
Practitioner News: January 2021 - Link between Hunger and Loneliness

1 message

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Practitioner News
Nutritional Update January 2021

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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.

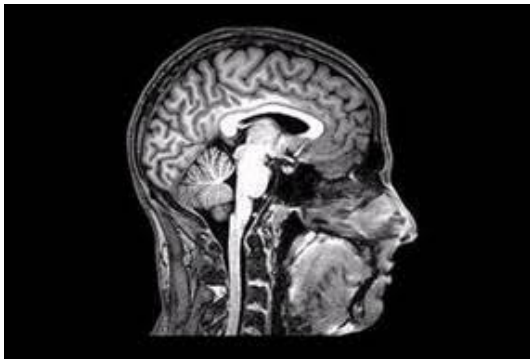
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Featured Articles

[WHY HUNGER AND LONELINESS ACTIVATE THE SAME PART OF THE BRAIN](#)

The Covid-19 pandemic has made the world feel lonelier than ever as people have been shut away in their homes, aching to gather with their loved ones again. This instinct to evade



Loneliness is deeply engrained in our brains, and a new study published in the journal *Nature Neuroscience* suggests that our longing for social interaction elicits a similar neurological response to a hungry person craving good, reports Ali Pattillo for *Inverse*.

Read more at Smithsonianmag.com

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TAURINE SUPPLEMENTATION LOWERS BLOOD PRESSURE AND IMPROVES VASCULAR FUNCTION IN PREHYPERTENSION

Several clinical studies have reported that diets rich in taurine can reduce cardiovascular risks, regardless of ethnicity and genetic background. In addition, animal experiments have shown that taurine depletion accelerates the development of high salt-induced hypertension.

Read more at AHAJournals.org



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Product Focus

NEW PRODUCT LAUNCH

viridian

MAGNESIUM TAURATE



We are pleased to announce the launch of a new product - [Viridian Magnesium Taurate - 90 capsules](#)

Magnesium is a trace mineral that is required by every cell in the body and is involved in several hundred different biochemical reactions. Half of the magnesium stores are found in the cells of body tissues and organs; and half are combined with calcium and phosphorus in the bone.

Magnesium, like Calcium, is an essential bone matrix mineral that is required for healthy bone metabolism. It also contributes to the integrity and maintenance of the teeth.

Magnesium also supports cardiovascular health by helping to maintain healthy levels of cellular and plasma electrolytes, including calcium and potassium. It activates the enzymes necessary for a number of physiological functions, including neuromuscular contractions, cardiac function and the regulation of the acid-alkaline balance in the body.

It is necessary for the metabolism of carbohydrates, amino acids and fats; also for energy production and the utilisation of calcium, phosphorus, sodium and potassium. This vital mineral also helps utilise B-complex vitamins, vitamin C and vitamin E, and contributes to normal protein synthesis.

This particular magnesium product is bound with the amino acid taurine. Taurine is known to reduce cardiovascular risk over all parameters and reduce hypertension. It also lowers cholesterol and supports digestion of fats. Taurine supports the nervous system by activating the sedative neurotransmitter GABA.

- **Free from Gluten, Soya and Dairy**
- **Suitable for vegetarians and vegans**

Recommended Dosage

Take 2-4 capsules daily, in divided doses and with food, or as directed by your healthcare practitioner.

Contents: each vegan capsule provides:

Magnesium Taurate (providing magnesium 56mg)	750mg
vegan capsule	120mg

ORDER NOW :

[Viridian Magnesium Taurate - 90 capsules - £23.94](#)



To order a Viridian Magnesium Taurate 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

[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 [Viridian Magnesium Taurate](#). Please see above for full details

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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 (caps)	Number of pots available	Expiry date	Sale price £
Tri-Alkali	351gm	1	31 Oct 20	FREE
Best Rest Formula	120	94	31 Oct 20	FREE
Best Rest Formula	120	29	31 Dec 20	FREE
Copper Orotate	60	4	04 Dec 20	FREE
Potassium Magnesium Aspartate	90	4	31 Jan 21	FREE

<u>Maca-3</u>	90	4	31 Jan 21	FREE
<u>L-Proline</u>	100	7	28 Feb 21	£15.97
<u>Potassium Aspartate</u>	90	16	31 Mar 21	£7.86
<u>NAC 900mg</u>	240	3	30 Apr 21	£46.11
<u>Quercetin</u>	120	1	30 Apr 21	£24.65
<u>Adenosylcobalamin</u>	60	50	30 Apr 21	£6.30
<u>A.I. Formula</u>	120	15	30 Apr 21	£33.68
<u>Wholistic Red Ginseng</u>	30	7	30 Apr 21	£13.96
<u>LVR Formula</u>	120	7	31 May 21	£36.32
<u>Boron</u>	60	3	30 Jun 21	£6.24

[Folate 1000](#) 90 3 31 Jul 21 £16.29

[Wholistic Red Ginseng](#) 30 3 31 Oct 21 £13.96

[A.I. Formula](#) 120 12 30 Nov 21 £33.68

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**



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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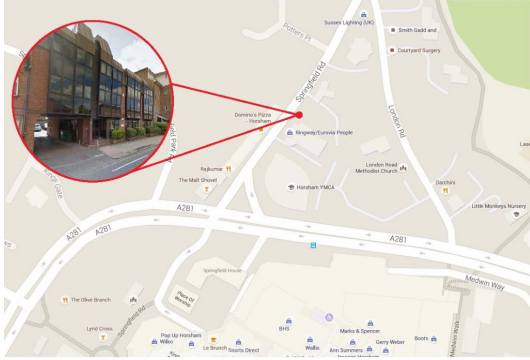
Quote of the Month

"We cannot change anything unless we accept it"

Carl Jung

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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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