
Practitioner News January 2025: Latest research on the immune system

1 message

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Practitioner News
Nutritional Update January 2025

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Dear Colleague

Welcome to our January 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

[VEGAN OR KETO DIET KICK-STARTS THE IMMUNE SYSTEM](#)



Major changes in immune responses happen after eating either diet for just two weeks, say researchers from the National Institutes of Health in the US.

The diets triggered different immune responses. The vegan diet bolstered innate immunity - the immune system's first line of defence against pathogens in general - while the low-carb keto diet enhanced adaptive immunity, which is specific to a particular pathogen, such as a virus. The researchers also noted metabolic improvements in the microbiome, the billions of bacteria living in the gut.

Read more at [nih.gov](https://www.nih.gov)

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SLEEP LOSS WEAKENS BRAIN'S ABILITY TO BLOCK UNWANTED MEMORIES



Sleep deprivation impairs the brain's ability to suppress unwanted memories, a function critical for maintaining mental health.

In a study, well-rested participants could engage the prefrontal cortex to block intrusive thoughts, while sleep-deprived individuals struggled.

The hippocampus, responsible for memory retrieval, showed reduced activity during suppression in rested participants but remained overactive in those deprived of sleep.

REM sleep emerged as vital for restoring this brain function, highlighting its role in preventing negative thoughts.

Read more at neurosciencenews.com

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Product Focus

5-HYDROXYTRYPTOPHAN (5-HTP)



Nothing But Pure®



[5-Hydroxytryptophan \(5-HTP\)](#) is an intermediate in the natural synthesis of the essential amino acid, tryptophan, to serotonin. The enzyme tryptophan hydroxylase adds a hydroxyl group (OH) to tryptophan, forming the 5-HTP intermediate. In the body, it converts to serotonin with the removal of a carboxyl group (COOH) by a second enzyme.

The 5-HTP supplied in this supplement is derived from the *Griffonia simplicifolia* plant.

5-Hydroxytryptophan (5-HTP) has been used successfully for people with insomnia, as it converts to the chemical messenger, serotonin. (Serotonin is the "Happy Hormone" that stabilises mood, feelings of well-being and happiness, as well as helping to regulate appetite, digestion, sleep and memory). 5-HTP supplementation has been shown to particularly improve sleep patterns in those that wake repeatedly during the night. It has also been shown to improve sleep quality in people suffering with fibromyalgia.

This product is

- **Free from gluten**
- **GMO free**
- **Suitable for vegetarians & vegans**

Special Note

Not to be taken by pregnant or lactating women. If you have any health condition or are taking any medication, particularly psychiatric medications, consult your healthcare practitioner before use. Do not use concurrently with antidepressants.

Recommended Dosage:

Take 1-3 capsules each evening, or divided morning and evening, or as directed by your healthcare practitioner.

[Contents: One vegetarian capsules provides:](#)

5-hydroxytryptophan (Griffonia simplicifolia) 100mg

Other ingredients: vegetarian capsule

ORDER NOW:

[5-Hydroxytryptophan \(5-HTP\) 100mg - 60 capsules - £63.74](#)

[5-Hydroxytryptophan \(5-HTP\) 50mg - 180 capsules - £99.98](#)



To order a 5-HTP 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

HANDMADE ORGANIC SOAPS - SPECIAL OFFER!



Aromatherapy Soap - Wild Scottish Raspberry 150g - £6.50

With a juicy, mouth-watering raspberry scent, this soap gives a rich lather to leave skin cleansed and refreshed. Raspberry seed oil is reputed to be excellent for sensitive skin and is deeply nourishing. A deeply moisturising soap to gently cleanse and nourish skin.

Made with skin-loving glycerine from certified Organic vegetable oils.

PURE BIO ARE OFFERING A DISCOUNTED PRICE ON HANDMADE ORGANIC AROMATHERAPY SOAPS FROM THE HIGHLAND SOAP COMPANY UNTIL 28 FEBRUARY 2025

BUY 2 BARS OF 150g AROMATHERAPY SOAP FOR £10.00 (SAVE £3.00)

The Highland Soap Company use traditional handcrafted manufacturing processes with an emphasis on high quality local fresh, natural ingredients and herbal therapy. The plant ingredients, precious oils and butters are grown organically, ethically or wild-harvested. Their products are certified **organic and vegetarian friendly**. There are no genetically modified (GM) ingredients and all products are 100% Cruelty-free and not tested on animals.

For the full range of the 9 scents available, see the website: [Soap & Handwash](#)

To take advantage of this offer, simply call the office on 01403 730342 or email info@purebio.co.uk

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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	Best before date	Sale price £
<u>CBD Oil</u>	20ml	1	18 Dec 24	FREE
<u>SIN 44</u>	50ml	3	31 Jan 25	FREE
<u>Adenosylcobalamin</u>	60	48	31 Jan 25	FREE

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](http://www.purebio.co.uk)

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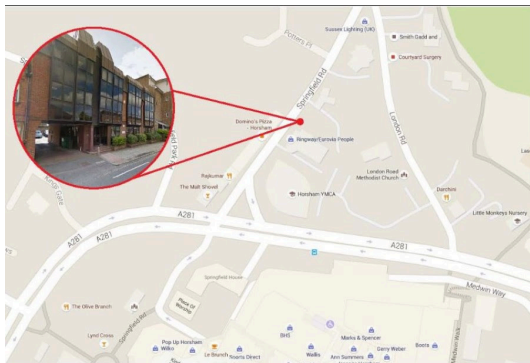
Quote of the Month

"Slow down and find the peace that lies beneath the chaos"

~Unknown

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How to Find Us



You can order from our [website](http://www.purebio.co.uk) or make purchases in person.

Find us at: **Ground Floor, 44 Springfield Road, Horsham, West Sussex, RH12 2PD**

Tel: 0044 (0)1403 730342

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