



DANNA PRATTE
Founder/CEO



Gut Health: the Foundation of Optimal Wellness

How Supplements Can Help

Danna Pratte



Danna Pratte is the CEO of NBPure, a global health and wellness supplement company that she founded more than 25 years ago with a flagship gut cleanse, MagO7.

She founded NBPure—which stands for Natural.Better.Pure—on the belief that **nutritional supplements should be made with the purest, highest-quality ingredients for optimal wellness.**

Danna is passionate about how **daily healthy living habits, and particularly healthy gut strategies, play a transformative role in optimal health and wellness.**

She is a graduate of the Thunderbird School of Management at the University of Arizona and a mother of three sons, who—along with her husband—inspire her in new ways to live healthier every day.



@nbpure



@dannapratte

**A healthy,
balanced gut is
connected to
better health in
so many ways.**



The gut is linked to:

- ✦ digestion
- ✦ immunity
- ✦ weight management
- ✦ hormonal regulation
- ✦ cholesterol levels
- ✦ blood sugar
- ✦ mood



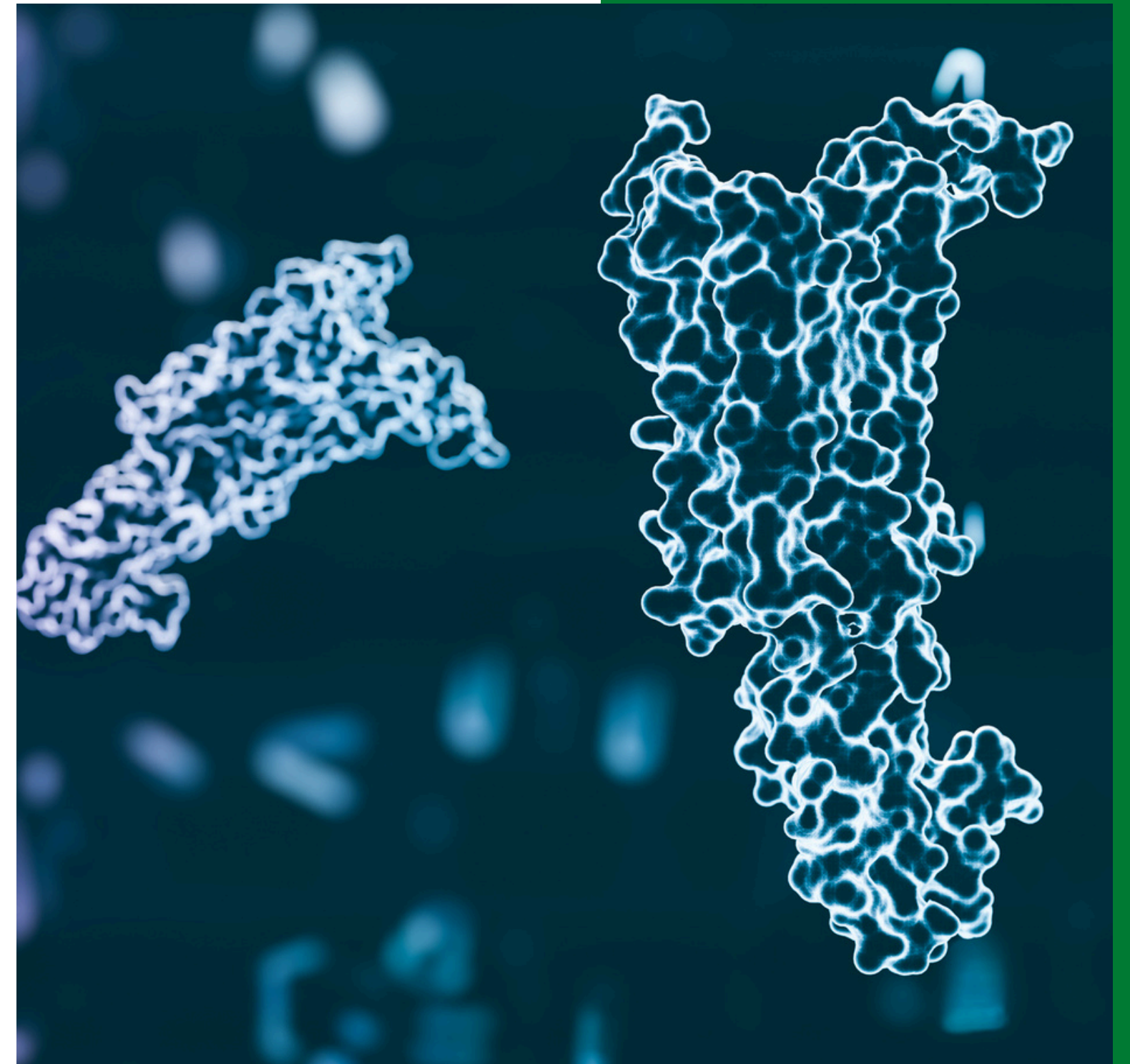
70%
of immune
cells
are found
in the gut.



