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## Practitioner News New Year 2024: Latest research on dementia mortality risk

1 message

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2 January 2024 at 14:21

Practitioner News  
Nutritional Update New Year 2024

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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 and how to use them.

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## Featured Articles

**[OLIVE OIL LINKED TO LOWER DEMENTIA MORTALITY RISK](#)**



A new study at the Harvard T.H. Chan School of Public Health examined over 90,000 Americans' diets and death records and found a 28% lower dementia death risk in those who consumed more than half a tablespoon of olive oil daily. This relationship existed regardless of overall diet quality, hinting at olive oil's unique benefits for brain health.

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

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### ALLERGIES MAY MEAN YOU HAVE PARASITES



Why are millions of people allergic to peanuts or pollen, but hardly anyone seems to have a reaction to rice or raisins? Because only some of these things carry molecules similar to those found in parasites that send our immune systems into hyperdrive, according to a new study. The advance could help researchers predict what other foods might cause allergies.

This refers back to studies of immune responses to multicellular eukaryotic parasites in the 1960s. Researchers found that many of the critical players in the allergic response also help to defend the body against parasitic worms called helminths. Helminth infections lead to the production of high levels of immunoglobulin E (IgE), the antibody responsible for allergic responses. Since then, the prevailing wisdom has been that allergies result from a mistargeting of immune responses that evolved to defend against parasitic worms. In other words, allergies are the price we pay for effective defence against multicellular parasites!

Read more at [science.org](https://www.science.org)

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## Product Focus

### NEW PRODUCT LAUNCH



### OREGANO COMPLEX

(gut cleanse)



We are pleased to announce the launch of a new [Pure Bio product - Oregano Complex \(gut cleanse\) - 90 capsules.](#)

The active ingredients of Oregano in this complex formula by Pure Bio are widely recognised for their antimicrobial activity, as well as their antiviral and antifungal properties. Recent investigations have demonstrated that these compounds are also potent antioxidant, anti-inflammatory, antidiabetic and cancer suppressor agents.

Bentonite is a type of clay that has the unique ability to absorb large quantities of water, causing it to swell and form a gel. This gel has the ability to absorb surrounding toxins produced by pathogens in the gut.

Betaine HCl is a gastric-like component essential to the digestion of food and absorption of most nutrients, by supporting an optimal stomach acid environment.

Grapefruit Seed extract contains polyphenolic compounds and has powerful antibacterial and anti-fungal properties.

**This product is:**

- **Free from gluten, dairy, sugar and all excipients**
- **GMO free**
- **Suitable for vegetarians & vegans**

Recommended Dosage:

Take 2 capsules daily with food, or as directed by your healthcare practitioner. Not to be used during pregnancy or lactation unless recommended by your healthcare practitioner.

Contents: One vegetable capsule contains:

Oregano extract	200mg
Bentonite clay	150mg
Betaine HCl	150mg
Grapefruit Seed extract	50mg
other ingredients: vegetable cellulose capsule	

**ORDER NOW :**

[Oregano Complex \(gut cleanse\) 90 capsules - £24.98](#)



To order a Oregano Complex (gut cleanse) extract 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 NEW YEAR OFFER



**all Green People men's organic toiletries while stocks last**



### Great presents for the men in your life

Choose from any of our 8 [men's organic toiletries](#) and save 25% on each product or why not choose a few and we can make it into a [gift box](#) for you?

**ORDER ONLINE OR GIVE US A CALL ON  
01403 730342**

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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="#">Flax &amp; Safflower Oil</a>	90	3	31 Nov 23	FREE

<a href="#"><u>Glucosamine &amp; Chondroitin</u></a>	90	3	31 Dec 23	FREE
<a href="#"><u>Green People Self Tan Lotion</u></a>	200ml	1		£12.50
<a href="#"><u>Vitamin C Powder</u></a>	250gm	7	31 Jan 24	£9.76
<a href="#"><u>Blackcurrant Seed Oil</u></a>	100	1	31 Jan 24	£20.70
<a href="#"><u>Phytomenin</u></a>	50ml	6	31 Jan 24	£9.48
<a href="#"><u>SIN 61</u></a>	50ml	1	31 Jan 24	£9.48
<a href="#"><u>Adenosylcobalamin</u></a>	60	40	30 Apr 24	BOGOF £12.98

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](http://www.purebio.co.uk)

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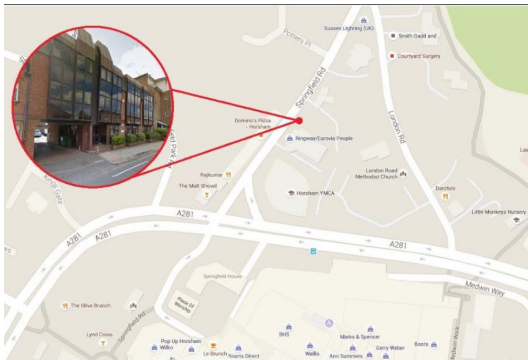
## Quote of the Month

**“Justice is only just if it is available to everyone”**

Hal Wackner

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## How to Find Us



You can order from our [website](http://www.purebio.co.uk) 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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