



Nothing But Pure®

PureResponse™

Promote Active Response.‡
Create Immune Balance.‡



†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

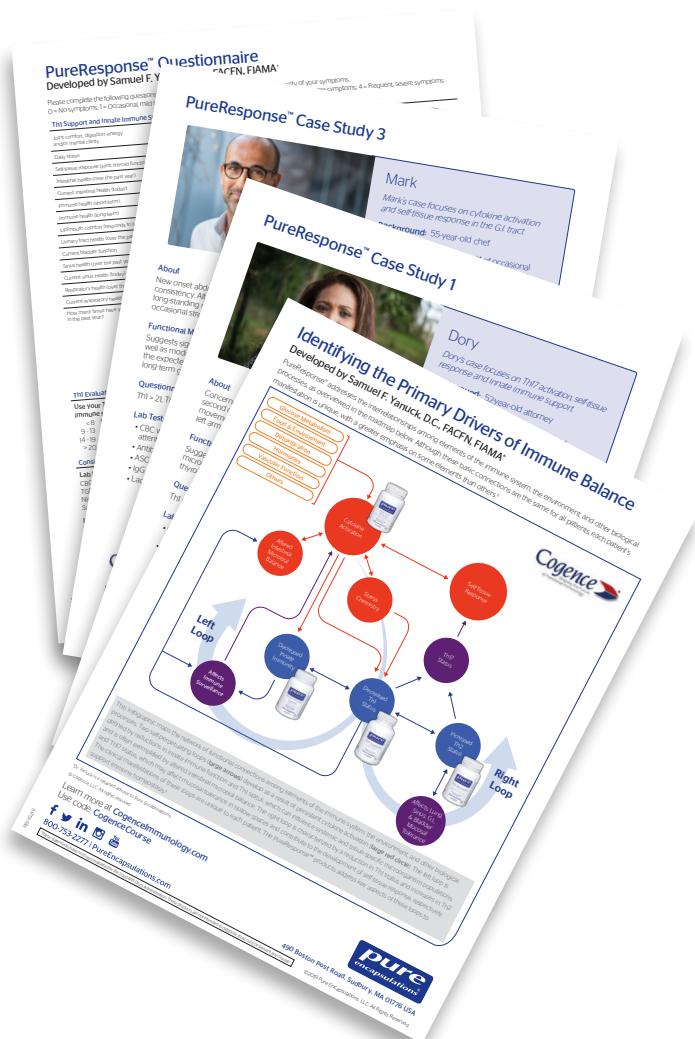
PureResponse™

Promote Active Response.‡
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A first-of-its-kind platform at the forefront of functional immunology, PureResponse™ was developed for the more than 25 million Americans seeking solutions to reset their immune balance and responsiveness. Through a progressive decoding of functional immunology, this platform teases apart the nuances for each patient type and addresses the unique, underlying core biological mechanisms to advance the practitioner's understanding and deliver predictable results.‡

Developed in collaboration with nationally recognized immunology thought leader Samuel F. Yanuck, D.C., this exclusive nutrition platform features:

- ✓ Primary Drivers of Immune Balance Roadmap
- ✓ Patient Questionnaire
- ✓ 3 Clinically Validated Protocols
- ✓ Foundational and Targeted Support Products‡
- ✓ Diet and Lifestyle Recommendations
- ✓ Assessment and Monitoring Recommendations
- ✓ Case Studies



Access the PureResponse™
Practitioner Tool Kit at:
PureEncapsulations.com/pr-tools



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New Partnership with Cogence®

Immunology is a key factor in functional medicine, and will play a critical role in its future and in the outcomes of functional medicine patients. To help you better understand the interconnection of each biological process to the immune system, Pure Encapsulations® has made an exclusive commitment to provide functional medicine practitioners with full access to Dr. Samuel Yanuck's Cogence® Immunology courses and educational tools, assuming the full cost of membership.

Access Cogence® Immunology at:
PureEncapsulations.com/cogence



[†]Dr. Samuel F. Yanuck is a retained advisor to Pure Encapsulations.

The information contained herein is for informational purposes only and does not establish a doctor-patient relationship.

