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## Practitioner News New Year 2023: latest research on gut microbiome

1 message

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4 January 2023 at 16:54

Practitioner News  
Nutritional Update New Year 2023

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Dear Colleague

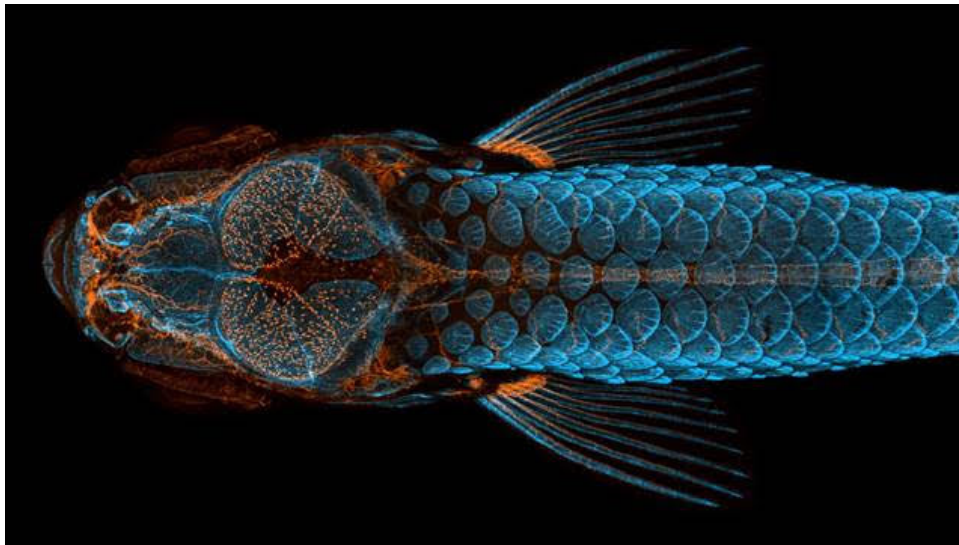
Welcome to our New Year nutritional update for practitioners. The aim of this regular news update is to keep you up-to-date with research findings from the nutritional industry, launch of new products and special offers from Pure Bio Ltd, and to help keep you abreast of products available for your patients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

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## Featured Articles

[\*\*THE GUT MICROBIOME HELPS SOCIAL SKILLS DEVELOP IN THE BRAIN\*\*](#)



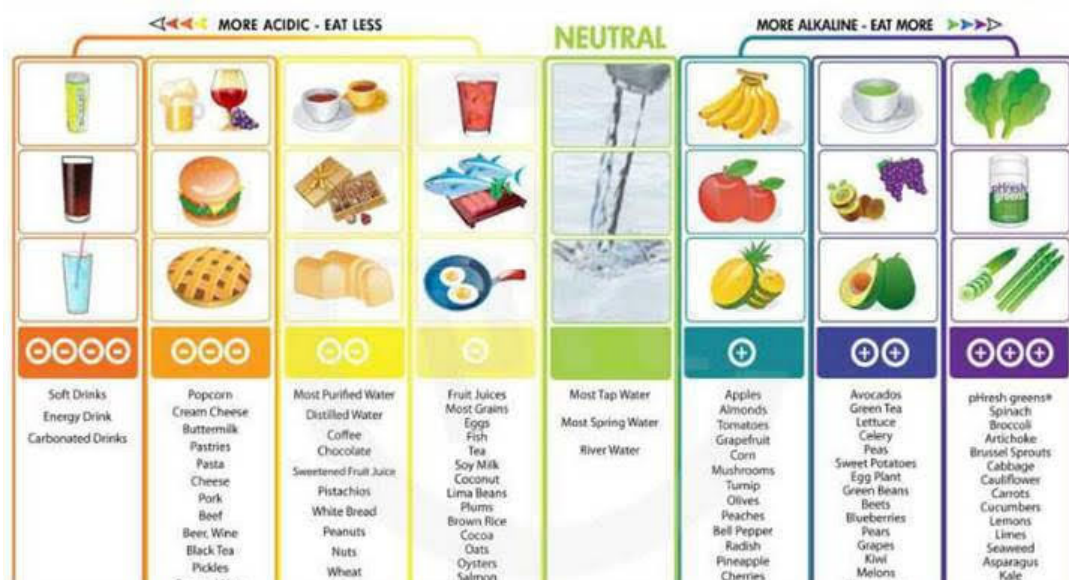
New research in fish suggests that gut microbes can have a crucial early influence on the brain's social development. Two recent papers have shown that during a critical early period of brain development, the gut's microbiome - the assortment of bacteria that grow within it - helps to mould a brain system that's important for social skills later in life. Scientists found this influence in fish, but molecular and neurological evidence plausibly suggests that some form of it could also occur in mammals, including humans.

In a paper published in early November in *PLOS Biology*, researchers found that zebra fish who grew up lacking a gut microbiome were far less social than their peers with colonised colons, and the structure of their brains reflected the difference.

Read more at [quantamagazine.org](http://quantamagazine.org)

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### BALANCING YOUR BODY'S PH LEVEL



Alkaline forming foods create and maintain a healthy pH balance in your body. Most disease states exist in an acidic body and cannot exist when the body's pH is alkaline. pH represents hydrogen ion concentration in your blood. The scale ranges from 0 to 14, 0 being highly acidic, 14 being highly alkaline.

