low levels of omega 3 in their blood.

The researchers say that their results bring a personalised medicine approach to psychiatry by demonstrating that omega 3 only works for some children with ADHD. Previous research by the same group found that children with omega 3 deficiency are more likely to have more severe ADHD.

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



[Pure Bio's EPA/DHA Liquid](#) is a high potency omega 3 oil, with each 5ml teaspoon providing 673mg of EPA and 462.5mg of DHA. It is ideal for children as it is naturally flavoured with extract of green lemon, to avoid the familiar unpleasant taste of fish oil. It contains some vitamin D in order to protect against oxidation.

[Pure Bio EPA/DHA Liquid Omega 3 fish oil - 100ml - £14.50](#)

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

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## Product Focus

### NEW PRODUCT LAUNCH



[HIGH POTENCY EPA/DHA OMEGA 3 FISH OIL \(ONCE DAILY FORMULA\)](#)



We are pleased to announce the launch of a new Pure Bio product - [High Potency EPA/DHA Omega 3 fish oil \(once daily formula\) - 60 capsules.](#)

Pure Bio's High Potency EPA/DHA provides a total of 1,040mg of Omega 3 fatty acids in each softgel - at least twice the potency of most other fish oils.

Each softgel contains fish oil produced through a sophisticated five-stage purification method. This process utilises a low-temperature, oxygen-free process to prevent oxidation reactions, resulting in a pure, concentrated fish oil.

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.

Pure Bio's High Potency EPA/DHA is an ultra-pure cold-water distilled fish oil that has been tested for strength, rancidity and environmental contaminants.

- **Free from Gluten, Wheat and Soya & Dairy**
- **Excipient free**
- **Contains FISH**

#### Special Note:

If you are on blood thinning medication consult your practitioner before taking this product.

#### Recommended Dosage

Take 1 capsule daily with food, or as directed by your healthcare practitioner

#### Contents: one capsule provides:

Fish Oil concentrate	1300mg
Providing:	
Omega 3 fatty acids	1040mg
Eicosapentaenoic acid (EPA)	715mg
Docosahexaenoic acid (Dha)	286mg
Other ingredients: capsule shell (gelatine, glycerine and sweet orange oil)	

#### **ORDER NOW :**

[Pure Bio High Potency EPA/DHA Omega 3 fish oil \(once daily formula\) - 60 capsules - £25.99](#)



To order a Pure Bio High Potency EPA/DHA omega 3 fish oil sample phial for your Pure Bio EFA test kit (at £1.50 each), simply call us on 01403 730342.

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## 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 High Potency EPA/DHA Omega 3 Fish Oil (once daily formula). Please see above for full details

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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 (caps)	Number of pots available	Expiry date	Sale price £
<u>Potassium Aspartate</u>	90	7	31 Mar 21	FREE

<a href="#"><u>Adenosylcobalamin</u></a>	60	21	30 Apr 21	£6.30
<a href="#"><u>Quercetin</u></a>	120	1	30 Apr 21	£24.65
<a href="#"><u>A.I. Formula</u></a>	120	15	30 Apr 21	£33.68
<a href="#"><u>Wholistic Red Ginseng</u></a>	30	7	30 Apr 21	£13.96
<a href="#"><u>Bacopa Monnieri</u></a>	180	1	30 Apr 21	£22.25
<a href="#"><u>LVR Formula</u></a>	120	7	31 May 21	£36.32
<a href="#"><u>Boron</u></a>	60	2	30 Jun 21	£6.24
<a href="#"><u>Folate 1000</u></a>	90	2	31 Jul 21	£16.29
<a href="#"><u>Wholistic Red Ginseng</u></a>	30	3	31 Oct 21	£13.96
<a href="#"><u>A.I. Formula</u></a>	120	12	30 Nov 21	£33.68

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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

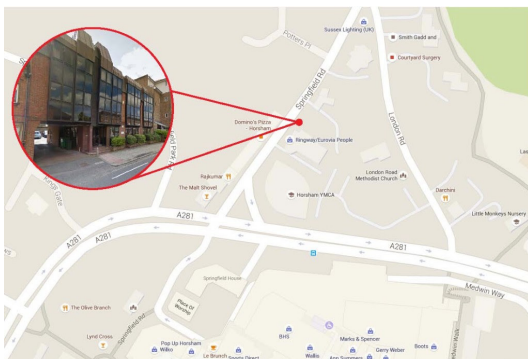
**"Stay close to anything that makes you glad you are alive"**

Hafiz

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

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