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Tips to Stay Well Through Cold and Flu Season

It's that time of year again when cold and flu viruses seem to lurk around like Facebook stalkers, waiting for an opportunity to infiltrate your immune system defenses.

Your immune system is your friend. It protects your body from infection. Give it your full support and get the perks of any great friendship.

Here's how it works: Your immune system creates, stores and distributes the white blood cells that fight infections, bacteria and viruses that enter your body, especially during cold and flu season.



- It's old news, but eating your fruits and vegetables really does help keep you well. Studies show that people who regularly eat a variety of fruits and vegetables get sick less often. The nutrients in them can help your immune system fight viruses and bacteria.
- Getting enough sleep can help your body resist viruses that can lay you low. Research tells us that getting enough sleep, 7-8 uninterrupted hours for most adults, helps restore your body's ability to fight off illness. If you sleep less than your body needs, you'll build up a sleep debt that you can't make up with naps or by sleeping in on weekends. Researchers advise getting to bed at a time when you know you can sleep at least seven hours.
- Research also has shown that there's power in a positive attitude to help keep you well. One study of law students showed that their immune systems kept pace with their thoughts about how tough school would be. When they felt better about school, they had a better immune system. When they were worried, their immune system slowed. The upshot: Looking on the bright side might better equip your body to fight illnesses.
- Covering your mouth can help stop the spread of the flu virus. Coughing, sneezing, or even talking near someone who has the flu can make you sick when droplets of the virus get into the air. And you can inhale these droplets from 2-3 feet away. If you're the person who's sick, stay home. If you must be around others, cover your mouth and nose when you cough or sneeze into your shoulder or the inside of your elbow. If you're healthy and suspect others around you are sick, stand at least 4 feet

away. Also, since germs can live on hard surfaces like doorknobs for hours, wash hands frequently, and keep them away from your face.

- Some supplements may help boost your immune system. It's always best to get the vitamins and minerals your body needs from fresh, whole foods. But sometimes, we just don't eat the way we should. Experts widely agree that a good multi-vitamin may help support health, especially for people who may not get enough nutrition from food.

Research supports the idea that some specific vitamins and minerals can boost your body's ability to fight off infections. Vitamin C is widely believed to support immune health. Some other nutrients and minerals that research tells us have a positive effect on the immune system are vitamins D and A, zinc and folic acid.

- Exercise improves the way your body's immune system fights infection, according to the National Institutes of Health. That's because physical activity helps to flush bacteria out of the lungs and also increases your body temperature — a process that may prevent bacteria growth.

ALTRUM Omega-3, Joint Support Now Available

The two newest products to join the ALTRUM lineup are Omega-3 and Joint Support.

These two mainstay supplements include nutrients you already trust in updated formulas that bring you the best nutrient support available. There's more to come in the months ahead. Keep watching here and in the ALTRUM News as the new supplements continue to become available for your healthy lifestyle.

We're confident these new, upgraded formulations bring you the tried-and-true nutritional support you count on from ALTRUM.

Go online for all of the details, and to order at www.altumonline.com.

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).

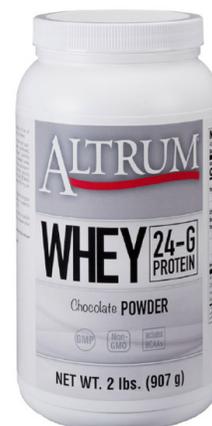
It also brings you the power of branched-chain amino acids (BCAAs). We've added an extra 420 mg per serving of amino acid glutamine.

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.*

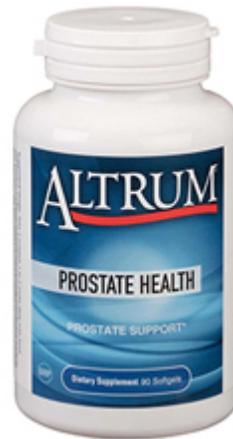
This balanced formula contains state-of-the art ingredients and the same high quality you count on from ALTRUM.

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

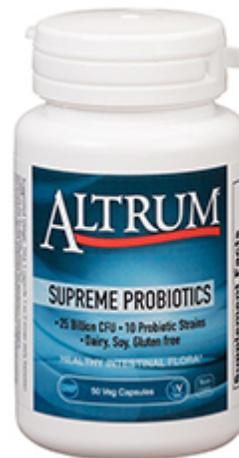


Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPH	EA (1) 90 ct.	37.80	39.70	41.70
ALPH	CA (12) 90 ct.	453.60	453.60	476.40

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

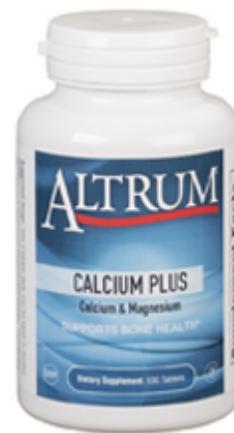
ALTRUM Calcium Plus (ALCP) combines the essential minerals of calcium and magnesium that work together to maintain several critical physiological processes.*

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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