**90 to 95%
of feel-good
serotonin
is produced
in the gut.**



**The GLP-1
hormone—that
regulates
appetite and
blood sugar—is
produced in
the gut.**



Signs of gut imbalance:

- ✓ **bloating**
- ✓ **gas**
- ✓ **belching**
- ✓ **acid reflux**
- ✓ **constipation**



Our bodies can't talk to us in words. They talk to us in symptoms.



**By fixing an
imbalanced
gut, you can
help support
the body in
optimal
wellness.**



How to balance the gut:

- ✦ regular exercise
- ✦ healthy balanced diet
- ✦ getting enough fiber
- ✦ probiotics
- ✦ drinking enough water
- ✦ managing stress



How Supplements Can Help



Nutritional
supplements are
meant to
supplement a
healthy diet.



You should get most of
the **vitamins,
minerals & nutrients**
you need from the
food you eat.

But many people don't
get enough.
**Supplements can help
fill the gap.**





At NBPure, we help fill the gap with the **purest, quality tested supplements.**

We **never** use any artificial ingredients, fillers, dyes, or sweeteners.



Uncompromising Quality Assurance

We source the purest ingredients, subjected to 3rd party testing at an accredited lab to ensure identity and optimal potency.



Stringent Pathogen Screening

Every ingredient and product blend undergoes meticulous testing to detect pathogens and ensure purity.

Rigorous Final Product Verification

Final products are subjected to 3rd party testing ensuring the highest standards of safety and efficacy.

When in balance,
a healthy gut
absorbs essential
nutrients through
the gut walls.

This is just another
reason **a healthy gut**
is so important.





At NBPure,
we've summed
up gut health
in 3 simple
steps:

Cleanse. Digest. Replenish.

