
Practitioner News October 2024: Latest research on heart attack and stroke

1 message

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Practitioner News
Nutritional Update October 2024

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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 and how to use them.

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[XYLITOL INCREASES RISK OF HEART ATTACK AND STROKE](#)



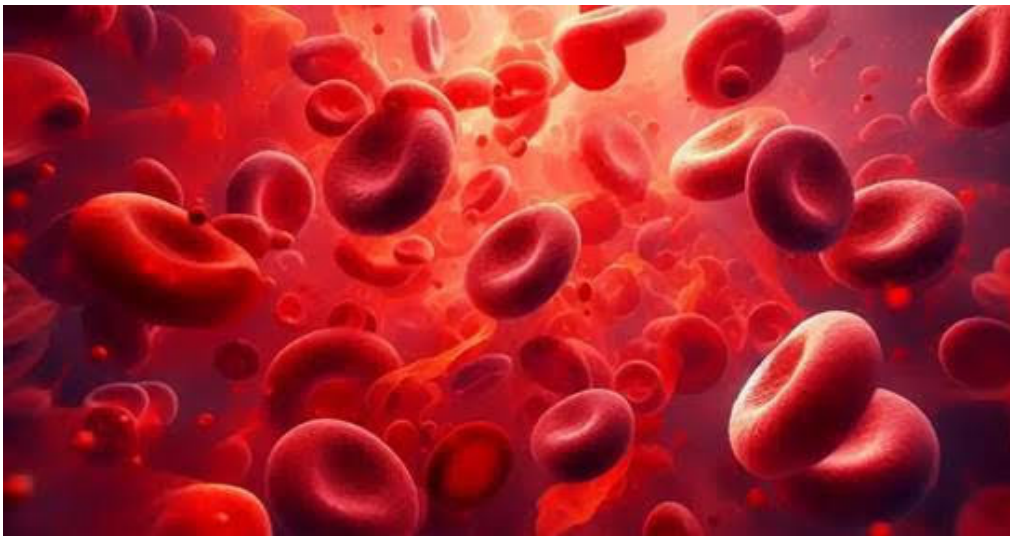
Xylitol, the sugar alcohol that is used in processed foods and toothpaste as a "healthy" sugar substitute, causes the blood to clot, according to research from the Cleveland Clinic.

The researchers analysed more than 3,000 people in the US and Europe for three years. They found that xylitol causes platelets to clot and raises the risk of thrombosis.

Read more at newsroom.clevelandclinic.org

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[THE ESSENTIAL ROLE OF B VITAMINS IN IRON DEFICIENCY ANAEMIA](#)



While iron deficiency is regarded as the major cause of nutritional anaemia, changes in vitamins A, B12, C and E, folic acid and riboflavin status have also been linked to its development and control. This paper provides a systematic review of vitamin supplementation trials relating to the control of nutritional anaemia.

Read more at cambridge.org

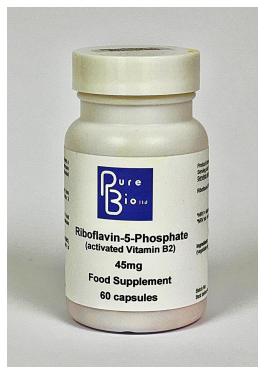
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Product Focus

NEW PRODUCT LAUNCH



RIBOFLAVIN-5-PHOSPHATE (ACTIVATED VITAMIN B2)



We are pleased to announce the launch of a new [Pure Bio Product - Riboflavin-5-Phosphate \(activated Vitamin B2\) - 60 capsules](#)

Vitamin B2 (Riboflavin) is a water-soluble vitamin that plays an important role in energy metabolism.

It serves as a co-enzyme in the citric acid cycle, promoting ATP (energy) production from carbohydrate metabolism. It also promotes amino acid and fat utilisation. The active forms of riboflavin are synthesised in the mitochondria, forming Riboflavin-5-Phosphate. Certain groups of people are unable to adequately convert riboflavin into its active form (eg those with genetic single nuclear polymorphisms or "SNPs") so that it becomes essential to take vitamin B2 in its activated form.

Riboflavin absorption is decreased in cases of liver and gallbladder disease.

Riboflavin in its active form is required for the production of several neurotransmitters and thus is required for healthy functioning of the brain and nervous system.

It is necessary for the conversion of folate and B6 into their active forms. It also increases absorption of iron and a deficiency may lead to a state of anaemia, where there are immature red blood cells.

Iron metabolism is impaired in riboflavin deficiency. The release of iron reserves from the intracellular protein ferritin is dependent on the presence of riboflavin. Riboflavin is also required for haemoglobin synthesis.

Riboflavin is necessary for the production of glutathione - an amino acid which, in its reduced form, protects the lens of the eye from oxidative damage (a cause of cataracts).

Riboflavin contributes to the protection of cells from oxidative stress, specifically providing protection of DNA, proteins and lipids.

It also contributes to the maintenance of normal skin and mucous membranes.

This product is

- Free from gluten, dairy and sugar
- GMO free
- Suitable for vegetarians & vegans

Recommended Dosage:

Take 1 capsule daily, with a meal, or as directed by your healthcare practitioner.

Consume within 3 months of opening.

Contents: One vegetarian capsule provides:

Riboflavin-5-Phosphate 45mg

other ingredients: capsule shell (hydroxypropyl methyl cellulose)

ORDER NOW:

[Riboflavin-5-Phosphate - 60 capsules £21.50](#)



To order a Riboflavin-5-Phosphate (activated Vitamin B2) sample phial for your Pure Bio test kit (at £1.50 each), simply call us on 01403 730342

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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	Number of pots available	Best before date	Sale price £
<u>Niacinamide</u>	90 caps	1	31 Aug 2024	FREE

Niacitol 650mg	180	5	30 Sept 24	FREE
Thyroid Support Complex	120	2	31 Oct 24	FREE
Flex UC-II	30	2	31 Oct 24	FREE
Nuzest Protein Powder - Wild Strawberry	25gm	6	15 Nov 24	£1.50
Adenosylcobalamin	60	78	31 Jan 25	BOGOF £12.98

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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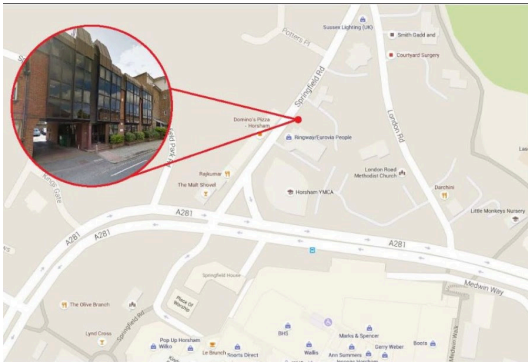
Quote of the Month

"Stand up for what you believe in, even if it means standing alone"

Novak Djokovic

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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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