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## **Research Examines Several Roles for Vitamin D**

A growing body of research shows that adequate vitamin D intake is important for the regulation of calcium and phosphorus absorption, maintenance of healthy bones and teeth, according to an online article by Megan Ware, RDN. (The article, published in a recent issue of Medical News Today, was reviewed by Dr. Helen Webberley.)

In spite of the name, vitamin D is considered a pro-hormone and is not actually a vitamin. This is because the body is capable of producing vitamin D, while vitamins are nutrients that cannot be synthesized by the body and must be acquired through the diet or supplements.



Research shows that sensible sun exposure on bare skin for 5-10 minutes two or three times a week allows the body the ability to produce sufficient vitamin D. However, vitamin D has a half-life of only two weeks, meaning that stores can run low, especially in winter and in northern climates, according to research results. Recent studies suggest that up to 50 percent of adults and children worldwide are vitamin D deficient.

Vitamin D is produced when sunlight converts cholesterol on the skin into calcitriol (vitamin D3). Vitamin D3 is then converted into calcidiol (25-hydroxyvitamin D3) in the liver. The kidneys then convert calcidiol into the active form of vitamin D, called calcitriol (1,25-hydroxyvitamin D3). As such, statins and other medications or supplements that inhibit cholesterol synthesis, liver function or kidney function can impair the synthesis of vitamin D, according to the online article.

The human body needs vitamin D to absorb calcium in the intestines and to reclaim calcium that would otherwise be excreted through the kidneys.

Vitamin D supplementation can improve mood and provide long-term protection against cognitive decline and bone deterioration, according to an article at Examine.com, an independent supplement research service.

Taking vitamin D supplements can improve exercise performance and lower the risk of heart disease, according to findings in a preliminary study presented at the Society for Endocrinology annual conference in

Edinburgh, Scotland. The study was reported in the January 2016 issue of Vitamin Retailer magazine.

Research is ongoing into the potential benefits sufficient vitamin D may have for the human body, with some studies showing possible protective effects for a number of physical conditions.

## ALTRUM Now Offers *Vitamin D3*



<b>Supplement Facts</b>		
Serving Size 1 Capsule		
Servings Per Container 60		
	Amount Per Serving	% Daily Value***
Vitamin D3 (cholecalciferol)	2000 IU	500%
Organic SuperFruit Blend	400 mg	**
Organic amla fruit, organic acai fruit, organic cranberry fruit, organic raspberry fruit		
Organic Greens Blend	200 mg	**
Organic spirulina, organic chlorella		

\*\*\* Daily Values are based on 2,000 calorie diet.  
\*\* Daily Value not established

Other Ingredients: Organic pullulan capsule, organic tapioca maltodextrin



## April ALTRUM NEWS Introducing New ALTRUM *Vitamin D3*

ALTRUM now offers *Vitamin D3*, featuring 2,000 IU vitamin D3 (as cholecalciferol) per capsule. Learn what makes this new product unique in this issue of ALTRUM News.

## Price Adjustment for *Ultra Omega-3*

ALTRUM has received reduced prices on raw materials for ALTRUM *Ultra Omega-3* and we are passing the savings on to you.

### *Ultra Omega-3*

Stock #	Units	Pkg/Size	Wt.Lbs	Wholesale Price	Catalog Price
DUO01	EA	(1) 60 ct.	0.2	\$9.00	\$12.35

DUO01 CA (1) 60 ct. 1.2 \$51.60 \$73.55

## New Options for *Nutritional Drink Mix* in Canada

ALTRUM *Nutritional Drink Mix* is now available in Canada in single units. Its stock number has changed to DPS01C. To order ALTRUM *Nutritional Drink Mix* in Canada, please specify DPS01C-EA for single units, DPS01C-CA for cases.

### *Nutritional Drink Mix*

Stock #	Units	Wt.Lbs	Wholesale Price
DPS01C-EA	EA (1)	2.3	\$66.80
DPS01C-CA	EA (4)	9.2	\$233.70

\* These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure or prevent disease.

Please check with your physician when using prescription medication in combination with food supplements.

*ALTRUM News brings you the most recent information on ALTRUM nutritional supplements and how nutrition helps maintain youthful vigor, health and mobility — plus much more.*



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