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Dear Colleague

Welcome to our June 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

**MEDITERRANEAN DIET PROTECTS AGAINST DEMENTIA, REGARDLESS OF GENETIC RISK**



The Mediterranean diet, which is rich in fruits, vegetables, nuts, whole grains, and seafood, may help protect the ageing brain.

The study at Newcastle University, Newcastle Upon Tyne found that observational data from more than 60,000 adults showed that greater adherence to a Mediterranean diet was associated with up to a 23% lower risk of developing dementia over an average of 9 years.

Importantly, it showed that even for those with higher genetic risk, having a more Mediterranean-like diet reduced the likelihood of developing dementia.

Read more at [Medscape.com](https://www.medscape.com)

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### **RED SEAWEED HAS PREBIOTIC AND ANTICANCER BENEFITS**



Red seaweeds have been prevalent in the diets of Asian communities for thousands of years. Eating this mineral-rich sea vegetable could be one reason why the Japanese have such low rates of several cancers, including colon, colorectal and breast.

Researchers at the University of Illinois have analysed the sugars from red seaweed to understand their health-giving properties. They discovered it contains six different sugars, and three of them have probiotic and anticancer qualities.

One of the sugars acts as a prebiotic; it encourages the growth of probiotic bacteria in the gut.

Another sugar, AHG, has cancer-fighting qualities. AHG inhibits the growth of human colon cancer cells and yet does not affect the growth of normal cells. It seems to trigger apoptosis, or cell death, a necessary process that stops cancerous cells growing.

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

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## Product Focus

### NEW PRODUCT LAUNCH

# viridian

### PREBIO FIBRE POWDER



We are pleased to announce the launch of a new Viridian product – [Organic Prebio Fibre powder -150gm](#)

Organic Prebio Fibre Powder from Viridian is a blend of baobab pulp and acacia resin, both sustainably sourced from Africa.

This soluble dietary fibre is a low FODMAP prebiotic fibre which can travel to the small and large intestine, where it helps support friendly bacteria and also increases akkermansia levels. It contains 100% active ingredients that are sustainably sourced and certified organic.

Prebiotics are nondigestible components of food that act to modulate and support the gut microbiota. Emerging evidence suggests that they may play an even more significant role than probiotics, performing beneficial metabolic and protective functions within the gut, leading to overall cellular, immune and metabolic support.

#### **This product is:**

- **Free from gluten, soy and dairy and Palm Oil**
- **GMO free**
- **Suitable for vegetarians & vegans**

#### Recommended Dosage:

Best taken with food. Mix 3 teaspoons into food or drink daily, or as directed by your healthcare practitioner.

Contents: 3 teaspoons (approximately 5g) contains:

Acacia (seyal) fibre	2.5g
Baobab (Adansonia digitata) fruit pulp	2.5g
67% total fibre content	

**ORDER NOW :**

[Prebio Fibre powder -150gm - £24.44](#)



To order a Prebio Fibre 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

### CUSTOMER SATISFACTION



We are dedicated to providing a first class service to all those who deal with us as we know you have a choice, so thank you for choosing Pure Bio Ltd.

We love to hear from our practitioners about our products and services and your experience with Pure Bio Ltd, **so please let us have your feedback or leave a review - Just click on any of the links below.**





Here is a selection of [testimonials](#) we have received on our website. To leave your own views, simply click on the Pure Bio logo above - we look forward to your feedback!

THANK YOU

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## Summer 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 £
<a href="#">Horse Chestnut Balm</a>	30ml	1	27 Oct 22	FREE
<a href="#">Manuka Wound Honey</a>	30g	1	31 Oct 22	FREE
<a href="#">Strath Original Tablets</a>	100	2	31 Jan 23	FREE

<a href="#"><u>Flualfa Complex</u></a>	24	7	28 Feb 23	FREE
<a href="#"><u>Inositol Powder</u></a>	250g	2	30 Apr 23	FREE
<a href="#"><u>Magnesium Orotate Powder</u></a>	100g	1	29 May 23	FREE
<a href="#"><u>Adenosylcobalamin</u></a>	60	19	31 May 23	FREE
<a href="#"><u>SIN 10</u></a>	50ml	2	30 Jun 23	FREE
<a href="#"><u>Ascorbyl Palmitate</u></a>	180	2	30 Jun 23	FREE
<a href="#"><u>Ascorbyl Palmitate</u></a>	90	4	30 Jun 23	FREE
<a href="#"><u>Nuzest Strawberry sachet</u></a>	10g	15	06 July 23	£1.50
<a href="#"><u>Nuzest Good Green Vitality sachet</u></a>	10g	3	28 July 23	£1.50
<a href="#"><u>Chlorella Powder</u></a>	100gm	7	31 Jul 23	£4.99
<a href="#"><u>Spirulina Powder</u></a>	100gm	6	31 Jul 23	£3.62

<a href="#">Niacinamide</a>	90	1	31 Jul 23	£10.38
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<a href="#">Pycnogenol 100mg</a>	30	16	31 Aug 23	38.50
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<a href="#">Zap &amp; Clear Serum</a>	10ml	1	n/a	£7.00
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<a href="#">CBD 10% Oil Extract</a>	10ml	34	31 Oct 23	<b>Buy 1 Get 1 Free</b> £41.99
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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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## Forthcoming Seminars

**LONG-COVID - Treatment Strategies for covid,  
vaccine reactions and resultant auto immunity**

**With Tracy S Gates, D.O., DIBAK, L.C.P.H.**

**9 - 10 September 2023**

**Crowne Plaza Hotel, Langley Drive, Crawley, RH11 7SX  
Also available on Zoom**

***Places limited - book early to avoid disappointment!***

Long COVID / post-COVID syndrome is an emerging condition and one about which we are continuing to learn more with ever-increasing exposure to affected patients.

This seminar will provide information about how the medium and long-term effects of Covid-19 are understood to manifest in different body systems.

The weekend will aim to bring together all the latest research on the long-term effects of both covid infection and gene therapy vaccinations and present it in a manner that will allow you to apply it in a clinically useful way.

The weekend will involve muscle testing and requires basic knowledge in Applied Kinesiology techniques and concepts. There will be practical sessions throughout the weekend to cover the treatment procedures that you will learn.

For full details and to book [here](#).

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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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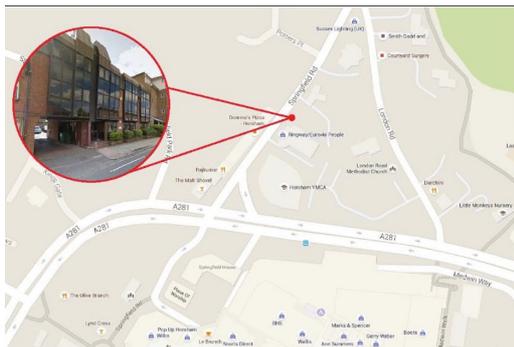
## Quote of the Month

**"The truth doesn't become less true because there are fewer people speaking it"**

Matt Walsh

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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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