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PureResponse™ Products

Formulated with Samuel F. Yanuck, D.C., FACP, FIAMA⁺

The following PureResponse™ products were specifically formulated to help address the primary drivers of healthy immune balance and function.[‡]

Balanced Immune

Provides foundational support for healthy cellular response, tissue health, antioxidant status, and cytokine balance[‡]

This formula is designed to support immune balance and tissue integrity, in part by targeting the NLRP and NF-κB pathways to modulate cytokine production. NLRP (NOD-like receptor proteins) act as intracellular sensors to oxidative and environmental stressors. Research suggests curcumin and vitamin D support healthy cellular response, in part by modulating this pathway. The formula also promotes numerous enzyme and gene transcription pathways targeting nutrient metabolism in the liver, detoxification, and cellular protection against oxidative stress. Black ginger and resveratrol promote healthy SIRT1 protein levels. SIRT1 supports cellular homeostasis, plays an important role in insulin secretion and glucose homeostasis, and affects glucose and lipid metabolism in the liver. In a double-blind, placebo-controlled, crossover study, 100 mg of Sirtmax® black ginger extract for seven weeks supported healthy glucose metabolism and weight management[†], while in vitro studies on its active constituents suggest a five-fold increase in SIRT1 activity compared to resveratrol. Sulforaphane and resveratrol support the activity of Nrf2, a transcription factor that supports cellular function by promoting cellular detoxification and protection against oxidative stress.[‡]

each vegetarian capsule contains   

vitamin D (as cholecalciferol) (D ₃).....	25 mcg (1,000 IU)
Meriva® turmeric phytosome.....	200 mg
(Curcuma longa extract (root) and sunflower phospholipid complex) (standardized to contain 18% curcuminoids)	
broccoli (Brassica oleracea italica) sprout concentrate (whole plant).....	150 mg (standardized to contain 600 mcg sulforaphane)
trans-resveratrol	100 mg (from Japanese knotweed (<i>Polygonum cuspidatum</i>) extract (root))
Sirtmax® black ginger (<i>Kaempferia parviflora</i>) extract (root)	50 mg
quercetin	60 mg
other ingredients: vegetarian capsule (cellulose, water), hypoallergenic plant fiber (cellulose)	

Meriva® is a trademark of Indena S.p.A.

Phytosome More Bioavailable is a trademark of Indena S.p.A.

Sirtmax® is a registered trademark of Tokiwa Phytochemical Co., Ltd.

1 capsule, 1-2 times daily, with or between meals, or as directed by a health professional.

Refer to the **PureResponse™ Immune Protocols[‡]** on pgs. 7-8

Balanced Immune	Quantity	Order Code
	60	BIM6

Innate Immune Support

Promotes healthy cellular immune response to support innate immunity[‡]

This formula is designed to promote cell-mediated immune response, including NK cell and macrophage activity, and may be indicated for enhancement of natural defenses and mucosal health. In vitro and animal studies suggest that astragalus supports NK cell activity, as well as IgA and IgG levels in serum, key antibodies that play a critical role in mucosal immune defense. The formula also includes clinically researched andrographis extract standardized for andrographolide and other bioactive diterpene lactones. In a randomized, double-blind, placebo-controlled study, supplementation with 200 mg of AP-Bio™ andrographis for five days promoted immune function and supported respiratory comfort. Reishi mushroom offers a rich source of polysaccharides to promote cell-mediated immunity from both reishi mushroom extract and a unique, highly purified, reishi mushroom-derived beta 1,3/1,6-D glucan extract.[‡]

each vegetarian capsule contains    

astragalus (<i>Astragalus membranaceus</i>) extract (root)	240 mg
AP-Bio™ andrographis (<i>Andrographis paniculata</i>) extract (leaf).....	200 mg (standardized to contain 31.5% andrographolide)
mushroom beta glucan (from reishi (<i>Ganoderma lucidum</i>) extract (mycelia)).....	100 mg (standardized to contain 70% beta 1,3/1,6 glucan)
reishi (<i>Ganoderma lucidum</i>) extract (fruiting body)	100 mg
other ingredients: vegetarian capsule (cellulose, water), hypoallergenic plant fiber (cellulose)	

AP-Bio™ is a registered trademark of Natural Remedies PVT. LTD.

1 capsule, 1-2 times daily, between meals, or as directed by a health professional.

