
Practitioner News October 2022: Ground-breaking research on Metabolism

1 message

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31 October 2022 at 17:00

Practitioner News
Nutritional Update October 2022

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Dear Colleague

Welcome to our October 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

[RESEARCHER DISCOVERS A MUSCLE THAT CAN PROMOTE GLUCOSE AND FAT BURNING TO FUEL METABOLISM FOR HOURS WHILE SITTING](#)



From the same mind whose research propelled the notion that "sitting too much is not the same as exercising too little", comes a ground-breaking discovery set to turn a sedentary lifestyle on its ear: the soleus muscle in the calf, though only 1% of your body weight, can do big things to improve the metabolic health in the rest of your body, if activated correctly.

And Marc Hamilton, professor of Health and Human Performance at the University of Houston, has discovered such an approach for optimal activation - he's pioneering the "soleus pushup" (SPU) which effectively elevates muscle metabolism for hours, even while one is sitting. The soleus, one of 600 muscles in the human body, is a posterior leg muscle that runs from just below the knee to the heel.

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

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INCREASED COLONIC MUCOSAL OMEGA-3 FATTY ACIDS AND INCREASED AKKERMANSIA ABUNDANCE

Data from a dietary intervention study in individuals at increased risk of colon cancer was analysed to determine whether changes in the colonic mucosal **omega-3/omega-6** PUFA ratio was associated with changes in the mucosal microbiome composition. Both increased dietary intake of omega-3 PUFAs and subsequent increases in colonic mucosal omega-3 PUFA concentrations have been linked to improved gut barrier function and decreased risks of metabolic diseases and cancer.

In this analysis, greater increases in mucosal omega-3/omega-6 PUFA ratios after intervention (Healthy Eating diet or Mediterranean diet) were significantly associated with several changes in bacterial populations, including increased *Akkermansia muciniphila* relative abundance. An increased abundance of *A. muciniphila* was also significantly associated with decreased PGE₂, a pro-inflammatory mediator in the colon. *A. muciniphila* is found within the mucin layer and therefore is likely to impact the gut barrier function, however further studies are warranted.

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



Product Focus

NEW PRODUCT LAUNCH



ORGANIC FLAX & SAFFLOWER OIL



We are pleased to announce the launch of a new Pure Bio product - [Organic Flax & Safflower Oil - 90 capsules](#).

Pure Bio's **Organic Flax & Safflower Oil capsules** provide an organic blend of omega-3 and omega-6 oils in their virgin state and in a ratio of 1:4.

The oils are extracted using low temperature, expeller-pressed technology, which protects the active substances from distortion and ensures the highest quality of nutrients.

Flax seed oil provides 50% omega-3 fatty acids and safflower oil contains 55% GLA (omega-6 fatty acid). Flax seed oil contains alpha linolenic acid (ALA), an omega-3 fatty acid that can be converted into eicosapentaenoic acid, or EPA in the body.

As a combined source of omega-3 and omega-6 fatty acids, flax seed and safflower oils can be converted into Prostaglandins-3 (PGE3) and Prostaglandins-1 (PGE1) respectively. These two substances help to balance the body's needs for inflammatory repair and anti-inflammatory protection; particularly in respect of cardiac and circulatory health. They are also involved in multiple other biological processes, including intracellular signalling, regulating the structure and function of cell membranes and gene expression.

THIS PRODUCT IS:

- **GMO and glyphosate free**
- **Free from dairy and gluten**
- **NOT suitable for vegetarians and vegans**

Recommended Dosage:

Take 2-4 capsules daily, in divided doses, with food, or as directed by your healthcare practitioner

Contents - one softgel capsule provides:

Linolenic Acid (Omega 3)	175mg
Linoleic Acid (Omega 6)	700mg

other ingredients:

capsule (gelatine, glycerine and water)

ORDER NOW :

[Organic Flax & Safflower Oil - 90 capsules - £17.99](#)



To order an Organic Flax & Safflower oil sample phial for your Pure Bio EFA test kit (at £1.50 each), simply call us on 01403 730342

(Please note this product replaces Flax & Borage Oil in your EFA test kits, which has now been discontinued)

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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 [Pure Bio organic Flax & Safflower Oil - 90 capsules](#). Please see above for full details.

PURE BIO CHRISTMAS GIFTS



IT'S THAT TIME OF YEAR AGAIN!...

Choose from our wide range of [organic toiletries](#), from handmade soaps to body lotions and much more. Or how about our [handmade organic candles](#) for the perfect Christmas present? We have individual products or lovely [gift sets](#) ready-made for you - the choice is yours!

Still can't decide? How about a [Pure Bio Gift Voucher](#) for your loved one to choose their favourite Pure Bio products.

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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**

Pure Bio Gift Voucher

This certificate entitles you to **Example only**

To **£** of products from Pure Bio Ltd



**The gift of health —
with the luxury of choice!**

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44 Springfield Road
HORSHAM
West Sussex
RH12 5PD
Tel: 01403 730342
www.purebio.co.uk

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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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	Expiry date	Sale price £
Policosanol 20mg	90	4	10 Jan 22	FREE
Essential-C & flavonoids	90	5	30 Sep 22	FREE
AGO 2 Earth Element	50ml	1	31 Oct 22	FREE

<u>Nuzest Real Coffee</u>	25g	5	17 Oct 22	FREE
<u>Epi-Integrity Powder</u>	171gm	1	31 Oct 22	FREE
<u>Nuzest Wild Strawberry</u>	500gm	2	02 Nov 22	FREE
<u>Malic Acid</u>	90	2	04 Nov 22	FREE
<u>FitoFlualfa 500mg</u>	24	1	30 Nov 22	£13.20
<u>Oromix Plus Spray</u>	30ml	14	30 Nov 22	£12.00
<u>Multi PhytoNutrient</u>	90	1	09 Dec 22	£15.18
<u>Strath Original Liquid</u>	500ml	2	31 Dec 22	£15.00
<u>CBD 10% Oil Extract</u>	10ml	60	31 Oct 23	Buy 1 Get 1 Free £41.99

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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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: Hotel Sofitel, North Terminal, Gatwick Airport, RH6 0PH
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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Quote of the Month

"The aim of argument or of discussion should not be victory, but progress"

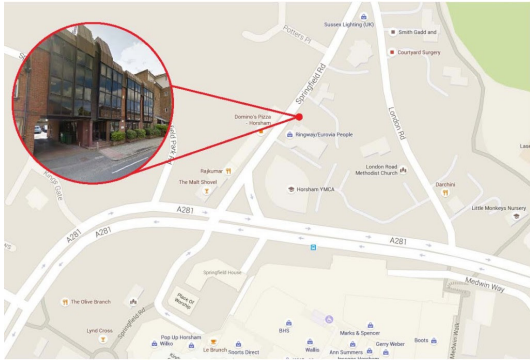
Joseph Joubert

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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**



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Email: info@purebio.co.uk

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