
Practitioner News September 2021: Latest research on Irritable Bowel Disease

1 message

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30 September 2021 at 14:30

Practitioner News
Nutritional Update September 2021

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Dear Colleague

Welcome to our September 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

[HOW PROCESSED FOODS \(AND SPECIFICALLY SUGAR\) CONTRIBUTES TO IRRITABLE BOWEL DISEASE](#)

A Western diet rich in sugar and fat causes damage to Paneth cells - immune cells in the gut



that help keep inflammation in check, a study shows. When Paneth cells are not functioning properly, the gut immune system is prone to inflammation, putting people at risk of inflammatory bowel disease, say the authors, who performed studies of both humans and lab mice at Washington University School of Medicine.

Read more at dailymail.co.uk

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HOW CHRONIC INFLAMMATION MAY DRIVE DOWN DOPAMINE AND MOTIVATION

Growing evidence shows that the brain's dopamine system, which drives motivation, is directly affected by chronic, low-grade inflammation. A new paper proposes that this connection between dopamine, effort and the inflammatory response is an adaptive mechanism to help the body conserve energy.



Read more at neurosciencenews.com

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Product Focus

NEW PRODUCT LAUNCH



L-PHENYLALANINE 500mg



We are pleased to announce the launch of a new [Pure Bio Product - L-Phenylalanine 500mg 60 capsules](#)

L-Phenylalanine is an essential amino acid and therefore cannot be synthesized by the body. It must be obtained from the diet.

L-Phenylalanine is a precursor to tyrosine, which converts to the neurotransmitters norepinephrine,

epinephrine, dopamine and tyramine. These amino acids can affect mood, attention and working memory.

Tyrosine is also necessary for the production of thyroxine.

Phenylalanine crosses the blood brain barrier and can have an impact on the levels of serotonin.

Each capule provides 500mg of pure Phenylalanine in its natural L- form.

This product is:

- **Free from gluten, yeast, wheat, soya, dairy, sugar and is excipient free**
- **Suitable for vegetarians and vegans**

Special Note

If you are pregnant or lactating, or are taking any medication, consult your healthcare practitioner before use.

Recommended Dosage

Take 2 capsules daily, on an empty stomach and with a little juice, or as directed by your healthcare practitioner.

Contents: one capsule provides

L-Phenylalanine (free form) 500mg
other ingredients:
vegetable capsule (hydroxypropyl methylcellulose)

ORDER NOW:

[L-Phenylalanine 500mg - 60 capsules - £14.99](#)



To order a sample phial of L-Phenylalanine 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 dl-Phenylalanine, 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 L-Phenylalanine 500mg](#). Please see above for full details.

****NEW RANGE****
ALCOHOL FREE HERBAL TINCTURES



In response to a growing demand from our customers, we are pleased to announce the introduction 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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Autumn 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 £
Metabolic Xtra	90	1	30 Sep 21	FREE

<u>Inositol Powder</u>	250g	1	30 Sept 21	FREE
<u>Boron</u>	60	10	30 Sept 21	FREE
<u>TMG Betaine</u>	90	2	30 Sept 21	FREE
<u>Wholistic Red Ginseng</u>	30	1	31 Oct 21	£13.96
<u>Iodine & Tyrosine</u>	60	16	31 Oct 21	£13.50
<u>HM Complex</u>	90	1	30 Nov 21	£28.02
<u>A.I. Formula</u>	120	5	30 Nov 21	£33.68
<u>L-Carnitine</u>	60	4	30 Nov 21	£21.99

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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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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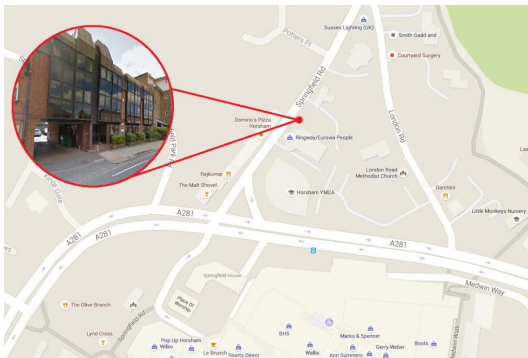
Quote of the Month

"The trees are about to show us how lovely it is to let things go"

Unknown

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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

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