



Get to Know the New ALTRUM Products

Here we are in the final month of the year. The holidays are upon us, life is busy and we're all trying to stay healthy.

ALTRUM supplements have been around since 1985, providing you with nutritional support for life-long health and vitality.

This year has been exciting as we've rolled out an all-new supplements line for you. Independent testing assures that each bottle contains exactly what's on the label, so you can trust ALTRUM products to deliver the very best ingredients on the market.

In March, we launched the new product line with **ALTRUM Chocolate Whey Protein Powder**, a delicious nutrition boost any time of the day. When life gets busy, you can simply mix it with a glass of water or milk and get 24 grams of hunger-stopping protein on the go.

ALTRUM Omega-3 brings you a natural fish-oil formula with EPA and DHA, that is tested to be free of potentially harmful levels of contaminants such as PCBs, dioxins, mercury and other heavy metals.

ALTRUM Supreme Probiotics offers a balanced spectrum of live organisms known to naturally colonize the human GI tract.* Altogether, we've introduced 14 new supplements this year. There are still five more to come in the months ahead. The products can be purchased singly, or in cases of 12, with the exception of Whey Protein, which comes in cases of six.

Take a look at the newly-formulated supplements we designed to support your healthy way of life.

[ALTRUM Energy Support \(ALES\)](#) is packed with an array of nutrients known to support your body's energy, complete with B vitamins, green tea, panax ginseng and rhodiola to support thermogenesis, energy production and adrenal support.*

Caffeine is present in this product as a naturally occurring compound in herbal ingredients guarana, yerba mate and green tea. It contains approximately 64 mg of caffeine per serving (equivalent to about 1/2 cup of coffee).

Natural color variation may occur in this product.

Energy Support



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALES	EA (1) 90 ct.	23.34	24.55	25.80

ALES	CA (12) 90 ct.	280.08	280.08	294.60
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ALTRUM Joint Support (ALJS) is a combination of nutrients that help support the formation and function of healthy joint tissue.*

ALTRUM Joint Support with glucosamine, Boswellin® and sea cucumber provides vitamin C, manganese and copper, which are critical for the production and maintenance of healthy joint structures.*

It also has zinc and B vitamins, which can help support the body's proper response to everyday joint stress.*

Glucosamine is included as an essential structural component that is naturally present in bones and joints.* Natural color variation may occur in this product.

Boswellin® is a registered trademark of Sabinsa Corp.

Joint Support



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALJS	EA (1) 90 ct.	20.95	22.00	23.10
ALJS	CA (12) 90 ct.	251.40	251.40	264.00

ALTRUM Omega-3 (ALOM)

ALTRUM Omega-3 is a natural fish-oil concentrate manufactured under strict quality-control standards. It comes in an enteric-coated, odor-controlled softgel for ease of use.

According to a large body of research published by the National Institutes of Health, omega-3 fatty acids have a beneficial effect on our bodies, helping to maintain or improve such things as eye health, brain function, bone strength, heart health and more.

From the FDA: "Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease."

Natural color variation may occur in this product.

Omega-3



*Molecularly Distilled
Odor-Controlled, Enteric-Coated
180 mg EPA / 120 mg DHA
Supports Heart Health**

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALOM	EA (1) 90 ct.	16.00	16.80	17.65
ALOM	CA (12) 90 ct.	192.00	192.00	201.60

ALTRUM CoQ10 (ALCQ)

- Supports Heart Function*
- Cellular Energy Production*

ALTRUM CoQ10 (ALCQ) is formulated with 60 mg. of pharmaceutical- grade CoQ10, produced through the natural fermentation process.

Coenzyme Q10 (CoQ10) is a vitamin-like compound that plays a central role in cellular energy production.* Although CoQ10 is found throughout the body, it is especially concentrated in the heart, liver and kidneys. CoQ10 works as a potent free radical scavenger in cell membranes and within blood vessels.* Years of scientific research have shown that CoQ10 helps to maintain a healthy heart and vascular system.*

Natural color variation may occur in this product.