Refer to the **PureResponse™ Immune Protocols[‡]** on pgs. 7-8

Innate Immune Support	Quantity	Order Code
	60	IIS6

Th1 Support

Promotes healthy Th1-predominant cellular immune response[‡]

This formula is designed to support healthy activation of Th1 cells to promote innate immunity and cell-mediated immune defenses. Support for Th1 may be indicated for enhancement of natural defenses. According to preclinical data, the formula ingredients support maturation of T cells into Th1 cells and production of IL-12 and IFN- γ , important Th1-promoting cytokines. Studies suggest that berberine positively influences immune biomarkers related to cell and tissue health. Sulforaphane from broccoli promotes various aspects of immunological homeostasis that maintain the health of mucosal cells.[‡]

two vegetarian capsules contain    

zinc (as zinc picolinate).....	10 mg
berberine HCl.....	500 mg
Chinese skullcap (<i>Scutellaria baicalensis</i>) extract (root).....	300 mg (standardized to contain 30% baicalin)
broccoli (<i>Brassica oleracea italica</i>) sprout concentrate (whole plant).....	100 mg (standardized to contain 400 mcg sulforaphane)
ginger (<i>Zingiber officinale</i>) extract (root).....	120 mg (standardized to contain 5% gingerols)
other ingredients: vegetarian capsule (cellulose, water)	

Not to be taken by pregnant or lactating women. If you have any health condition or are taking any medication, consult your health professional before use.

2 capsules, 1-2 times daily, with meals, or as directed by a health professional.

Refer to the PureResponse™ Immune Protocols[‡] on pgs. 7-8

Th1 Support	Quantity	Order Code
	120	TH11

Th2 Modulator

Helps modulate the Th2 immune response and maintains Th1/Th2 balance at the cellular level[‡]

This formula is designed to modulate the Th2 immune response and to support healthy Th1/Th2 balance, self-tissue response, and mucosal health. This product helps support healthy modulation of Th2 cytokines, and eosinophil and mast cell activity. It also helps maintain healthy modulation of mucosal immune responses to environmental factors. Th2 modulation may be indicated when addressing immune balance in the sinus, respiratory, urinary, and intestinal tracts. Perilla maintains healthy upper respiratory cytokine levels in animal models of Th2 dominance. It also supports cytokine homeostasis of G.I. mucosal tissue. Perilla seed offers a more concentrated source of polyphenols, rosmarinic acid, luteolin and other beneficial compounds compared to leaf. N-acetyl-L-cysteine (NAC) offers mucolytic properties and promotes tissue levels of glutathione.[‡]

two vegetarian capsules contain    

n-acetyl-L-cysteine.....	300 mg
quercetin	250 mg
Perilla (<i>Perilla frutescens</i>) extract (seed)	150 mg (standardized to contain 3% polyphenols)
astragalus (<i>Astragalus membranaceus</i>) extract (root).....	125 mg
other ingredients: vegetarian capsule (cellulose, water)	

2 capsules, 1-2 times daily, between meals, or as directed by a health professional.

Refer to the PureResponse™ Immune Protocols[‡] on pgs. 7-8

Th2 Modulator	Quantity	Order Code
	120	TH21

Additional PureResponse™ Products

A.C. Formula® II
Black Currant Seed Oil
EPA/DHA essentials
Liposomal Glutathione

L-Glutamine 1,000 mg
L-Glutamine powder
MicroDefense[‡]
NAC 600 mg

Phyto-ADR
Zinc 30
Vitamin A + Carotenoids
Vitamin D₃ 25 mcg (1,000 IU)

Access our full listing of PureResponse™ products to learn more at PureEncapsulations.com/pureresponse

