
Practitioner News May 2022: Latest research on Coeliac Disease

1 message

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31 May 2022 at 15:25

Practitioner News
Nutritional Update May 2022

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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.

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Featured Articles

[**COELIAC DISEASE UP TO 9 X MORE COMMON IN YOUNG PEOPLE**](#)



Coeliac disease is linked to common chemical pollutants, according to the NYU Langone Health, NYU School of Medicine. Elevated blood levels of toxic chemicals found in pesticides, non-stick cookware and fire retardants have been tied to an increased risk for coeliac disease in young people, new research shows.

For the study, researchers analysed levels of toxic chemicals in the blood of 30 children and young adults, ages 3 to 21, who were newly diagnosed with coeliac disease at NYU Langone Hassenfeld Children's Hospital. Test results were compared with those from 60 other young people of similar age, gender and race. People with genes HLA-DQ2 and HLA-DQ8 are known to be at greater risk of being diagnosed with coeliac disease. Other symptoms of coeliac disease include diarrhoea, fatigue and anaemia.

Read more at [today'spractitioner.com](https://www.today'spractitioner.com)

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LOW VITAMIN B12 LINKED TO AGEING, AUTISM AND SCHIZOPHRENIA



Vitamin B12 supports normal brain development. A lower than normal level of vitamin B12 in the brain could adversely affect neurodevelopment in younger years, as well as learning and memory later in life. A new study published last week in *PLOS One* found that vitamin B12 levels in the brain are much lower in the elderly population, as well as significantly lower in individuals with autism or schizophrenia.

Read more at blog.designsforhealth.com

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Product Focus

NEW PRODUCT LAUNCH

viridian

VITAMIN B12 (ADENOSYL/METHYL) LIQUID



We are pleased to announce the launch of a new Viridian product - [Vitamin B12 \(Adenosyl/Methyl\) Liquid](#).

This completes our range of B12 LIQUIDS and for our full range of Vitamin B12 products please click [here](#)

A high potency B12 blend in liquid form for optimal absorption

Naturally red, Viridian's Liquid B12 is formulated in a base of glycerine (from coconuts) for easy absorption and contains natural orange oil for a pleasant flavour.

This vegan liquid formulation is made using a natural fermentation process and includes both Methyl and Adenosylcobalamin. These 2 different forms are at varying stages of metabolism and are required and used for different processes in the body.

Methylcobalamin has demonstrated the potential to support healthy cognitive and nerve function as well as memory and emotional well-being. It contributes to normal energy-yielding metabolism.

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 of palm oil and GMO ingredients; and is suitable for vegetarians and vegans.

ALTERNATIVE VITAMIN B12 LIQUIDS:

- **Vitamin B12 as Methylcobalamin** click [here](#)
- **Vitamin B12 as Adenosylcobalamin** click [here](#)
- **Vitamin B12 as Hydroxycobalamin** click [here](#)
- **Vitamin B12 as Adenosyl/Hydroxy** click [here](#)

Recommended Dosage

Put 0.5ml under the tongue for sublingual absorption, or as directed by your healthcare practitioner

Contents: 0.5ml provides:

Vitamin B12 500mcg

(as Methylcobalamin and Adenosylcobalamin)

in a base of glycerine, water and natural orange oil

ORDER NOW :

[Vitamin B12 \(Adenosyl/Methyl\) Liquid 50ml - £17.15](#)



To order a Vitamin B12 (Adenosyl/Methyl) liquid 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

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 [Viridian Vitamin B12 \(Adenosyl/Methyl\) Liquid](#). Please see above for full details.

****NEW RANGE ****

ALCOHOL FREE TINCTUES



In response to increased interest from our customers, we would like to remind you of a new Pure Bio range of ALCOHOL FREE herbal tinctures to complement our existing range of herbal tinctures. Initially, our range of Alcohol free tinctures will be available based on our most popular herbs, as shown on the [attached list](#), with the alcohol free option highlighted, but will be expanded as demand dictates.

Alcohol free tinctures are particularly useful for patients who may be recovering from an addiction or who don't wish to use alcohol for religious or cultural reasons or simply would prefer to use alcohol free products.

