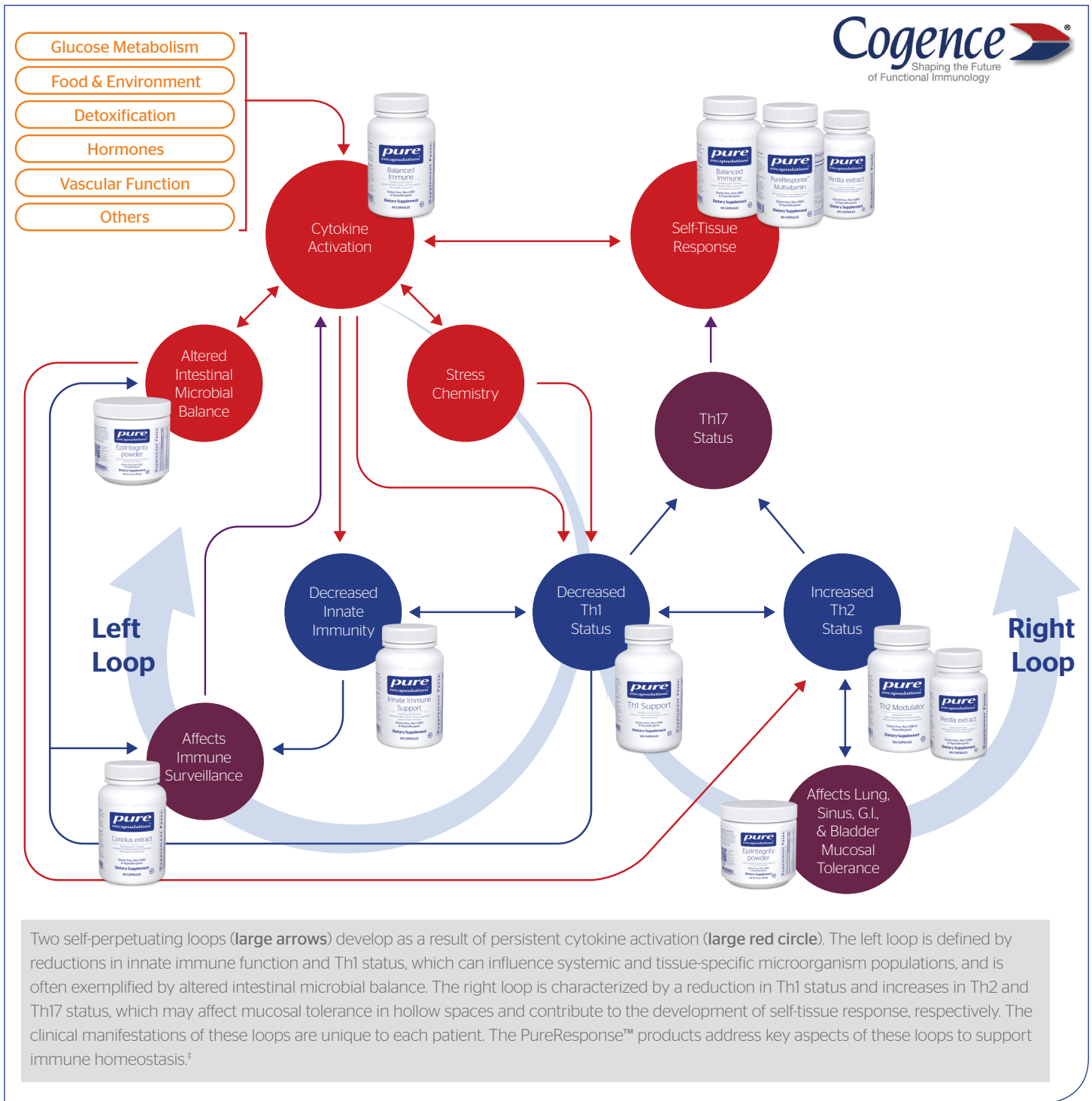


Identifying the Primary Drivers of Immune Balance

Developed by Samuel F. Yanuck, D.C., FACFN, FIAMA⁺

PureResponse™ addresses the interrelationships among elements of the immune system, the environment, and other biological processes, as overviewed in the roadmap below. 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.[‡]



Two self-perpetuating loops (large arrows) 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.[‡]

⁺Dr. Yanuck is a retained advisor to Pure Encapsulations.

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[‡]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.

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