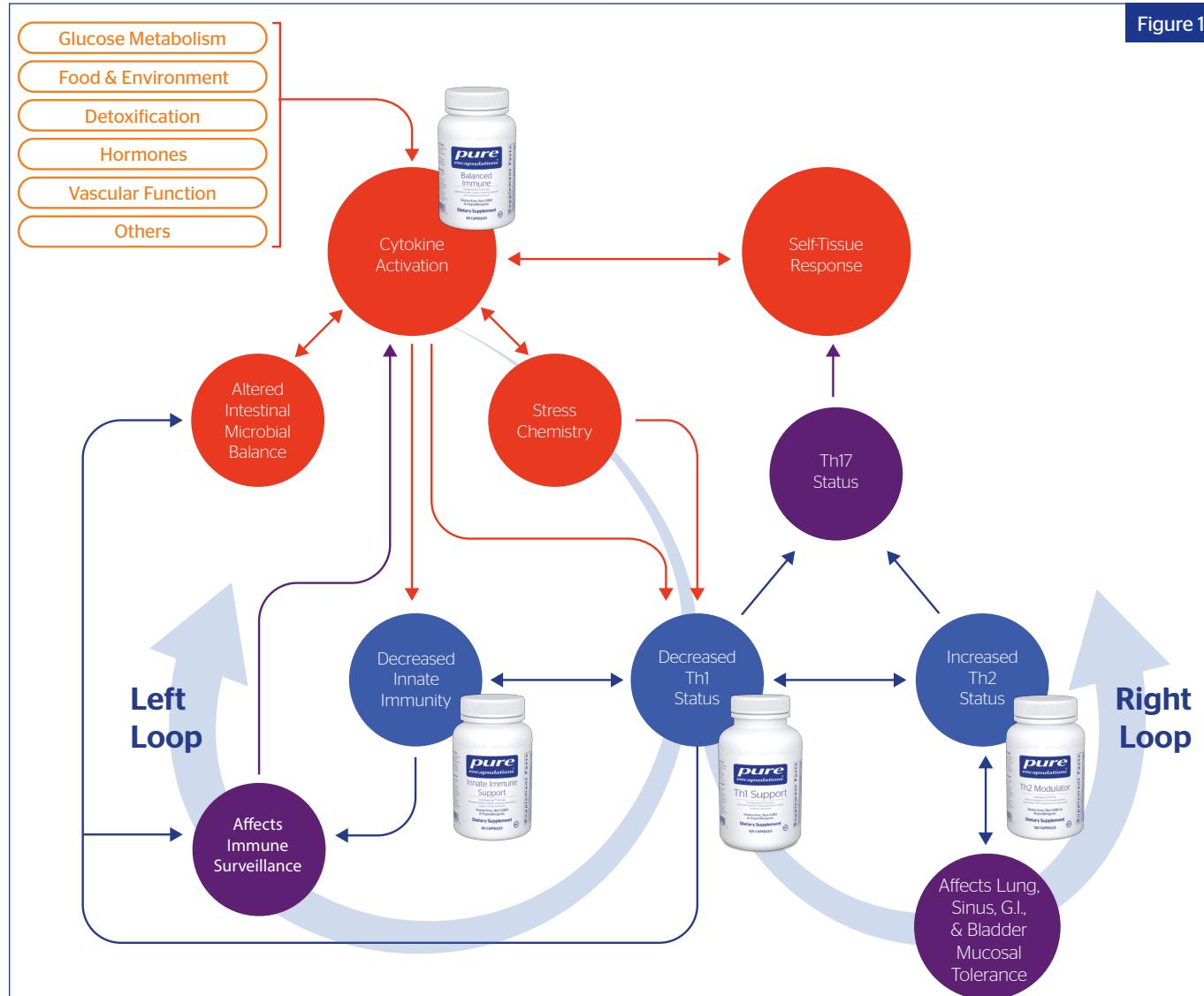
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Identifying the Primary Drivers of Immune Balance

PureResponse™ addresses the interrelationships among elements of the immune system, the environment, and other biological processes, as overviewed in the roadmap below (Figure 1). Although these basic connections are the same for all patients, each patient's manifestation is unique, with a greater emphasis on some elements than others.[‡]

Figure 1



This Infographic (Figure 1) maps the network of functional connections among elements of the immune system, the environment, and other biological processes. Two self-perpetuating loops (large red circles) develop as a result of persistent cytokine activation (large red circle). The left loop is defined by reductions in innate immune function and Th1 status, which can influence systemic and tissue-specific microorganism populations, and is often exemplified by altered intestinal microbial balance. The right loop is characterized by a reduction in Th1 status and increases in Th2 and Th17 status, which may affect mucosal tolerance in hollow spaces and contribute to the development of self-tissue response, respectively. The clinical manifestations of these loops are unique to each patient. The PureResponse™ products address key aspects of these loops to support immune homeostasis.[‡]

The PureResponse™ Immune Protocols[‡]