**CoQ10**

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALCQ	EA (1) 60 ct.	19.00	19.95	20.95
ALCQ	CA (6) 60 ct.	228.00	228.00	239.40

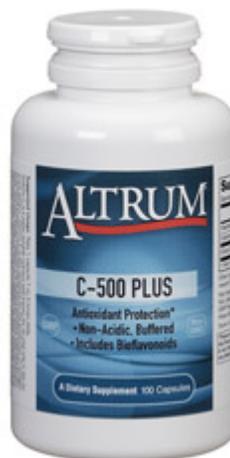
ALTRUM C-500 Plus (ALVC)

ALTRUM C-500 Plus brings you 500 mg. of vitamin C, a water soluble nutrient well known for its vital role in the immune system.* This versatile vitamin also plays an important role in the production of collagen (a structural protein in connective tissue) and is therefore important for skin, bone and joint health.*

Vitamin C enables amino acid metabolism, neurotransmitter synthesis and the use of many nutrients.* It is also a highly effective antioxidant that can help maintain healthy tissues by neutralizing free radicals generated during normal metabolism and exposure to environmental stressors.*

ALTRUM C-500 Plus supplies calcium ascorbate, a buffered form of vitamin C that is bioavailable and non-acidic; it is enhanced with bioflavonoids, which work synergistically with vitamin C.*

Natural color variation may occur in this product.

**CoQ10**

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALVC	EA (1) 60 ct.	12.25	12.90	13.55
ALVC	CA (12) 60 ct.	147.00	147.00	154.80

[ALTRUM Men's Male Power \(ALMP\)](#) is an herbal formula specifically designed to support a man's modern, active lifestyle.*

This unique formula features Epimedium, also known as horny goat weed, plus other popular herbal ingredients Muira puama, Maca and Tribulus. This blend may enhance sexual performance.*

Natural color variation may occur in this product.

Men's Male Power

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALMP	EA (1) 60 ct	23.00	24.15	25.40
ALMP	CA (12) 60 ct	276.00	276.00	289.80



Not only is [ALTRUM Chocolate Whey Protein Powder \(ALPR\)](#) delicious, it has 2.5 times more protein than our previous protein drink.

Whey protein has the highest biological value (BV) of any protein source – superior in essential amino acid content to beef, milk, casein or soy.

ALTRUM Chocolate Whey Protein Powder is a blend of three high-quality whey protein concentrates and isolates: ultrafiltered, microfiltered and enzymatically hydrolyzed (partially predigested). This blend of specially processed whey proteins is designed to maximize amino acid absorption and biological value (BV).

It also brings you the power of branched-chain amino acids (BCAAs). We've added an extra 420 mg per serving of amino acid glutamine.

Each 1-scoop serving provides more than 5,700 mg of branched-chain amino acids (BCAAs).

Natural color variation may occur in this product. This product is sold by weight not volume.

Chocolate Whey Protein Powder

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPR	EA (1)	22.75	35.00	36.75
ALPR	CA (6)	136.50	210.00	220.80

2.5x MORE PROTEIN



[ALTRUM Odorless Garlic \(ALOG\)](#) is extracted from Allium sativum. Garlic abounds with naturally occurring sulfur compounds, amino acids and trace minerals.

ALTRUM Odorless Garlic is a highly purified, garlic extract that has been aged for 18 months. It is deodorized, yet maintains the nutritional value of garlic.

This product is manufactured without yeast, wheat, gluten, milk, egg, fish or shellfish ingredients. It is produced in a Good Manufacturing Practice (GMP) facility that processes other ingredients containing these allergens.

Natural color variation may occur in this product. Naturally occurring particulates may be visible in this garlic softgel.

Odorless Garlic

NEW



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALOG	EA (1) 100 ct.	13.10	13.80	14.50
ALOG	CA (12) 100 ct.	157.20	157.20	165.60

ALTRUM Prostate Health (ALPH) brings you the proven prostate nutrients you know and trust — saw palmetto and stinging nettle. Added nutritional support comes from pumpkin seed oil, zinc, vitamin B-6 and lycopene.*

This balanced formula contains state-of-the art ingredients and the same high quality you count on from ALTRUM.

Plus, ALTRUM Prostate Health offers added value with a 90-count bottle. That's 50 percent more servings per bottle and a lower cost per daily serving.

Saw Palmetto has been shown in clinical studies to support prostate function.*

We added the nutritional support of pumpkin seed oil, zinc, vitamin B-6 and lycopene.*

Prostate Health



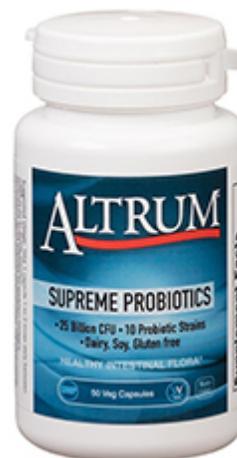
Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPH	EA (1) 90 ct.	37.80	39.70	41.70
ALPH	CA (12) 90 ct.	453.60	453.60	476.40

ALTRUM Supreme Probiotics (ALPB) offers a balanced spectrum of live organisms consisting of acid-resistant probiotic bacterial strains known to naturally colonize the human GI tract.* Probiotic bacteria are critical for healthy digestion.* They help maintain the integrity of the intestinal lining, support proper intestinal motility and participate in the detoxification process.* ALTRUM Supreme Probiotics contains bacterial strains

that have been clinically validated for their support of healthy immune system function.*

This product is formulated to deliver a potency of at least 25 billion CFU through the Best By date. That's 5 billion more CFU than our old formula.

