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## Practitioner News Jan 2020: Latest Research on Memory & Fear

1 message

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**Pure Bio** <info@purebio.co.uk>  
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4 February 2020 at 14:06

Practitioner News  
Nutritional Update January 2020

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Dear Colleague

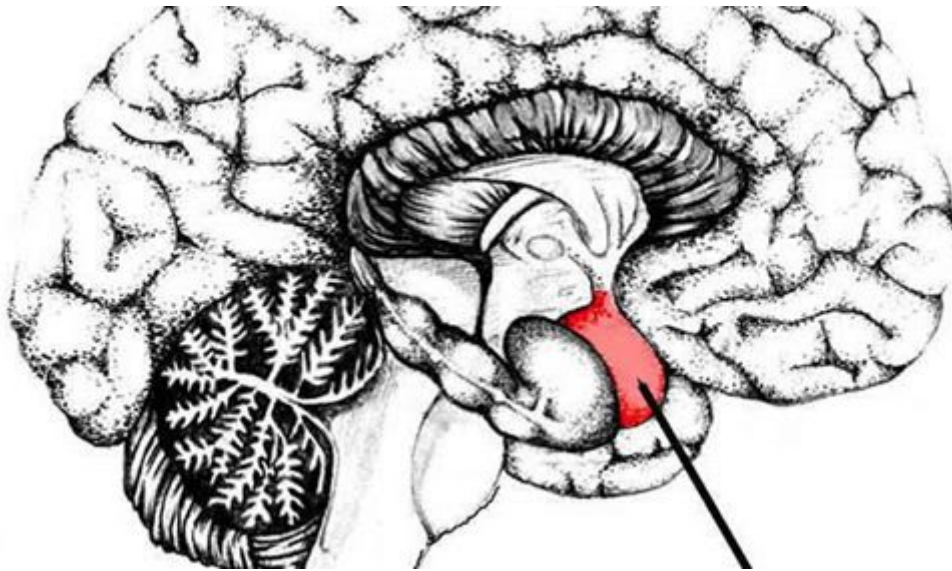
Welcome to our January nutritional update for practitioners. The aim of this regular news update is to keep you up-to-date with research findings from the nutritional industry, launch of new products and special offers from Pure Bio Ltd, and to help keep you abreast of products available for your patients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

In this issue

- [Latest research on Memory & Fear](#)
- [Vitamin E repairs muscle damage after heart attack](#)
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### Featured Articles

[\*\*RHYTHM OF BREATHING AFFECTS MEMORY AND FEAR\*\*](#)



Fascinating research to support the benefit of mindful breathing ...

Breathing is not just for oxygen; it's now linked to brain function and behaviour.

Northwestern Medicine scientists have discovered for the first time that the rhythm of breathing creates electrical activity in the human brain that enhances emotional judgements and memory recall.

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

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#### VITAMIN E FOUND TO REPAIR HEART MUSCLE IMMEDIATELY AFTER A HEART ATTACK



Early studies have found Vitamin E could be used to save the muscle from dying during a heart attack

Taking Vitamin E immediately after a heart attack helps repair the damaged heart and maintain healthy function.

Currently, there is no drug that can reduce damage after a heart attack, but research at the Baker Heart and Diabetes Research Institute in Australia has shown that the antioxidant and anti-inflammatory properties of Vitamin E can provide this vital protection when taken as soon as possible after the attack.

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

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## Product Focus

### NEW PRODUCT LAUNCH



[Pure Bio Tocotrienols \(with mixed tocopherols\)](#)



We are pleased to announce the launch of a new [Pure Bio product - Tocotrienols \(with mixed tocopherols\) - 60 capsules.](#)

Pure Bio Tocotrienols with mixed tocopherols contains the full spectrum of Vitamin E: alpha, beta, delta, gamma tocopherol and alpha, beta, delta, gamma tocotrienol.

Tocotrienols are isoprenoid compounds related to the Vitamin E family. They are free radical scavengers and are also involved in the enzymatic activity of lipid metabolism.

