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February is American Heart Month

February is American Heart Month. Here are some sobering facts from the American Heart Association.

- Heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in the United States.
- One person dies every 37 seconds in the United States from cardiovascular disease.
- About 647,000 Americans die from heart disease each year — that's one in every four deaths.



You already know lifestyle choices can help you beat the odds of developing heart disease, or almost any other chronic illness.

Eating the right foods, not too much, and all of the colors of the rainbow; exercise and stress management are the best ways to safeguard your health.

Sometimes, though, we have to re-evaluate long-held ideas. So, here's something to think about when it comes to including fat in your healthy diet. New research has revealed that fats, or fatty acids, are more on a continuum of good to bad than previously thought.

Fat is as essential to your diet as protein and carbohydrates are in fueling your body with energy. Certain bodily functions also rely on the presence of fat. For example, some vitamins require fat in order to dissolve into your bloodstream and provide nutrients. So, what type of fats should you include in your diet?

There are four major dietary fats in the foods we eat: trans fats, saturated fats, monounsaturated fats and polyunsaturated fats. The four types have different chemical structures and physical properties. The bad fats, saturated and trans fats, tend to be more solid at room temperature (like a stick of butter), while monounsaturated and polyunsaturated fats tend to be more liquid (like liquid vegetable oil).

Fats can also have different effects on the cholesterol levels in your body. The bad fats, saturated fats and trans fats, raise bad cholesterol (LDL) levels in your blood. Monounsaturated fats and polyunsaturated fats can lower bad cholesterol levels and are beneficial when consumed as part of a healthy dietary pattern.

Do all fats have the same number of calories?

There are nine calories in every gram of fat, regardless of what type of fat it is. Fats are more energy-dense than carbohydrates and proteins, which provide four calories per gram.

Let's look at the four different types of dietary fat.

- Trans fats are always bad for you. You'll find these chemically produced fats in baked goods, such as cakes, cookies and pies; shortening; french fries; doughnuts; fried chicken; non-dairy creamer; and stick margarine.
- Saturated fats occur naturally in many foods. The majority come from animal sources, including meat and dairy products. They're also a big part of many baked goods, and fried foods can contain high levels of saturated fats.

New research says saturated fats may not be as bad for you as you've been told.

Decades of research pointed to saturated fat being a contributing factor to such things as cardiovascular disease and obesity, and the American Heart Association continues its recommendation that you limit the amount of saturated fats to about 10 percent of your daily calories.

However, a handful of recent reports have muddied the link between saturated fat and heart disease, according to a report from Harvard Medical School. One meta-analysis of 21 studies said there was not enough evidence to conclude saturated fat increases the risk of heart disease, but replacing saturated fat with polyunsaturated fat may indeed reduce the risk of heart disease.

- Polyunsaturated fat can help reduce bad cholesterol levels in your blood, which can lower your risk of heart disease and stroke. They also provide nutrients to help develop and maintain your body's cells. Polyunsaturated fats also provide essential fatty acids omega-3 and omega-6, which your body can't produce. You'll find these fats in such things as olive oil and sunflower oil, as well as seeds and nuts.
- Monounsaturated fats can help reduce bad cholesterol levels in your blood which can lower your risk of heart disease and stroke. They also provide nutrients to help develop and maintain your body's cells. Foods rich in monounsaturated fats also contribute vitamin E to your diet, which is good, because most Americans need more than they're getting. You'll find monounsaturated fats in nuts, avocado, canola oil, olive oil, safflower oil (high oleic), sunflower oil, peanut oil, peanut butter and sesame oil.

Although healthier fats are an important part of your diet, it's still crucial to moderate your consumption of them because all fats are high in calories.

So, it's a good idea to include foods that contain monounsaturated and polyunsaturated fats. It's a strategy that will help your heart and improve your quality of life.

Here's the Lineup of 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. The latest addition made its debut last month.

ALTRUM Women's Multi (ALWM) joined the lineup in January. This new formula provides the vitamins and minerals, including iron, that science tells us women need to thrive.