Developed with Samuel F. Yanuck, D.C., FACP, FIAMA⁺

Innate Immunity & Th1 Support Protocol[‡] (Left Loop Figure 1)

Protocol Objective:

This protocol is intended for patients in need of support for both innate immunity and Th1 response. These patients are often characterized by altered immune surveillance and intestinal microbial balance. The products in this protocol are designed to promote cytokine balance and cell-mediated immunity (including natural killer cell and macrophage activity), as well as healthy Th1 cell status.[‡]

Pure Encapsulations® Product Recommendations	Dosing Recommendations
Innate Immune Support	1 capsule, 1-2 times daily, with or between meals
Th1 Support	2 capsules, 1-2 times daily, with or between meals
Balanced Immune	1 capsule, 1-2 times daily, with or between meals

Additional Support Products:[‡] Black Currant Seed Oil, NAC 600 mg, Liposomal Glutathione

Acute/Intensive Support for Self-tissue Response:[‡] Consider increasing the dose of Innate Immune Support, Th1 Support, and Balanced Immune and/or introducing one or more of the following: Th2 Modulator, Liposomal Glutathione and Vitamin D₃

Th2 Modulation & Th1 Support Protocol[‡] (Right Loop Figure 1)

Protocol Objective:

This protocol is intended for patients in need of support for both Th1 response and modulation of Th2 response. These patients typically have challenges related to hollow-space immunity, self-tissue response and mucosal tolerance. The products in this protocol are designed to support cytokine balance, mucosal health and Th1/Th2 balance.[‡]

Pure Encapsulations® Product Recommendations	Dosing Recommendations
Th2 Modulator	2 capsules, 1-2 times daily, with or between meals
Th1 Support	2 capsules, 1-2 times daily, with or between meals
Balanced Immune	1 capsule, 1-2 times daily, with or between meals

Additional Support Products:[‡] L-Glutamine, Liposomal Glutathione

Acute/Intensive Support for Self-tissue Response:[‡] Consider increasing the dose of Balanced Immune, Th1 Support, and Th2 Modulator and/or introducing one or more of the following: Liposomal Glutathione and Vitamin D₃

Please note that patients may not require all supplements listed. The selection can be fine-tuned by assessing nutrient levels (refer to assessment recommendations) or by other testing you would normally include in the patient evaluation.

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Innate Immunity, Th1 Support & Th2 Modulation Protocol[‡] (Both Loops Figure 1)

Protocol Objective:

This protocol is intended for patients who are likely to benefit from a combined approach supporting Th1 and innate immune responses, as well as Th2 modulation. These patients typically have challenges related to altered immune surveillance and intestinal microbial balance, hollow-space immunity, self-tissue response and mucosal tolerance. The products in this protocol are designed to support cytokine balance, mucosal health, Th1/Th2 balance and innate immunity.[‡]

Pure Encapsulations® Product Recommendations	Dosing Recommendations
Th1 Support	2 capsules, 1-2 times daily, with or between meals
Th2 Modulator	2 capsules, 1-2 times daily, with or between meals
Innate Immune Support	1 capsule, 1-2 times daily, with or between meals
Balanced Immune	1 capsule, 1-2 times daily, with or between meals

Additional Support Products:[‡] Black Currant Seed Oil, NAC 600 mg, Liposomal Glutathione, L-Glutamine

Acute/Intensive Support for Self-tissue Response:[‡] Consider increasing the dose of Balanced Immune and Th2 Modulator and/or introducing one or more of the following: Liposomal Glutathione and Vitamin D₃

When applying the PureResponse™ Immune Protocols, supplementation with Th1 Support will not be appropriate for a small subset of patients. This small subset is typically identified by a recent, vigorous onset of self-tissue response, most often associated with the need for joint support or joint comfort. Labs may indicate a need to modulate monocyte response (percentage). For these patients, supplementation with Balanced Immune may be indicated.[‡]

Duration:

The initial application of the PureResponse™ Immune Protocols is intended to be three to six months. After this period, product dosages may be lowered or discontinued if appropriate, based on patient status, Cogence Brief Immunological Assessment results, lab test results, and the clinician's impression of the ongoing need for support.[‡]

Pure Encapsulations® Foundational Support Products:[‡]

Patient evaluations, nutritional and dietary assessments can help identify foundational support needs.

