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## Practitioner News May 2021: Latest research on depression

1 message

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28 May 2021 at 16:09

Practitioner News  
Nutritional Update May 2021

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Dear Colleague

Welcome to our May 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

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- [The essential role of B vitamins in iron deficiency anaemia](#)
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## Featured Articles

### [\*\*PROBIOTICS REDUCE MILD TO MODERATE DEPRESSION\*\*](#)

Probiotics may be effective in reducing core depressive symptoms in patients with a mild to moderate form of the disorder, according to a new pilot study.



The results suggest that probiotics may be effective in alleviating depressive symptoms such as mood, anhedonia (inability to feel pleasure) and sleep quality.

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

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### THE ESSENTIAL ROLE OF B VITAMINS IN IRON DEFICIENCY ANAEMIA

While iron deficiency is regarded as the major cause of nutritional anaemia, changes in vitamins A, B12, C & E, folic acid and riboflavin status have also been linked to its development and control. This paper provides a systematic review of vitamin supplementation trials relating to the control of nutritional anaemia.

Read more at [cambridge.org](https://www.cambridge.org)



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## Product Focus

### NEW PRODUCT LAUNCH



### VITAMIN B2 (RIBOFLAVIN)



We are pleased to announce the launch of a new [Pure Bio product - Vitamin B2 \(Riboflavin\) - 60 capsules](#).

Vitamin B2 (Riboflavin) is a water-soluble vitamin that plays an important role in energy metabolism.

It serves as a co-enzyme in the citric acid cycle, prompting ATP (energy) production from carbohydrate metabolism. It also promotes amino acid and fat utilisation.

Riboflavin absorption is decreased in cases of liver and gallbladder disease.

Riboflavin is required for the production of several neurotransmitters and thus is required for healthy functioning of the brain and nervous system.

It is necessary for the conversion of folate and B6 into their active forms. It also increases absorption of iron and a deficiency may lead to a state of anaemia, where there are immature red blood cells.

Iron metabolism is impaired in riboflavin deficiency. The release of iron reserves from the intracellular protein ferritin is dependent on the presence of riboflavin. Riboflavin is also required for haemoglobin synthesis. Riboflavin is necessary for the production of glutathione - an amino acid which, in its reduced form, protects the lens of the eye from oxidative damage (a cause of cataracts).

Riboflavin contributes to the protection of cells from oxidative stress, specifically providing protection of DNA, proteins and lipids. It also contributes to the maintenance of normal skin and mucous membranes.

- **Free from Gluten, Soya, Lactose and Sugar**
- **GMO free**
- **Kosher**
- **Suitable for vegans and vegetarians**

#### Recommended Dosage

Take 1 capsule daily with a meal, or as directed by your healthcare practitioner

#### Contents: one capsule provides:

Vitamin B2 (riboflavin)	50mg
Alfalfa	50mg
Other ingredients: capsule shell (vegetable cellulose)	

#### **ORDER NOW :**

[Vitamin B2 \(Riboflavin\) - 60 capsules - £11.98](#)



To order a Pure Bio Vitamin B2 (Riboflavin) sample phial for your Pure Bio test kit (at £1.50 each), simply call us on 01403 730342.

(Please note: this replaces the current phial in your test kit for Riboflavin, 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 Vitamin B2 \(Riboflavin\)](#). Please see above for full details.

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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 (caps)	Number of pots available	Expiry date	Sale price £
<a href="#">Potassium Aspartate</a>	90	7	31 Mar 21	FREE
<a href="#">ProFlora 123</a>	60gm	9	31 May 21	FREE
<a href="#">LVR Formula</a>	120	6	31 May 21	FREE
<a href="#">Creatine Powder</a>	500gm	2	31 May 21	FREE
<a href="#">A.I. Enzymes</a>	90	34	30 Jun 21	£13.00

<a href="#">Boron</a>	60	2	30 Jun 21	£6.24
<a href="#">Wholistic Red Ginseng</a>	30	3	31 Oct 21	£13.96
<a href="#">A.I. Formula</a>	120	12	30 Nov 21	£33.68

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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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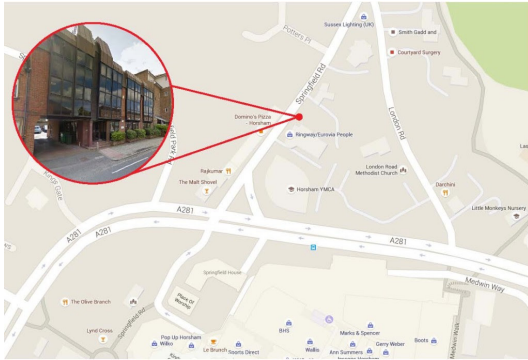
## Quote of the Month

"If you do not try, your chance of success drops to 0.0%"

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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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