Supreme Probiotics



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALOG	EA (1) 50 ct.	33.92	35.65	37.45
ALOG	CA (12) 50 ct.	407.04	407.04	427.80

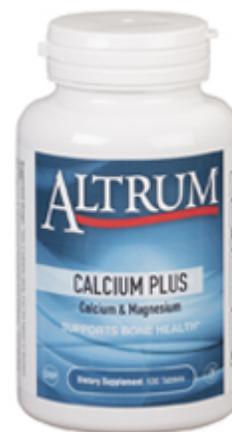
ALTRUM Calcium Plus (ALCP) combines the essential minerals of calcium and magnesium that work together to maintain several critical physiological processes.*

They are both necessary for normal neural, muscular and blood vessel function and for the maintenance of proper bodily fluid balance.* Calcium and magnesium also support the formation and maintenance of a healthy skeleton.*

This product is manufactured without yeast, wheat, gluten, milk, egg, fish or shellfish ingredients. It is produced in a Good Manufacturing Practice (GMP) facility that processes other ingredients containing these allergens.

Natural color variation may occur in this product.

Calcium Plus



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALCP	EA (1) 100 ct.	17.00	17.85	18.75
ALCP	CA (12) 100 ct.	204.00	204.00	214.20

ALTRUM Men's Multi (ALMM)

ALTRUM Men's Multi (ALMM) with saw palmetto, plant sterols, lycopene and CoQ10, brings you a formula that helps support your nutritional goals with two daily softgels.

We thought we could pack enough nutrients into a one-a-day formula, but it couldn't be done to our standards. Each 90-count bottle provides a 45-day supply, which saves you money over the 30 servings per

bottle with our previous multi without iron (DWI01).

ALTRUM Men's Multi-vitamin softgels are easy to swallow and are formulated to be easy on your stomach.

Natural color variation may occur in this product.

Men's Multi



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALMM	EA (1) 90 ct.	34.00	35.70	37.50
ALMM	CA (12) 90 ct.	408.00	408.00	428.00

[ALTRUM Nutritional Oils \(ALNO\)](#)

ALTRUM Nutritional Oils (ALNO) is a blend of flax seed, evening primrose, canola, black currant and pumpkin seed oils. These well-known nutritional oils are provided in a balanced formula of omega-3, omega-6 and omega-9 fatty acids. The omega-3, Alpha Linolenic Acid (ALA), and the omega-6, GLA, play important roles in the maintenance of healthy skin and immune system function.* Dietary Oleic Acid, a monounsaturated omega-9 fatty acid, has been associated with healthy cardiovascular function.*

From the FDA: "Consumption of omega-3 fatty acids may reduce the risk of coronary heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive.

Each serving may also have the following naturally occurring amounts of polyunsaturated fats and monounsaturated fats: omega- 3, ALA, 45 percent; omega-6, GLA, 26.5 percent; omega-9, Oleic Acid, 17.5 percent; Other, short chain fatty acids, saturated fats, phospholipids, 11 percent.

Natural color variation may occur in this product.

Nutritional Oils



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALNO	EA (1) 100 ct.	21.00	22.05	23.20
ALNO	CA (12) 100 ct.	252.00	252.00	264.60

[ALTRUM Supreme Digestive Enzymes](#)

- Optimizes the Nutritional Value of Foods*
- Full-Spectrum Enzyme Formula

ALTRUM Supreme Digestive Enzymes (ALDE) is a potent proprietary combination of digestive enzymes produced through controlled fermentation of select microbial species and is stable throughout the pH range of

the GI tract.* This full-spectrum digestive support formula helps to optimize nutrient absorption by assisting in the breakdown of protein, carbohydrate and fat, as well as dairy, grains and indigestible fibers found in foods such as vegetables and beans.* In addition, ALTRUM Supreme Digestive Enzymes is suitable for vegetarians.

Natural color variation may occur in this product.

ALTRUM Supreme Digestive Enzymes



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALDE	EA (1) 60 ct.	20.44	21.50	22.60
ALDE	CA (12) 60 ct.	245.32	245.32	258.00

* 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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