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## Practitioner News April 19: Latest Research on Brain Health

1 message

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30 April 2019 at 14:25

Practitioner News  
Nutritional Update April 2019

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[Top](#)

Dear Colleague

Welcome to our April 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.

In this issue

- [Latest research on Brain Health](#)
- [Breast Cancer Breakthrough](#)
- [Product Focus - Allergy Season](#)
- [Latest Pure Bio News - Spring Sale - HUGE SAVINGS!](#)
- [Pure Bio Gift Vouchers](#)
- [Quote of the Month](#)
- [How to Find Us](#)

### Featured Articles

[\*\*THE SURPRISING LINK BETWEEN MAGNESIUM AND BRAIN HEALTH\*\*](#)



Many of the health problems facing us today can be traced to nutrient deficiencies. You might have heard about the importance of getting enough Vitamin D or Omega 3s, for example, but other nutrients don't seem to get as much attention. When it comes to brain health and cognition, however, there is one nutrient that deserves top billing and that is magnesium.

Read more at [naturalnews.com](http://naturalnews.com)

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### [Organic foods v magnesium supplements](#)

If you want to protect your brain by increasing your magnesium intake, you can turn to organic foods like leafy green vegetables, dark chocolate, cocoa, pumpkin seeds, sunflower seeds, cashew nuts and almonds. However, when these foods are grown in soil that has been depleted of magnesium (increasingly due to soil erosion), they may not offer as much of this vital mineral as you expect. Therefore, many people opt to use magnesium supplements to ensure sufficient intake.

[Pure Bio has a range of magnesium supplements available,](#) the most popular of which are [Magnesium Citrate](#) - available as [capsules](#) or [powder](#), [Magnesium Citrate/Malate](#) and [Magnesium Liquid \(from chloride\)](#).

Magnesium in citrate and citrate/malate forms are highly bioavailable magnesium chelates, supporting the metabolism and utilisation of many essential nutrients and the proper functioning of important enzymatic and physiological functions. All minerals are absorbed in ionic form, making Pure Bio Liquid Magnesium the most highly bioavailable form of magnesium.



[Back to Top](#)

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### [STUDY FINDS THAT CELERY COMPOUNDS MAY HALT BREAST CANCER](#)

While berries get all the antioxidant fame and



kale often tops the superfood lists, celery is usually overlooked. Omitted from many kitchen tales as the crunchy weight-loss vegetable, celery is so much more than just a low-calorie diet food. Recently, celery got researchers at the University of Missouri all excited when they found that it could be the next non-toxic treatment to stop invasive breast cancer in its tracks.

Read more at [naturalnews.com](http://naturalnews.com)

Celery is the richest source of luteolin - the potent antioxidant - but it can also be found in fresh thyme, radicchio, parsley, lemons, olive oil, broccoli, spinach, kale, Brussels sprouts and beets.

[Back to Top](#)

## Product Focus

### ALLERGY SEASON



### QUERCETIN

[Quercetin](#) for Allergy Symptoms. [Quercetin](#) is a natural substance sometimes used to ease symptoms of seasonal allergies. An antioxidant found naturally in black tea and several foods, quercetin appears to fight inflammation (a biological process often linked to allergies).

Quercetin is a bioflavonoid and is a potent antioxidant that promotes a healthy inflammatory response. Animal studies show that quercetin regulates histamine production. One study found that of all the flavonoids, quercetin was the most effective at inhibiting histamine. Another [study](#) last year showed a reduction in inflammatory markers and improvement in airway inflammation.

The best food sources of quercetin are red onions, apples and berries, but you'll be hard pushed to eat more than 20mg a day. So, supplementing therapeutic amounts is also necessary if you're suffering with allergies. The best results are achieved by supplementing 250mg twice a day, with some [Bromelain](#) (a digestive enzyme from pineapple) and [Vitamin C](#).

### ORDER NOW: QUERCETIN

[60 capsules - £21.52](#)

[120 capsules - £39.06](#)



**ORDER NOW: BROMELAIN**

60 capsules - £29.93

180 capsules - £80.27

[Back to Top](#)

## Latest Pure Bio News

### SPRING SALE



We are clearing our shelves of some shorter-dated Pure Encapsulations products and are pleased to offer you some fantastic savings! **HURRY AS IT'S FIRST COME FIRST SERVED!**

<b>Product</b>	<b>Size (caps)</b>	<b>Number of pots available</b>	<b>Expiry date</b>	<b>Sale price £</b>
<a href="#"><u>Nutrient 950 w/o Cu &amp; Fe</u></a>	90	19	30 Apr 19	FREE
<a href="#"><u>Nutrient 950 w/o Cu &amp; Fe</u></a>	180	22	30 Apr 19	FREE
<a href="#"><u>PhytoBalance</u></a>	120	4	31 May 19	FREE

<a href="#"><u>Magnesium Aspartate</u></a>	90	15	31 May 19	FREE
<a href="#"><u>Boron</u></a>	60	32	31 May 19	FREE
<a href="#"><u>GlucFunction</u></a>	180	3	31 May 19	FREE
<a href="#"><u>Chaste Tree (Vitex)</u></a>	60	23	30 Jun 19	£ 7.99
<a href="#"><u>Saw Palmetto 320</u></a>	120	12	30 Jun 19	£ 24.84
<a href="#"><u>Ribocarnitine-Q10</u></a>	180	6	30 Jun 19	£ 47.74
<a href="#"><u>Athletic Nutrients</u></a>	180	13	30 Jun 19	£ 29.56
<a href="#"><u>Kre-Alkalyn</u></a>	180	5	30 Jun 19	£ 20.99
<a href="#"><u>Policosanol 20mg</u></a>	60	5	30 Jun 19	£ 17.97
<a href="#"><u>GI Integrity</u></a>	120	4	30 Jun 19	£ 21.90

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**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**

[Back to Top](#)

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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](#)

[Back to Top](#)

## Quote of the Month

**"It is not stress that kills us, it is our reaction to it"**  
Hans Selye

[Back to Top](#)

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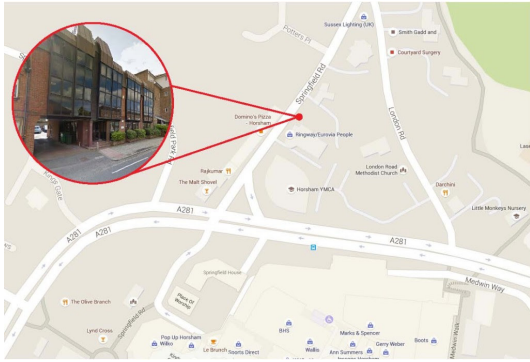
## How to Find Us

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

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Horsham, West Sussex, RH12 2PD**

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[Back to Top](#)



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