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ALTRUM Energy Support Joins New Products

Since March, we've been steadily introducing you to our new product line. We've updated our supplements with new, science-backed ingredients, polished our look with a redesign of the bottles and now tell you the "Best if Used By" date.

Reports show the new products have been well received, and Dealers say they like the professional look of the bottles. We've also increased case quantities. The new products come in cases of 12, with the exception of ALTRUM Chocolate Whey Protein Powder, which comes in cases of six.

ALTRUM Energy Support Now Available

Our latest entry, 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).

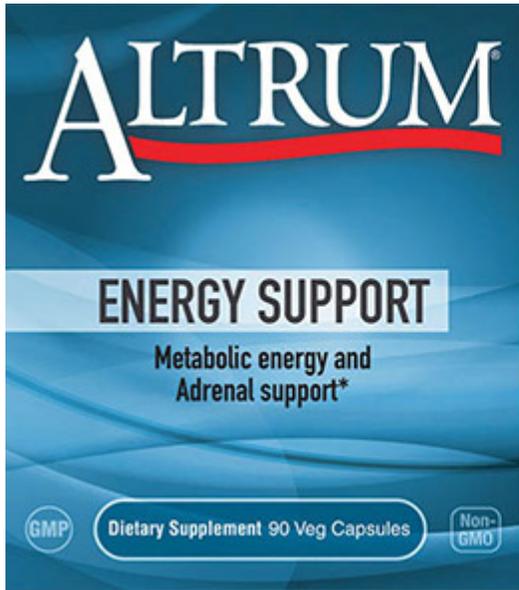
Natural color variation may occur in this product.

We'll keep you updated about the new products in this newsletter, in the ALTRUM News monthly print newsletter and the ALTRUM Dealer Zone for updates on product availability.

Read the rest of this newsletter to get to know the other new products in our natural line of nutritional supplements.

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



Supplement Facts		
Serving Size 2 Veg Capsules	Servings Per Container 45	
	Amount Per Serving	% Daily Value
Vitamin E (as d-alpha Tocopheryl Succinate)	15 IU	50%
Thiamin (Vitamin B-1) (from Thiamin HCl)	8 mg	533%
Riboflavin (Vitamin B-2)	10 mg	588%
Niacin (Vitamin B-3)	25 mg	125%
Vitamin B-6 (from Pyridoxine HCl)	10 mg	500%
Vitamin B-12 (as Cyanocobalamin)	100 mcg	1667%
Pantothenic Acid (from Calcium Pantothenate)	10 mg	100%
Iodine (from Organic Kelp) (Laminaria spp. (Whole Plant))	150 mcg	100%
Chromium (from Chromium Nicotinate Glycinate) (TRACAC®)	200 mcg	167%
Potassium (from Potassium Aspartate)	55 mg	2%
Guarana Extract (Paulinia cupana) (Seed) (44 mg of naturally occurring caffeine)	200 mg	†
Green Tea Extract (Camellia sinensis) (Leaf) (up to 16 mg of naturally occurring caffeine)	200 mg	†
Panax Ginseng (Root)	150 mg	†
Organic Eleuthero (Eleutherococcus senticosus) (Root)	150 mg	†
Rhodiola Extract (Rhodiola rosea) (Root)	100 mg	†
Licorice (Glycyrrhiza glabra) (Root)	100 mg	†
Gotu Kola (Centella asiatica) (Aerial Parts)	100 mg	†
Yerba Mate Extract (Ilex paraguariensis) (Leaf) (4 mg of naturally occurring caffeine)	50 mg	†
Cayenne (Capsicum annuum) (Fruit)	50 mg	†
Alpha Lipoic Acid	15 mg	†
CoQ10 (Coenzyme Q10)	10 mg	†

Other ingredients: Hypromellose (cellulose capsule) and Magnesium Stearate (vegetable source). *Vitamin E from non-GMO soy.

Get to Know the All-New ALTRUM Product Line

ALTRUM Omega-3 (ALOM)

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."

ALTRUM Omega-3 is a natural fish-oil concentrate manufactured under strict quality-control standards. It is tested to be free of potentially harmful levels of contaminants such as PCBs, dioxins, mercury and other heavy metals.

Those who experience nausea or reflux from other fish oils should find this enteric-coated, odor-controlled soft gel easier to tolerate.

Natural color variation may occur in this product.



Omega-3

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 Joint Support 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 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).

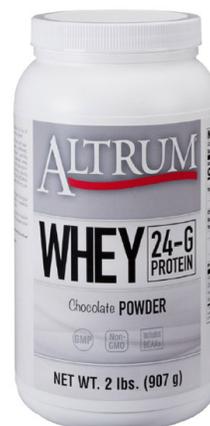
It also brings you the power of branched-chain amino acids (BCAAs). We've added an extra 420 mg per serving of amino acid glutamine.

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

2.5x MORE PROTEIN



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

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

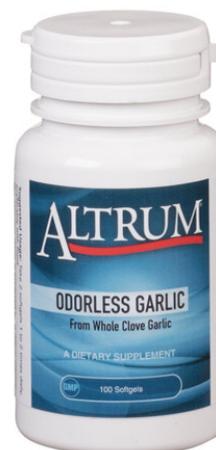
ALTRUM Odorless Garlic is a highly purified, garlic extract that has been aged for 18 months. It is deodorized, yet maintains the nutritional value of garlic.

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

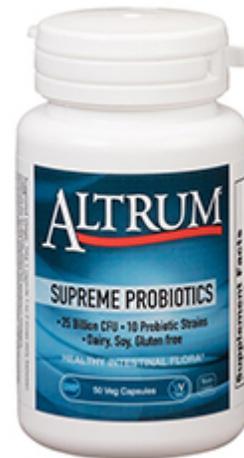


Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPH	EA (1) 90 ct.	37.80	39.70	41.70
ALPH	CA (12) 90 ct.	453.60	453.60	476.40

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



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