Tocopherols are the active forms of Vitamin E. Vitamin E is a powerful antioxidant and is vital for the integrity of the cell membranes of cardiac and skeletal muscle.

Vitamin E is also involved in protein metabolism, mitochondrial function and hormone production.

#### **PURE BIO TOCOTRIENOLS (WITH MIXED TOCOPHEROLS)**

- Suitable for vegetarians and vegans

#### Special Note

If you are pregnant, lactating, have any health condition or are taking any medication, consult your healthcare practitioner before use.

#### Recommended Dosage

1 capsule daily, with food, or as directed by your healthcare practitioner.

#### Contents: each capsule provides:

Tocotrienols (with mixed tocopherols) (extracted from fruits of palm trees and vegetables)	300mg
d-alpha tocotrienol	8.9mg
d-beta tocotrienol	1.0mg
d-gamma tocotrienol	10.9mg
d-delta tocotrienol	3.6mg
d-alpha tocopherol	15.1mg
d-beta tocopherol	0.96mg
d-gamma tocopherol	35.4mg
d-delta tocopherol	17.4mg
other ingredients: microcystalline cellulose, hydroxypropyl methylcellulose (capsule shell)	

#### **ORDER NOW :**

[Pure Bio Tocotrienols \(with mixed tocopherols\) - 60 caps - £27.98](#)



To order a Pure Bio Tocotrienols (with mixed tocopherols) sample phial for your Pure Bio test kit (at £1.50 each), simply call us on 01403 730342. (please note, this replaces the phial for PE Tocotrienols, which has been discontinued)

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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 Tocotrienols \(with mixed tocopherols\)](#) - Please see above for full details

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### FEBRUARY 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!**

<u>Product</u>	<u>Size (caps)</u>	<u>Number of pots available</u>	<u>Expiry date</u>	<u>Sale price £</u>
<a href="#">Magnesium Aspartate</a>	90	68	31 Oct 19	FREE
<a href="#">Cortisol Calm</a>	120	18	31 Oct 19	FREE
<a href="#">Policosanol 20mg</a>	60	4	30 Nov 19	FREE
<a href="#">Tocotrienols</a>	120	3	31 Jan 20	FREE

<a href="#"><u>L-Glutamine Powder</u></a>	227g	1	29 Feb 20	£23.70
<a href="#"><u>Digestive Enzymes Ultra</u></a>	180	5	29 Feb 20	£31.76
<a href="#"><u>CoQ10 60mg</u></a>	120	22	29 Feb 20	£36.49
<a href="#"><u>Blackcurrant Seed Oil</u></a>	100	4	29 Feb 20	£18.38
<a href="#"><u>ONE Omega</u></a>	30	9	29 Feb 20	£17.18
<a href="#"><u>NAC 600mg</u></a>	360	12	30 Apr 20	£28.00
<a href="#"><u>Pro Soothe II</u></a>	120	17	31 Jul 20	£29.95
<a href="#"><u>Best Rest Formula</u></a>	60	67	31 Jul 20	£16.85
<a href="#"><u>Best Rest Formula</u></a>	120	103	31 Jul 20	£29.83

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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

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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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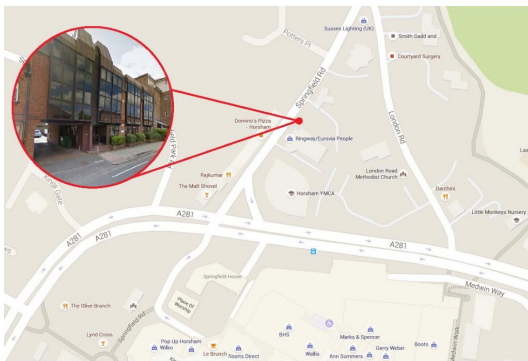
## Quote of the Month

**"Your dream doesn't have an expiration date. Take a deep breath and try again"**

Mel Robbins

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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](mailto:info@purebio.co.uk)

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