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Sharpen Your Focus

Maintaining your ability to focus is a key component of healthy brain function and longevity. As the years go on, our ability to remain focused and alert can wane, leading to memory loss and decreased concentration. The effects can profoundly impact our quality of life.

Our brains produce dopamine and norepinephrine, neurotransmitters used to send messages between nerve cells. Both play a large role in our concentration abilities and how we think and plan. Norepinephrine stimulates and boosts brain activity while also supporting various organ functions. It's associated with the human fight-or-flight response, and what is known as the adrenaline rush.



Dopamine is associated with reward-motivated behavior and motor control. Dopamine levels can drop from stress, poor diet, drug use, lack of sleep or chronic use of antidepressants. Once dopamine levels drop, symptoms can develop such as poor focus, mood swings and depression. These effects can quickly compound into a negative cycle that further deteriorates over time.

A deficiency of either can wreak havoc on your ability to focus and stay sharp. There are ways to stave off negative effects and improve your overall mental acuity as you age.

Brain Games

Keep your critical thinking active with brain-training activities. Certain games such as sudoku, crossword puzzles, chess, word searches, memory games or putting puzzles together can impact your processing and problem-solving skills. A 2015 study of 4,715 adults suggested that adults who spent an average of 15 minutes a day just five days a week doing these activities saw improvements in concentration.

Hit Your Sleep Quota

It's well-known that lack of sleep can cause a bevy of ill-effects on humans. Loss of focus and concentration is another casualty of sleep deprivation. Turn off all screens at least an hour before bed and wind down with a book. Aim for a

minimum of eight hours to wake feeling well-rested. Keep your bedroom temperature cool and stay on the same sleep schedule as much as possible.

Find a Soundtrack

Listening to music or white noise can also help improve focus while completing tasks. Experts tend to agree that classical music or sounds of nature can improve concentration and other brain functions. Keep music or sounds at a background noise level and avoid song choices that you either love or hate, which can cause further distraction and negate the whole purpose.

Feed the Mind and Body

There are foods that provide great brain-boosting benefits while also being good for your diet. Fatty fish such as trout and salmon are rich in Omega-3 fatty acids, which your body uses to build brain and nerve cells. Blueberries (and other deeply colored berries) deliver antioxidants that help combat brain aging. Turmeric, a key ingredient of curry powder, has seen its profile rise in recent years thanks to its potent antioxidant and anti-inflammatory properties. Studies have shown it helps ease depression and helps promote brain cell growth. Pumpkin seeds are another good source of antioxidants with added boosts of zinc, magnesium, iron and copper necessary to good brain health.

Supplement Your Efforts

Adding a supplement to your diet and routine can help ensure you maintain the necessary nutrients for improved focus levels. Look for those rich in Vitamins C and B-6, amino acids and ginkgo biloba. New ALTRUM Focus Alert is formulated to support the constant work your brain and neurotransmitters are doing throughout your lifetime.

(Source information: Dopamine deficiency: <https://www.anftherapy.com/symptoms-of-dopamine-deficiency/#:~:text=When%20your%20dopamine%20levels%20are,cravings%20and%20depression%20can%20manifest>
Norepinephrine: <https://www.verywellhealth.com/norepinephrine-what-does-or-doesnt-it-do-for-you-3967568>
Concentration tips / 2015 study reference: <https://www.healthline.com/health/mental-health/how-to-improve-concentration#brain-training> Brain foods: <https://www.healthline.com/nutrition/11-brain-foods#section6>

Get to Know the New ALTRUM Products

ALTRUM brings you the best ingredients on the market. Independent testing assures that every bottle contains exactly what's on the label.

We've been rolling out our new product line for much of the last year. These new products bring you the latest science in vitamins and supplements to support your healthy lifestyle.

Take a look at what we're offering. We'll keep you up to date on these and the rest of our new products in this monthly online newsletter, the monthly ALTRUM News and in the ALTRUM and AMSOIL Dealer Zones.

[ALTRUM Focus Alert \(ALFA\)](#)

- Amino Acids, Ginkgo and DMAE
- Plus CoQ10 and Grape Seed Extract

Norepinephrine and Dopamine are key neurotransmitters for the maintenance of alertness and mental acuity and for promoting a feeling of general well-being.* These two neurotransmitters are produced in the body from the amino acid precursors L-Tyrosine and L-Phenylalanine.* This conversion process also requires Vitamins C and B-6 as cofactors.*

ALTRUM Focus Alert (ALFA) combines these important nutrients with other ingredients like Ginkgo biloba and DMAE to complement this formula.*

Natural color variation may occur in this product.



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALFA	EA	32.00	\$33.60	\$35.30
ALFA	CA	384.00	\$384.00	\$403.20

ALTRUM Omega-3 (ALOM)

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

This natural fish-oil concentrate is 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.

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.



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALOM	EA	16.00	\$16.80	\$17.65
ALOM	CA	192.00	\$192.00	\$201.60

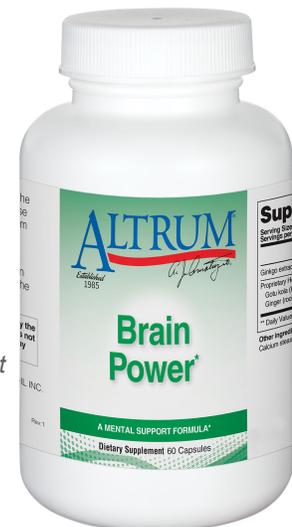
Brain Power (DBP01)

A.J.'s Brain Power brings you the power of ginkgo biloba. Ginkgo comes from the ancient ginkgo biloba tree.

*Ginkgo has been shown to possibly help: improve brain function and memory, slow aging, augment energy, balance depression, improve visual acuity, enhance faster healing, promote youthful skin, and enhance circulation. Ginkgo is effective by possibly supporting capillary integrity and circulation, which would help each cell to receive the nutrients needed.**

*A.J.'s Brain Power consists of a full 60 mg. of concentrated ginkgo biloba as leaf extract that contains 24 percent ginkgo heteroside, the highest active level available. It is in a base of the rejuvenating herbs, gotu kola, schizandra and ginger.**

Suggested Use: *For best results take 1 to 2 capsules daily. The brain requires a large portion of the body's nutrients for peak performance. Further enhance this product's effectiveness by using one of the ALTRUM Multis.*



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
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11/13/2020

ALTRUM

DBP01	EA	14.85	\$15.55	\$16.35
DBP01	CA	89.10	\$89.10	\$93.60

** 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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