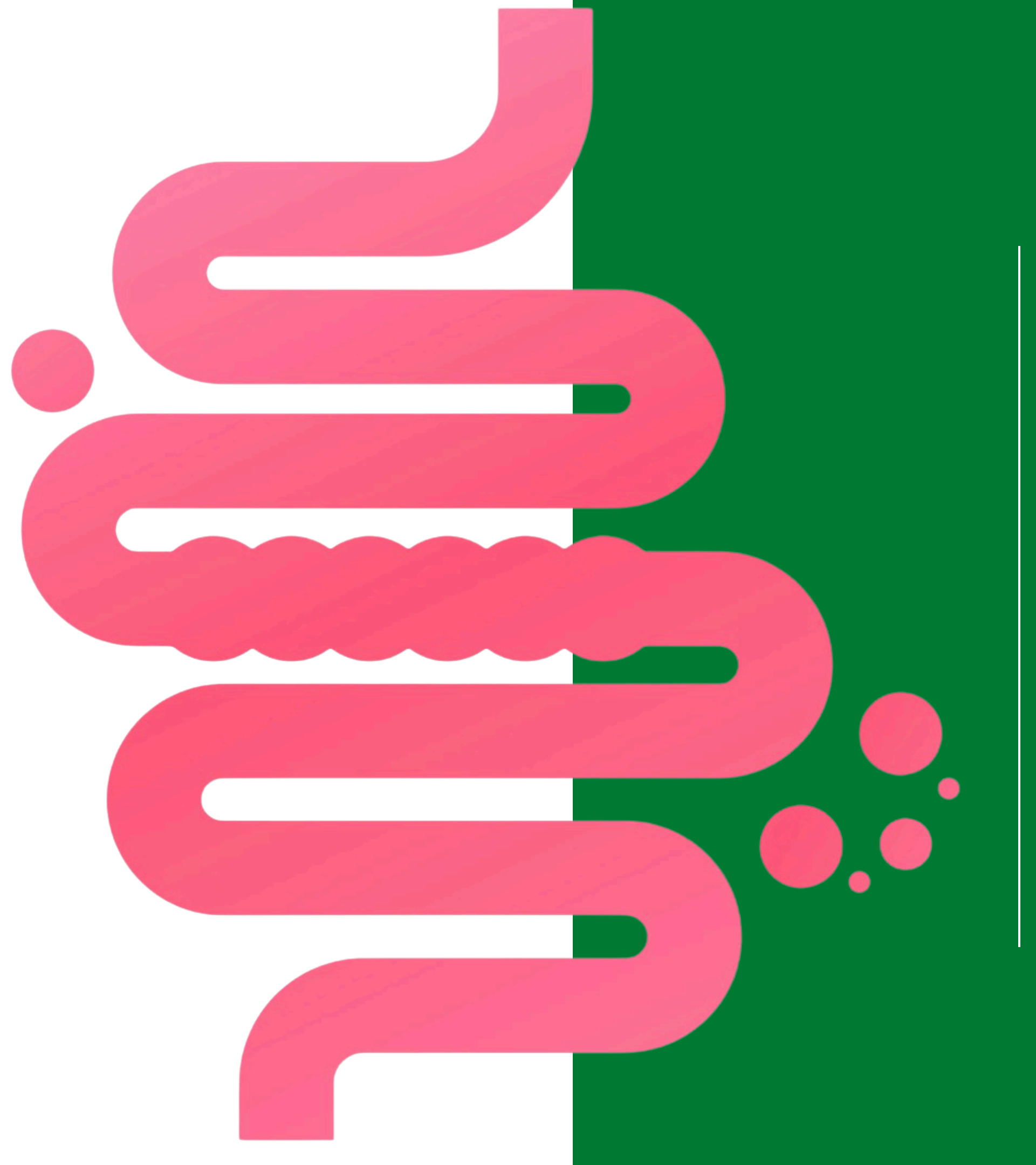


Step 1: Cleanse

Restore flow to the gut.

The body eliminates waste & toxins through poop. When this is backed up, the gut can't function optimally. The body's flow system has shut off.

Being backed-up, over time, can lead to a sense of unwell.



More than 4 million people are constipated.

We're seeing increased constipation from unhealthy diets and as a side effect from GLP-1 medications.



We recommend **MagO7** ✨

Restores flow to the gut

MagO7 is made with a unique blend of proprietary Ozonated Magnesium Oxide compounds.

The combination of **oxygen + water** helps draw water into the intestines to **break up hardened waste and gently push it out.**

🌿 Clinicians' Choice 🌿



MagO7 is GLP-1 friendly.

Step 2: Digest

You can digest better by eating a **fiber-rich diet**. Fruits, veggies & whole grains are important sources of fiber.

Drinking enough water is also important.



You need at least 25 to 30 grams of fiber every day for optimal flow.

90% of Americans aren't getting enough fiber.

Processed foods,
on-the-go eating,
unhealthy lifestyles, and
lack of awareness
contribute.



We recommend **Daily Multi-Fiber** ✨

Makes getting fiber simple

Daily Multi-Fiber contains soluble & insoluble fiber, plus pre- and probiotics.

One scoop contains 4 grams of fiber. Take up to 3X daily.

Naturally stimulates GLP-1 hormone in the gut.

🌿 Clinicians' Choice 🌿



You need both
soluble and
insoluble fiber for
**better health &
regularity.**



Soluble fiber supports:

- ✦ **healthy cholesterol levels**
 - ✦ **balanced blood sugar**
 - ✦ **weight management**
-

Soluble fiber also acts as a **prebiotic**, or food for healthy gut bacteria or **probiotics**.



Found in fruits, veggies, oats & beans.

Insoluble fiber bulks
up the stool,
supporting regularity
& helping to prevent
constipation.

