

Practitioner News
Nutritional Update March 2024

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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 and how to use them.

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Featured Articles

[BROCCOLI'S ANTI-CANCER COMPOUND COULD HAVE A WHOLE OTHER HEALTH](#)

[BENEFIT](#)



A chemical found naturally in broccoli could one day prevent and treat the blood clots that can lead to strokes – currently the second leading cause of death worldwide.

Researchers, led by a team from the University of Sydney in Australia, conducted a series of lab tests on 23 compounds commonly found in plants to determine their fondness for bonding with our blood's platelets.

Read more at [SCIENCEALERT.COM](https://www.sciencealert.com)

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CHOLINE SUPPLEMENTS PROTECT AGAINST ALZHEIMER'S



In a new study, researchers at the Arizona State University Neurodegenerative Disease Research Center (NDRC) reveal that a lifelong dietary regimen of choline holds the potential to prevent Alzheimer's disease (AD).

Results of the research showed that when mice are given high choline in their diet throughout life, they exhibit improvements in spatial memory, compared with those receiving a normal choline regimen.

Interestingly, the beneficial effects of choline supplementation reduce the activation of microglia. Microglia are specialized cells that rid the brain of deleterious debris. Although they naturally occur to keep the brain healthy, if they are overactivated, brain inflammation and neuronal death - common symptoms of AD - will

Product Focus

PHOSPHATIDYLCHOLINE



Phosphatidylcholine from Pure Encapsulations provides soy-free, GMO-free, sunflower-derived phosphatidylcholine.

Phosphatidylcholine, or PC, is an integral component of cell membranes and, as a source of choline, is also a precursor of the neurotransmitter acetylcholine.

Phosphatidylcholine is a facilitator for the transport of lipids and cholesterol. In the absence of this mechanism, cholesterol and lipids accumulate in the liver.

PC is also a source of choline, which is crucial for the synthesis of various phospholipids. Choline contributes to normal homocysteine and lipid metabolism. It also contributes to the maintenance of normal liver function.

This product has been independently tested and guarantees purity from mercury, lead, PCB's and other contaminants.

This product is:

- **Free from gluten, wheat, dairy, yeast and soya**
- **GMO free**
- **NOT suitable for vegetarians & vegans**

Special Note:

If pregnant or lactating, please consult your healthcare practitioner before use.

[Contents: Three capsules provide:](#)

Phosphatidylcholine

825mg

other ingredients:

Sunflower lecithin, medium-chain triglycerides,
gelatin capsule (gelatin, glycerin, water, carob)

ORDER NOW :

[Phosphatidylcholine - 90 capsules - £45.98](#)



To order a Phosphatidylcholine 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

WE ARE RECRUITING

We are looking for a new administrative assistant to join our team in our busy Horsham office - PART TIME position - 3 days per week - If you have any contacts who may be interested please ask them to email janette@purebio.co.uk for full details and enclose their CV.



Pure Bio Ltd

Leading UK supplier of the highest quality pure nutritional supplements

WHY CHOOSE US?

- **Highest Quality** - 100% pure products, free of all binders, fillers & stearates
- **Absolute Reliability** - Goods despatched on day of order
- **Worldwide Delivery** - Efficient customer service wherever you are
- **Competitive Prices** - Excellent value for money

The image shows a trade show booth for Pure Bio Ltd. The booth features a purple table with various Pure Bio products, including bottles and boxes. A banner with the Pure Bio logo and a water splash graphic is displayed on the table. The background wall also features the Pure Bio logo and the text 'Leading UK supplier of the highest quality pure nutritional supplements'. A list of reasons to choose Pure Bio is displayed on the wall.

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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 £ |
|---|------|--------------------------|------------------|-----------------|
| FitoAden | 50ml | 3 | 31 Jan 24 | FREE |
| FitoMenin | 50ml | 6 | 31 Jan 24 | FREE |
| M9 | 50ml | 4 | 29 Feb 2024 | FREE |
| Adenosylcobalamin | 60 | 21 | 30 Apr 24 | BOGOF £12.98 |
| Nutrient 950E w/o Cu, Fe & Iodine | 180 | 3 | 30 April 2024 | £31.40 |
| Pycnogenol | 30 | 3 | 30 Apr 24 | £43.50 |
| DIM Ultra | 60 | 4 | 30 June 2024 | £28.00 |

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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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.**



Ground Floor
 44 Springfield Road
 HORSHAM
 West Sussex
 RH12 5PD
 Tel: 01403 730342
 www.purebio.co.uk

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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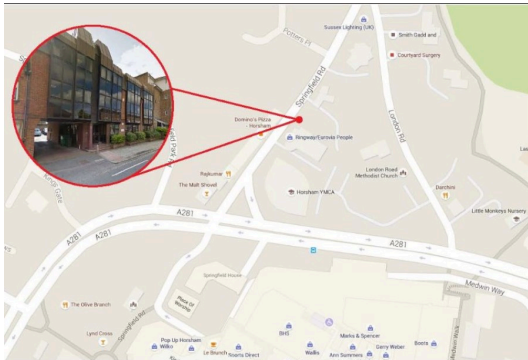
Quote of the Month

"It's better to go slow in the right direction than to go fast in the wrong direction"

- Simon Sinek

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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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