PLEASE NOTE: OUR NORMAL TINCTURES WILL ALWAYS BE OFFERED TO YOUR PATIENTS IN THE FIRST INSTANCE UNLESS THEY SPECIFICALLY REQUEST THE ALCOHOL FREE VERSION.

As part of our ongoing commitment to safe prescribing, all our herbal tinctures are restricted products and can only be purchased under the guidance and prescription of a healthcare practitioner registered with us.

Only practitioners can view or order them from our website (when logged in as a practitioner). **Your patients must telephone or email their orders to us to buy these products.**

Please do let us know if you would like us to add further herbal tinctures to the Pure Bio alcohol free range. Your feedback is appreciated. Thank you.

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WHAT OUR CUSTOMERS SAY ABOUT US

The satisfaction of our practitioners and customers is of paramount importance to us and, as such, we strive to deliver the highest quality products at the lowest cost to you. 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 are always grateful to hear from our customers about our products and services, as we are constantly striving to optimise your experience with us. Here is a selection of recent [testimonials](#) we have received and, if you would like to leave your own feedback, please comment on our [Contact Us](#) page.

Thank you for your continued custom.

"It is rare to find such great customer service so I will certainly come back and buy more products from you in the future" AF, May 2022

"Exactly as things should be ! Placed an order with a very helpful, polite and professional lady on the phone .Turned up the next day, packaged fine, costs fine. All a very good experience. I am very happy!" DA, March 2022

"Thank you for your excellent products and service." OD, June 2021

"Thank you for your quick response. Co-operation with Pure Bio is always a pleasure." MS, April 2021

"Thank you so much for all you help, I am so impressed with way you have kept me in the loop about the product. I have and will continue to buy from you." MM, March 2021

"Thank you again for such a professional service!" KA, Feb 21

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Forthcoming Seminars

Sponsored by Pure Bio

ICAK-UK presents:



The ***RARELY TAUGHT*** Core Fundamentals of Applied Kinesiology - a TWO WEEKEND accredited Course of core foundational material approved by the International College of Applied Kinesiology —ICAK

Running January & February 2023

This course is an exciting new opportunity to learn the absolute fundamentals of Applied Kinesiology (AK). The course is specifically designed for both those who may feel that the five weekend course is more information than is appropriate for their existing clinical environment, as well as for those who are looking for a basic entry-level education of AK which can feed into the full course at a later date if they wish.

The course will allow you to integrate AK easily and progressively into your existing practice.

WHEN: 28-29 January and 25-26 February 2023
VENUE: Aurora Hotel Gatwick/Crawley, Southgate Avenue, Crawley, RH10 6LW
SEMINAR TIMES: Saturday 10:00am to 6:00pm, Sunday 9:00am to 4:00pm

Click [here](#) for full details and to download an application form

(please note that this course is only open to practitioners with a minimum 3 year undergraduate degree in a medically oriented profession e.g. medical doctor, dentist, chiropractor, osteopath, physiotherapist etc).

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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 £
Nuzest Clean Lean Protein Vanilla	25g	10	05 June 22	FREE
Reduced Glutathione	180	4	31 May 22	FREE
Adenosylcobalamin	60	50	30 Sept 22	£6.49

SIMPLY TELEPHONE 01403 730342 OR EMAIL US ON info@purebio.co.uk TO PLACE YOUR

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!

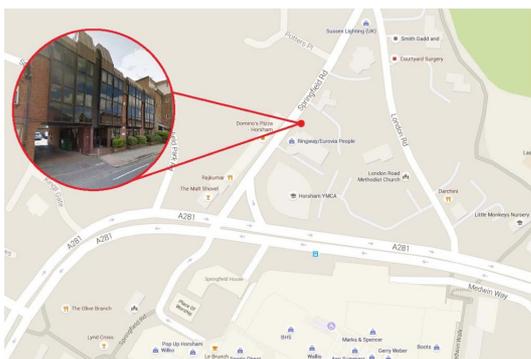
Order from the office 0044 (0)1403 730342 or visit our website [here](#)

Quote of the Month

**"When you wake up, you can't just wait and see what kind of day you will have.
You have to decide what kind of day you will have"**

Joel Olsteen

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





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