
Practitioner News: New Year 2021 - New Antibody Test for COVID-19

1 message

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8 January 2021 at 13:06

Practitioner News
Nutritional Update New Year 2021

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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

[NEW ANTIBODY TEST FOR COVID-19 GIVES MORE RELIABLE AND MORE DETAILED ANSWER TO IMMUNITY](#)



A new type of antibody test is being developed by researchers at Linnaeus University and the bioanalysis company Atlanta. Compared to the binary antibody tests used today, this rapid test can give more detailed information on how our immune systems react to COVID-19 and other types of viruses and bacteria.

Read more at medicalxpress.com

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NEW STUDY LINKS VITAMIN C THERAPY TO BETTER SURVIVAL RATES AFTER SEPSIS

New research led by Virginia Commonwealth University, and published in the *Journal of the American Medical Association*, suggests that patients with sepsis and septic lung injury could have a better chance of survival and recover more quickly when treated with [Vitamin C](#) infusions.

Researchers discovered that intravenous Vitamin C therapy reduced mortality in septic patients from 46% in the placebo group to almost 30% in the Vitamin C group at day 28.

Read more at medicalxpress.com



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Product Focus

NEW PRODUCT LAUNCH

ORDER NOW :

[Pure Bio Vitamin C \(pure ascorbic acid\) Powder 250g - £19.50](#)



To order a Pure Bio Vitamin C (pure ascorbic acid) Powder 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 [Pure Bio Vitamin C \(pure ascorbic acid\) Powder](#). Please see above for full details

[2021 PRICE RISE](#)

As you are aware, Pure Bio strives to always give you the very best value for money without compromising on quality. We do not believe in over-inflating our prices in order to then be able to offer a discount - a common selling tool in the nutrition industry. We like to keep things simple.

To this end, we continually endeavour to keep our prices to the minimum wherever possible **AND HAVE NOT INCREASED OUR PRICES FOR 3 YEARS.**

However, due to increased raw material costs and supply chain transport costs, particularly in the present COVID-19 times, we can no longer absorb 100% of these price increases. In order to minimise the impact on you and your patients, we intend to absorb the majority of the increases but we are forced to increase our prices marginally from 15 January on certain products.

WE WOULD REITERATE THAT, DESPITE THIS PRICE INCREASE, PURE BIO WILL STILL REMAIN THE MOST COST-EFFECTIVE AUTHORISED SUPPLIER OF PURE ENCAPSULATIONS PRODUCTS IN THE UK.

Thank you for your continued support of Pure Bio

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[New Year 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>Tri-Alkali</u>	351gm	5	31 Oct 20	FREE
<u>Best Rest Formula</u>	120	109	31 Oct 20	FREE
<u>Best Rest Formula</u>	120	33	31 Dec 20	FREE
<u>LVR Formula</u>	120	2	31 Dec 20	FREE
<u>MethylAssist</u>	90	3	31 Dec 20	FREE
<u>Copper Orotate</u>	60	6	04 Dec 20	FREE
<u>Potassium Magnesium Aspartate</u>	180	4	31 Jan 21	£16.16

Adenosylcobalamin	60	50	30 Apr 21	£6.30
A.I. Formula	120	15	30 Apr 21	£33.68
A.I. Formula	120	12	30 Nov 21	£33.68
Wholistic Red Ginseng	30	7	30 Apr 21	£13.96
Wholistic Red Ginseng	30	3	31 Oct 21	£13.96

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](#)

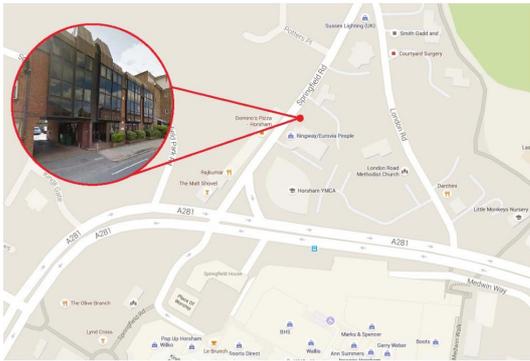
Quote of the Month

"Do not go where the path may lead. Go instead where there is no path and leave a trail"

Ralph Waldo Emerson

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How to Find Us



You can order from our [website](#) or make purchases in person. [Find us at:](#)

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Tel: 0044 (0)1403 730342

Email: info@purebio.co.uk

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