



## **FOR IMMEDIATE RELEASE**

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## **PROPECTIN® REDUCES HEAVY METAL CONTAMINATION BY 98 – 100 PERCENT**

### **New Study Shows Apple Pectin Product Demonstrates Immediate Detoxification Ability**

Sofia, Bulgaria, 10<sup>th</sup> August 2015—VitaPro, a leading innovator in the nutritional and health foods industry, reports that a new study conducted by Centre D’Etude & De Valorisation Des Algues (CEVA), France, designed to test the bioavailability of apple pectin and its detoxification properties, shows that its patented apple pectin formula, ProPectin®, removed 98 – 100 percent of each of four heavy metals tested.

ProPectin is a 100 percent, pharmaceutical-grade apple pectin product that is highly soluble when mixed with water. When consumed in liquid form, ProPectin binds with toxic particles to sweep them from the body through the normal elimination process. Through a patented 6-step process and formula, ProPectin contains three grams of apple pectin in each sachet packet. ProPectin is the only apple pectin product on the market that is 100 percent soluble and absorbs quickly for maximum effectiveness.

“Those of us who have been involved in the development of ProPectin are very impressed, although not surprised, by the results of the CEVA study,” said Dr. Michael Nobel, Professor and Chairman of the Nobel Sustainability Trust. “I have long been involved in the fields of scientific and medical research, and ProPectin is a product I have proudly endorsed. That is because it is very effective in removing harmful toxins from the body, such as heavy metals, without harmful side effects.”

During the simulated digestion experiment performed by CEVA, 4.8 grams of ProPectin apple pectin were used to study the chelation process of ProPectin on Lead (Pb), Cadmium (Cd), Tin (Sn) and Mercury (Hg). The test was repeated three times, and showed that ProPectin chelated the four heavy metals to prevent their diffusion through the 3 kDa UF membrane, with a retention rate ranging from 98 – 100 percent. ProPectin decreased the toxic metals’ absorption during stomach and early intestinal phases of digestion, which means the metals are not transferred to blood circulation at this stage of digestion and, therefore, prevents their potentially detrimental effects.

Both lead and mercury are common contaminants in today's environment. A recent discovery that more than 1,500 households in Hong Kong may be affected by lead levels up to three times higher than the World Health Organization's (WHO) recommended level in drinking water has created a potentially dangerous situation for many people in the region. Those most at risk are young children, pregnant women and mothers who are breastfeeding.

According to the WHO, even low level lead toxicity in utero and during childhood can cause damage to the developing brain and nervous system. The WHO states that recent research indicates lead can contribute to neurobehavioral damage at blood levels of 5 µg/dl and even lower, and that "there appears to be no threshold level below which lead causes no injury to the developing human brain." The concentration of lead in the blood of 23 people tested in Hong Kong ranged from 5.2 to 9.72 µg/dl.

"ProPectin is 4.5 times more effective than any other apple pectin product on the market," stated Dr. Nobel. "You would have to eat 450 apples to receive the same toxin-fighting support provided in the first month of taking 9 grams of ProPectin every day. ProPectin is one way people can effectively combat the dangers of environmental contamination now facing the world. We are proud to offer this product to the people who need it, and are working very hard to increase the supply and find ways to make ProPectin available to those who cannot purchase it at this time."

### **About ProPectin and VitaPro**

ProPectin® is a patented health supplement and an integral part of VitaPro's commitment to make a difference in the lives of people suffering from heavy metal and radiation contamination, diabetes, and cholesterol and colon health issues. It especially targets improving the health of children who may suffer the greatest from exposure to environmental contamination. Founded in 1990, VitaPro is one of the world's most innovative nutritional and health foods development companies, and was established to make and sell two of the world's leading products in their categories. Through a long-term commitment to research and development, in addition to ProPectin, VitaPro has pioneered breakthrough food products that fill the need for an appetizing, nutritious substitute for meat. VitaPro maintains ultra-modern facilities in Canada and Europe to meet worldwide demand of its products that are sold in over 50 markets around the globe. For more information visit [www.propectin.com](http://www.propectin.com) and [www.vitapro.com](http://www.vitapro.com).

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