

Practitioner News January 2024: Latest research on Cancer

1 message

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Practitioner News
Nutritional Update January 2024

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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 and how to use them.

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Featured Articles

[GINGER STOPS CANCER FROM SPREADING](#)



Kencur (*Kaempferia galanga* L), a tropical plant in the ginger family, suppresses cancer cell growth, say scientists from Osaka Metropolitan University.

Its active component, EMC (ethyl p-methoxycinnamate), has a 'significant' impact on the disease, and blocks mitochondrial transcription factor A (TFAM), a biological process that enables cancer to spread.

It is the first time that scientists have directly witnessed the impact of EMC on TFAM processes. "It's highly expected that TFAM will become a new marker for anti-cancer effects in the future as research advances in related fields," said Akiko Kojima, one of the researchers.

Kencur is traditionally used in cooking and as a remedy for upset stomachs, but now it can also be harnessed as a cancer fighter.

Read more at wddty.com

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CONSIDER VITAMIN B12 SUPPLEMENTATION FOR PATIENTS ON METFORMIN



Metformin is a first-line type 2 diabetes treatment for lowering blood glucose. However, a common side effect of the drug is that it lowers vitamin B12 levels. This report recommends considering vitamin B12 supplementation in patients receiving metformin, particularly for older patients and other patients at risk for reduced dietary vitamin B12 absorption, and for patients who have received metformin for several years.

Read more at Medscape.com

Product Focus

VITAMIN B12



****SPECIAL OFFER** Buy One Get One Free****
****just order one and we will send you two!****

Adenosylcobalamin is an activated form of B12, making it immediately available for use by the body (as is methylcobalamin). While methylcobalamin is found in the cytosol of cells and predominates in blood and other fluids, adenosylcobalamin is the major form of vitamin B₁₂ stored in the mitochondria of cellular tissues.

Adenosylcobalamin is the co-enzyme for the conversion of methylmalonyl-CoA to succinyl-CoA. This is a key reaction in one of the pathways of the citric acid cycle. It is therefore crucial to the normal process of gluconeogenesis.

Vitamin B12 contributes to normal energy-yielding metabolism, to normal functioning of the nervous system and to normal homocysteine metabolism.

Vitamin B12 also contributes to the reduction of tiredness and fatigue. It is essential for normal immune function and psychological function, and is essential in the production of red blood cells.

This product is:

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

Recommended Dosage:

Take 1 capsule daily or as directed by your healthcare practitioner.

Contents: One vegetable capsule contains:

vitamin B12 (as adenosylcobalamin) 1 mg
microcrystalline cellulose 109 mg
other ingredients: vegetarian capsule (hypromellose - cellulose)

ORDER NOW :

[Adenosylcobalamin 60 capsules - £12.98](#)



****SPECIAL OFFER** Buy One Get One Free**
just order one and we will send you two!**

Adenosylcobalamin is also available from Pure Bio as a liquid – please click [here](#)

To see our full range of vitamin B12 supplements – please click [here](#)

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Latest Pure Bio News

PRICE INCREASES WITH EFFECT FROM 1ST MARCH 2024

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 across our product ranges for 3 years.

However, due to increased raw material costs and supply chain transport costs, particularly in the present inflationary 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 these increases but we are forced to increase our prices marginally from 1st March 2024 on the majority of our products.

We hope that this advance notice gives you plenty of time to stock up on your regular products before the price rises on 1st March.

Thank you for your continued support of Pure Bio – we greatly value your business.



Leading UK supplier of the highest quality pure nutritional supplements

WHY CHOOSE US?

- **Highest Quality** - 100% pure products, free of all binders, fillers & stearates
- **Absolute Reliability** - Goods despatched on day of order
- **Worldwide Delivery** - Efficient customer service wherever you are
- **Competitive Prices** - Excellent value for money



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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 £
<u>Blackcurrant Seed Oil</u>	100	1	31 Jan 24	FREE

<u>Phytomenin</u>	50ml	6	31 Jan 24	FREE
<u>SIN 61</u>	50ml	1	31 Jan 24	FREE
<u>Vitamin C Powder</u>	250gm	7	31 Jan 24	FREE
<u>Green Vitality Protein Powder</u>	10g	5	02 Feb 2024	FREE
<u>Green People Self Tan Lotion</u>	200ml	1		FREE
<u>Green Vitality Protein Powder</u>	300g	2	22 Feb 2024	£27.49
<u>Adenosylcobalamin</u>	60	85	30 Apr 24	BOGOF £12.98

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

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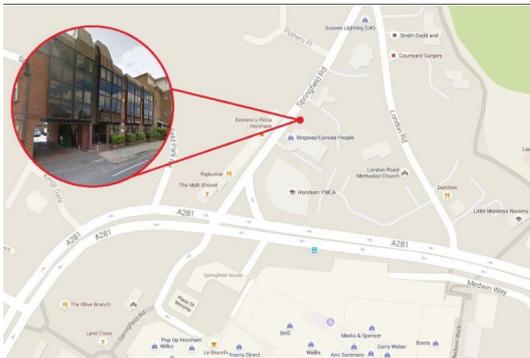
Quote of the Month

“When you have exhausted all possibilities, remember this - you haven’t”

- Thomas Edison

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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

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