Consider the following foundational products when needed:[‡]

- Vitamin A + Carotenoids
- Vitamin D₃ 25 mcg (1,000 IU)
- Zinc 30
- EPA/DHA essentials

Please note that patients may not require all supplements listed. The selection can be fine-tuned by assessing nutrient levels (refer to assessment recommendations) or by other testing you would normally include in the patient evaluation.

Assessment Recommendations

The following lab assessments may be helpful in identifying patients in need of support for left, right or both loops described in the PureResponse™ Infographic (**Figure 1**). Assessments can be ordered through major lab testing companies (such as Quest Diagnostics® or LabCorp®), unless otherwise indicated. Not all assessments may be necessary and additional testing may be warranted.

Foundational Testing:

- Vitamin A
- Vitamin D
- Acute phase reactants (such as CRP and ferritin)
- 24-hour salivary cortisol to assess impact of stress

Assessments indicative of the need for innate immune and Th1 support (left loop Figure 1):

- Complete Blood Count (with a focus on monocytes)
- TGF- β 1
- Natural Killer Cells (both absolute and percentage)
- Salivary cortisol
- Viral IgG's (and IgM's, if appropriate) for: EBV, CMV, HSV 1 & 2, HHV-6, Parvovirus B19, Coxsackie virus
- IgG subclasses
- Cogence Brief Immunological Assessment*

Assessments indicative of the need for Th2 modulation and Th1 support (right loop Figure 1):

- Complete Blood Count (with a focus on eosinophils or basophils)
- DAO (Dunwoody Labs)
- Histamine, plasma
- Stool analysis
- Cogence Brief Immunological Assessment*

*Cogence Brief Immunological Assessment is a patient questionnaire designed to aid in the identification and interpretation of patient symptoms and lab assessments. Download the questionnaire at CogenceImmunology.com

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Diet & Lifestyle Recommendations

Nutrition:

- Avoidance of reactive foods is essential for maintaining cytokine balance, both in the G.I. tract and systemically. In particular, patients with existing self-tissue response(s) must strictly avoid reactive foods. Consumption of problematic foods, even on rare occasions, may increase the risk of developing a new self-tissue response in these individuals.
- Food-sensitivity testing (via ELISA panels) may help identify antibody-mediated immune responses to food antigens. An elimination diet may also be helpful in detecting reactive foods. While appropriate dietary changes will be specific to each patient (typically guided by ELISA test results), avoidance of one or more of the following is common:
 - Gluten-containing grains (wheat, rye, spelt, barley, kamut) as well as foods known to be gluten cross-reactors (dairy, sesame, oat, millet, corn, rice, coffee, yeast)
 - Grains in general
 - Refined carbohydrates (some individuals may need to minimize all forms of carbohydrates regardless of form)
 - Nightshades (tomato, white potato, eggplant, peppers, paprika, etc.)
 - Trans fats/hydrogenated oils
 - Nuts and legumes (e.g., tree nuts, peas, beans, etc.)
- A low-histamine, low-FODMAP or similar diet may also be appropriate, based on intestinal health assessment(s). In addition, for patients who would benefit from reinvigoration of overall immune function, it may be appropriate to consider either supervised fasting or a fasting mimicking diet.



Intestinal Microbial Balance:

- Through activation of NF κ B and other mechanisms, altered intestinal microbial balance can be a major source of cytokine activation. Gastrointestinal health and microbial balance can be investigated by stool assessment. Dietary changes, as outlined above, may be helpful in supporting microbial balance in the gastrointestinal tract of these patients.
- For additional support of intestinal microbial balance, consider the following product recommendations:[‡]
 - MicroDefense[‡]
 - A.C. Formula[®] II

Stress:

- Stress drives the production of cortisol and epinephrine, which are known to diminish Th1 and natural killer cell populations. In turn, these immunological changes promote alterations in microbial balance and promote the gene expression of Th17-related cytokines, driving both the development of new self-tissue response and activation of existing self-tissue response.
- The following practices may be helpful in managing occasional stress:
 - Meditation
 - Journaling
 - Counseling
 - Adequate intake of key nutrients and adaptogenic herbs
- For additional support in managing occasional stress, consider the following product recommendations:[‡]
 - Phyto-ADR



490 Boston Post Rd, Sudbury, MA 01776



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PureEncapsulations.com/cogence

#1 most trusted brand¹

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