
Practitioner News December 2024: Latest research on boosting brain power

1 message

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Practitioner News
Nutritional Update December 2024

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Dear Colleague

Welcome to our December 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 and how to use them.

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Featured Articles

[**SINGLE BOUTS OF HIIT EXERCISE BOOST BRAIN POWER**](#)



New research reveals that even a single session of intense exercise, like HIIT or cycling, can enhance brain function in young adults.

The study found cognitive benefits in areas like memory, attention and executive function, with high-intensity workouts showing the strongest effects.

These effects were especially pronounced when the exercises were shorter than 30 minutes and tested immediately after completion.

Read more at neurosciencenews.com

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[LINK BETWEEN GUT-BRAIN AXIS AND DEPRESSION](#)



The gut-brain axis has come to the forefront of research into the gut microbiome and mental health.

A recently published study delved into probiotic supplementation as a form of supporting the gut-brain axis and, in turn, alleviating the symptoms of depression. Strains such as *L.plantarum* and *L.paracasei* were included in a double-blind trial, in an effort to help us find what bacteria can be a great help in aiding our gut-brain axis.

Read more at casi.org

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Product Focus

NEW PRODUCT LAUNCH



We are pleased to announce the launch of a new [Pure Bio Product - ProFlora 50B \(vegan\) - 60 capsules](#).

Pure Bio's ProFlora 50B (vegan) provides 50 billion viable organisms (at the time of manufacture) of fourteen beneficial bacteria *Bifidobacterium bifidum*, *Bifidobacterium lactis*, *Bifidobacterium longum*, *Bifidobacterium breve*, *Bifidobacterium infantis*, *Lactobacillus plantarum*, *Lactobacillus acidophilus*, *Lactobacillus rhamnosus*, *Lactobacillus casei*, *Lactobacillus bulgaricus*, *Lactobacillus reuteri*, *Lactobacillus salifarius*, *Lactobacillus paracasei* and *streptococcus thermophilus*, offered in acid-resistant capsules with pH targeted release to deliver maximal viable organisms to the digestive tract.

This vegan-friendly blend offers a high strength dosage (50 billion per 1000mg) of natural host bacteria that facilitate healthy intestinal ecology.

Special Note

Probiotics may be contraindicated for immunocompromised individuals. If you are pregnant or lactating, have any health condition or are immunocompromised, consult your practitioner before use.

This product requires refrigeration to maintain culture viability.

This product is

- **Free from gluten, lactose, soy and sugar**
- **GMO free**
- **Kosher**
- **Suitable for vegetarians & vegans**

Recommended Dosage:

Take 2 capsules daily before meals, with 6-8oz water, or as directed by your healthcare practitioner.

Contents: Two vegetarian capsules provide:

Probiotic blend 1000mg

(50 billion viable organisms at the time of manufacture)

Consisting of:

Bifidobacterium bifidum

Bifidobacterium lactis
Bifidobacterium longum
Bifidobacterium breve
Bifidobacterium infantis
Lactobacillus plantarum
Lactobacillus acidophilus
Lactobacillus rhamnosus
Lactobacillus casei
Lactobacillus bulgaricus
Lactobacillus reuteri
Lactobacillus salivarius
Lactobacillus paracasei
Streptococcus thermophilus
Other ingredients: vegetarian capsule

ORDER NOW:

[ProFlora 50B \(vegan\) - 60 capsules - £48.98](#)



To order a ProFlora 50B (vegan) 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](#)

**WISHING YOU ALL A VERY HAPPY AND HEALTHY NEW YEAR
From all at Pure Bio**



DISCONTINUED PRODUCTS

Pure Encapsulations have discontinued the following products for the UK, so please remove them from your Pure Bio test kits - we apologise for the short notice but we have only just been informed.

Please see the suggested alternatives from our comprehensive range and let us know if you need replacement sample phials for your test kits and we will be happy to send these to you.

- AC FORMULA II - suggested anti-fungal alternatives are [Grapefruit Seed Extract](#), [Caprylic Acid](#), [Oregano complex](#) or [ProFlora GG](#)
- PROFLORA 5 - suggested alternatives are [ProFlora 50B \(vegan\)](#) or any of our [probiotic](#) range
- PROFLORA 50B - suggested alternatives are [ProFlora 50B \(vegan\)](#) or any of our [probiotic](#) range

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NEW YEAR PRICE RISES



2024 has been a challenging year, with raw material prices increasing by over 50% which, in turn, has impacted on the cost of finished products that you buy from us. We have absorbed these costs thus far but this, together with increased fixed costs of staff and premises (with more to come in 2025), means that we will reluctantly have to pass on some of these costs to you in 2025.

We do not do this lightly as we value your custom and know that you always have choices, so will mitigate the price rises as much as possible. To help you plan ahead and stock up on your favourite supplements before the price rise, we are giving you 1 month's notice before our prices increase on **31 January 2025**.

Of course, we have lots of sale offers listed below and a 30% discount on our range of Green People organic toiletries to help you save money. Hurry while stocks last!

We greatly appreciate your understanding and valued custom. Thank you for choosing Pure Bio Ltd

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	Best before date	Sale price £
<u>SIN 23</u>	50ml	2	30 Nov 24	FREE
<u>M.11</u>	50ml	3	30 Nov 24	FREE
<u>Inositol Powder</u>	250g	1	31 Oct 24	FREE
<u>CBD Oil</u>	20ml	3	18 Dec 24	FREE
<u>Quercetin</u>	60	9	31 Dec 24	FREE

[Poly-ProFlora Powder](#) 138g 2 31 Dec 24 FREE

[Adenosylcobalamin](#) 60 100 31 Jan 25 FREE

FANTASTIC SPECIAL OFFER - 30% DISCOUNT ON ALL GREEN PEOPLE ORGANIC TOILETRIES UNTIL 31/12/24

Great time to stock up and save money too! Everything from body lotions and deodorants to shampoo & conditioners, sun lotions and toothpaste - the list is endless for both men and women. See our full range of [organic toiletries](#)

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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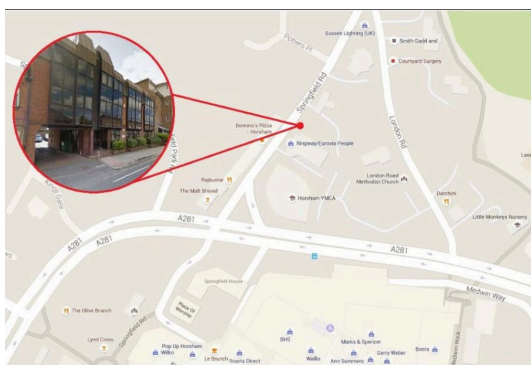
Quote of the Month

**"You can have a thousand problems in life until you have a health problem.
Then you only have 1 problem"**

~Food Matters

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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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