



Pure Bio &lt;purebioltd@gmail.com&gt;

## Practitioner News New Year 2020: Latest Research on Fighting Flu

1 message

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Practitioner News  
Nutritional Update New year 2020

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Dear Colleague

Welcome to our New Year 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

[\*\*ELDERBERRIES CAN HELP FIGHT FLU\*\*](#)



A recent study by a group of Chemical and Biomolecular Engineering researchers from the University of Sydney has determined exactly how a popular ancient remedy, the elderberry fruit, can help the fight against influenza.

The study showed that compounds from elderberries can directly inhibit the virus's entry and replication in human cells, and can help strengthen a person's immune response to the virus.

The phytochemicals were effective at inhibiting viral propagation at later stages of the influenza cycle when the cells had already been infected with the virus.

Additionally, the elderberry solution also stimulated the cells to release certain cytokines, which are chemical messengers that the immune system uses for communication between different cell types to coordinate a more efficient response against the invading pathogen.

The influenza virus is one of the leading causes of mortality worldwide, affecting nearly 10 per cent of the world population and contributing to one million deaths annually.

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

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### **GARLIC & ONIONS PROTECT AGAINST BOWEL CANCER**



Allium vegetables - garlic, leeks and onions - have a powerful protective effect on colorectal cancer, the world's third most common cancer.

Those who regularly eat the vegetables lower their risk of developing the cancer by 79%, according to a new study at the First Hospital of China Medical University.

About 1.4 million people develop colorectal cancer every year worldwide. It is a disease associated with poor diet and ageing.

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

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## Product Focus

### **NEW PRODUCT LAUNCH**

### **GARLIC COMPLEX by Pure Encapsulations**



Pure Encapsulations have reformulated GarliActive (which is now discontinued) and renamed the product [Garlic Complex](#) - 120 capsules.

Garlic Complex is a unique combination of aged fermented black garlic extract and garlic extract with enhanced stability. It is standardised for S-allyl-cysteine.

Garlic Complex has only a mild odour and taste compared to fresh garlic/garlic extract and is made with hypoallergenic, vegan ingredients..

The health-promoting effects of garlic are derived from its sulphur-containing compounds, including allicin and S-allyl-cysteine (SAC). The fermentation and ageing process utilised in the production of black garlic increases the levels of SAC and other bioactive compounds, including phenols and flavonoids. These compounds act as antioxidants in the body to protect tissues and support cellular function.

Standard garlic extract is included to promote broad-spectrum cardiovascular health, including support for healthy blood flow and platelet function, healthy lipid metabolism and healthy arterial function.

#### **PURE ENCAPSULATIONS GARLIC COMPLEX**

- Suitable for vegetarians and vegans
- GMO and Gluten free

#### Special Note

Potential Drug Interactions: Due to potential synergistic effects, concurrent use with anticoagulant and blood pressure medications should be closely supervised by a qualified health professional.

#### Recommended Dosage

2 capsules, 1-2 times daily, with meals, or as directed by your healthcare practitioner.

#### Contents: 2 capsules provide:

Aged fermented black garlic (allium sativum) extract (bulb) (standardised to contain 0.1% S-Allyl-cysteine)	600mg
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Garlic (allium sativum) extract (bulb) (standardised to contain 2,000 mcg/g allicin yield)	400mg
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other ingredients: vegetarian capsule (cellulose, water), hypoallergenic plant fibre (cellulose)

#### **ORDER NOW :\_**

[Garlic Complex - 120 capsules - £39.98](#)



To order a Garlic Complex 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 GarliActive, 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.

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### NEW YEAR 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!**

Product	Size (caps)	Number of pots available	Expiry date	Sale price £
<a href="#">Metabolic Xtra</a>	90	6	31 July 19	FREE
<a href="#">Cortisol Calm</a>	120	43	31 Oct 19	FREE
<a href="#">Magnesium Aspartate</a>	90	80	31 Oct 19	FREE

<a href="#"><u>Policosanol 20mg</u></a>	60	5	30 Nov 19	FREE
<a href="#"><u>Mineral 650 w/o Cu &amp; Fe</u></a>	180	3	30 Nov 19	FREE
<a href="#"><u>Zinc 30 Orotate</u></a>	100	5	05 Dec 19	FREE
<a href="#"><u>KrillPlex</u></a>	60	1	31 Dec 19	FREE
<a href="#"><u>Athletic Nutrients</u></a>	180	5	31 Dec 19	FREE
<a href="#"><u>L-Glutamine Powder</u></a>	227g	2	29 Feb 20	£23.70
<a href="#"><u>Digestive Enzymes Ultra</u></a>	180	6	29 Feb 20	£31.76
<a href="#"><u>CoQ10 60mg</u></a>	120	27	29 Feb 20	£36.49

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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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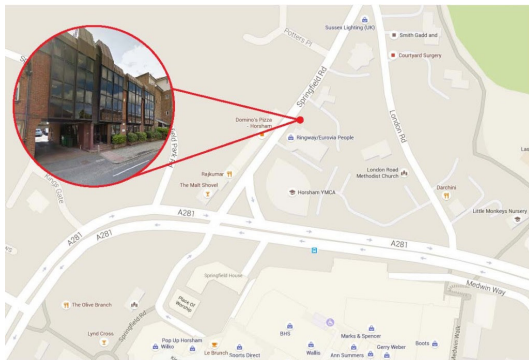
## Quote of the Month

**“Kind words can be short and easy to speak, but their echoes are truly endless”**

Mother Teresa

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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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