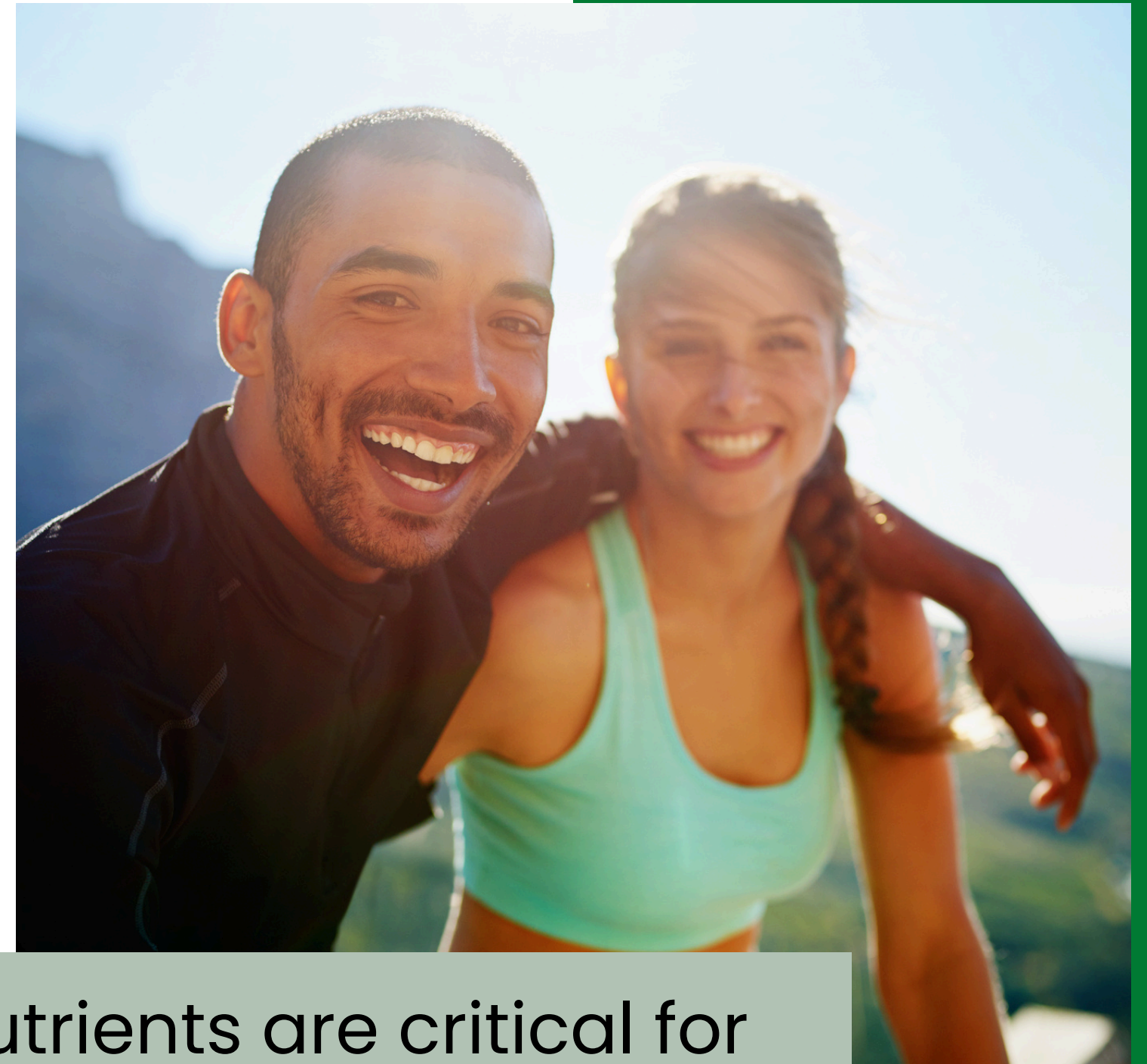


**Found in whole grains, veggies,
nuts, oats & beans.**

Step 3: Replenish key nutrients.

When the gut is out of balance, it's unable to work optimally, absorbing key nutrients through its walls.

Once healthy flow is restored, **nutrients can now effectively be absorbed & reach cells in the body.**



Nutrients are critical for optimal functioning of the body & brain.

Protein is an essential macronutrient.

It's responsible for:

- ✦ **healthy muscles**
- ✦ **hormone balance**
- ✦ **appetite control**
- ✦ **weight management**
- ✦ **immunity**
- ✦ **bone health**



Average person needs: **body weight X 0.36** = grams of protein per day

We recommend **Plant Protein+** ✨

Delicious source of protein

Plant Protein+ contains complete vegan plant protein from North American yellow peas. **It has just five simple ingredients** including chia seeds and flaxseeds.

It contains 25 grams of protein per scoop.

Naturally stimulates GLP-1 hormone in the gut.

🌿 Clinicians' Choice 🌿





The Gut Health Journey™

3 Steps to a Healthier Gut



CLEANSE •

Get rid of
backed-up
waste with
MagO7



DIGEST •

Restore flow
with complete
fiber: **Daily
Multi-Fiber**



REPLENISH •

Replenish key
nutrients. Start
with **Plant
Protein+**



“A healthier gut is a
happier, healthier you.”

~ Danna Pratte, NBPure