The optimal range for humans is 7.30-7.45, so slightly acidic. Only there's a problem. Our stomachs need acid to break down food, but acid helps bacteria, viruses and fungi to reproduce. Most of us are not as alkaline as we should be.

Read more at [healthy-holistic-living.com](http://healthy-holistic-living.com)

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# Product Focus

## NEW PRODUCT LAUNCH



## ALKALISING POWDER



We are pleased to announce the launch of a new [Pure Bio product - Alkalising Powder 250g](#).

Acid alkali balance is important for maintaining a wide range of physiological functions. The typical modern Western diet that is high in animal protein and grain predisposes the body to an acidic state, which can detrimentally affect long term health and healthy ageing.

Pure Bio's Alkalising powder contains calcium, magnesium and potassium - core alkaline minerals designed to neutralise tissue acidity. It is pleasant tasting and mixes to a non-gritty texture.

### **THIS PRODUCT IS:**

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

### Special Note:

If you have hyperkalaemia or abnormal kidney function, or take ACE inhibitors or potassium sparing diuretics, consult your doctor before use.

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

### Recommended Dosage:

2 teaspoons (12g) daily in a minimum of 200ml of water or diluted juice, or as directed by your healthcare practitioner

### Contents - Two teaspoons (12g) contain:

Vitamin C	126mg
Calcium citrate	175mg
Magnesium citrate	35mg
Potassium citrate	658mg
Inulin	206mg

other ingredients:

lemon juice powder, bamboo powder, acerola cherry powder

**ORDER NOW :**

[Alkalising Powder 350g - £24.98](#)



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

(Please note: this product replaces TRI-ALKALI 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](#)



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## 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 £
<a href="#">Policosanol 20mg</a>	90	4	10 Jan 22	FREE
<a href="#">ProFito-END</a>	50ml	1	31 May 22	FREE

<a href="#"><u>AGO 2 Earth Element</u></a>	50ml	1	31 Oct 22	FREE
<a href="#"><u>Malic Acid</u></a>	90	2	04 Nov 22	FREE
<a href="#"><u>Acerola Vitamin C Powder</u></a>	50g	1	29 Nov 22	FREE
<a href="#"><u>Oromix Plus Spray</u></a>	30ml	14	30 Nov 22	FREE
<a href="#"><u>FitoFlualfa 500mg</u></a>	24	1	30 Nov 22	FREE
<a href="#"><u>Strath Original Liquid</u></a>	500ml	2	31 Dec 22	FREE
<a href="#"><u>TMG Betaine</u></a>	90	3	31 Dec 22	FREE
<a href="#"><u>DIS 17 Dental</u></a>	50ml	3	31 Dec 22	FREE
<a href="#"><u>Nuzest Wild Strawberry</u></a>	1kg	1	08 Jan 23	FREE
<a href="#"><u>Nuzest Real Coffee</u></a>	1kg	2	12 Jan 23	FREE

<a href="#"><u>Nuzest Rich Chocolate</u></a>	1kg	2	21 Jan 23	£25.99
<a href="#"><u>Omega 3:6:9 Oil</u></a>	200ml	2	25 Jan 23	£9.48
<a href="#"><u>Strath Original Liquid</u></a>	250ml	1	31 Jan 23	£9.25
<a href="#"><u>Strath Original Tablets</u></a>	100	2	31 Jan 23	£9.25
<a href="#"><u>AGO 3 Metal Element</u></a>	50ml	7	31 Jan 23	£9.48
<a href="#"><u>SIN 60 - Veins</u></a>	50ml	3	31 Jan 23	£9.48
<a href="#"><u>Baby Gift Hamper</u></a>	n/a	1	n/a	£20.00
<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	4	n/a	£4.63
<a href="#"><u>Conditioner - Rosemary &amp; Wild Nettle</u></a>	250ml	3	n/a	£4.75

<a href="#">Body Wash - Rosemary &amp; Wild Nettle</a>	250ml	3	n/a	£4.48
<a href="#">CBD 10% Oil Extract</a>	10ml	60	31 Oct 23	<div>Buy 1 Get 1 Free</div> £41.99

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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## 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).*



## 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!***

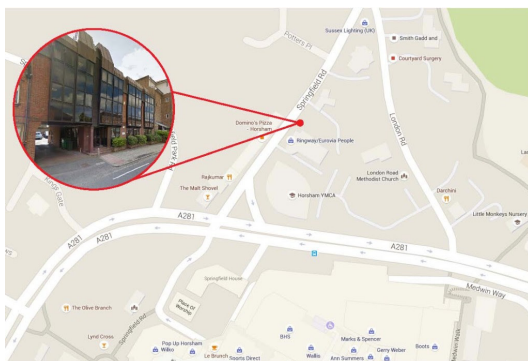
Order from the office 0044 (0) 1403 730342 or visit our website [here](#)

## Quote of the Month

**"The future belongs to those that believe in the beauty of their dreams"**

Eleanor Roosevelt

## 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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