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 Women's Multi (ALWM)

- With Evening Primrose, Cranberry, Green Tea, & CoQ10
- Gentler and Easier to Swallow & Absorb ALTRUM Women's Multi provides vitamins A, C, D and E, along with several B vitamins; minerals, such as calcium and magnesium, and more.

We've added evening primrose, cranberry, green tea and CoQ10 to further enhance this new formula. ALTRUM Woman's multi-vitamin softgels are easier to swallow and formulated for better GI tolerability. Natural color variation may occur in this product.

Women's Multi

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

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

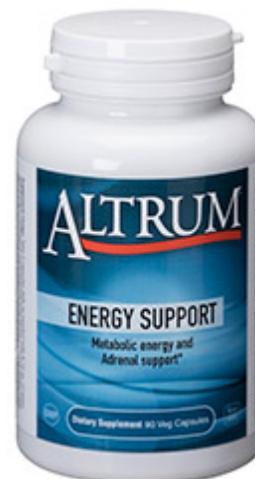
ALTRUM Energy Support (ALES) is packed with an array of nutrients known to support your body's energy, complete with B vitamins, green tea, panax ginseng and rhodiola to support thermogenesis, energy production and adrenal support.*

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



[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 CoQ10 \(ALCQ\)](#)

- Supports Heart Function*
- Cellular Energy Production*

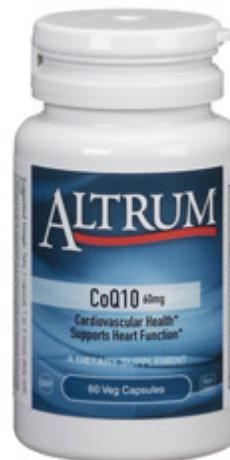
ALTRUM CoQ10 (ALCQ) is formulated with 60 mg. of pharmaceutical- grade CoQ10, produced through the natural fermentation process.

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.*

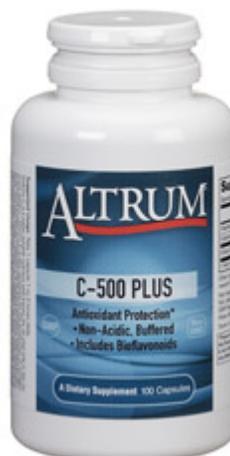
Vitamin C is enables amino acid metabolism, neurotransmitter synthesis and the use of many nutrients.* It is also a highly effective antioxidant that can help maintain healthy tissues by neutralizing free radicals generated during normal metabolism and exposure to environmental stressors.*

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

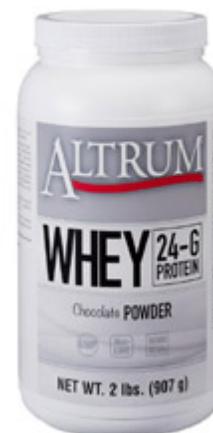


Not only is [ALTRUM Chocolate Whey Protein Powder \(ALPR\)](#) delicious, it has 2.5 times more protein than our previous protein drink.

2.5x MORE PROTEIN

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

[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



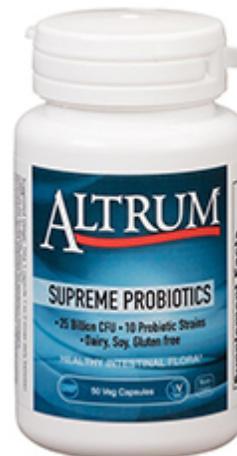
Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPH	EA (1) 90 ct.	37.80	39.70	41.70
ALPH	CA (12) 90 ct.	453.60	453.60	476.40

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

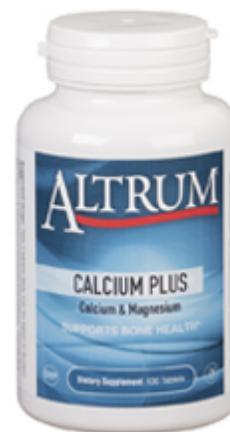
ALTRUM Calcium Plus (ALCP) combines the essential minerals of calcium and magnesium that work together to maintain several critical physiological processes.*

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 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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