



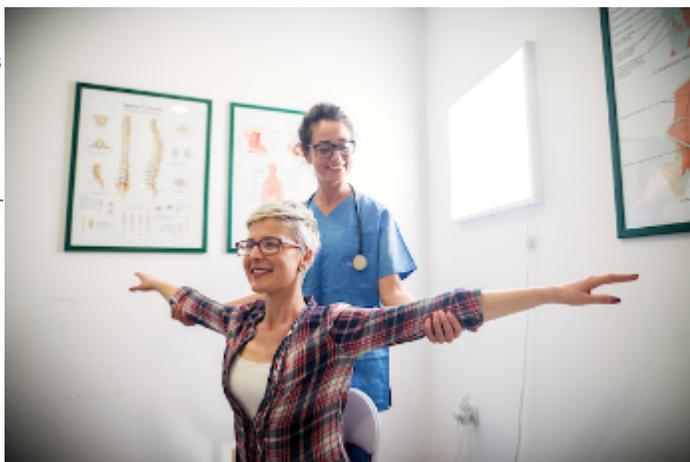
### ***In this Issue:***

1. [Maintain Healthy Joints](#)
2. [New ALTRUM Products](#)

## **Now is the Time to Maintain Healthy Joints**

As we age, our bodies undergo wear and tear from years of the activity that carries us through our days. We start noticing more muscle aches & pains, stiff joints and slower reflexes. Our bones become more fragile and prone to breaks or fractures. Our metabolism slows, and we wonder what happened to our youthful ability to move freely without consequence.

While we can't reverse the effects of aging, there are steps that can be taken to ensure a strong, healthy foundation to mitigate the impact. One of the best places to start is to promote healthy joints so your body can stay active. Check out these tips on maintaining joint health that will help keep you moving into the golden years feeling your best.



### **Exercise**

Daily, low-impact exercises can work wonders for keeping joints flexible and ready for action. You don't need expensive equipment or a strict regimen. A simple daily walk is a great place to start an exercise plan. Other activities to consider include yoga, swimming, golf and cycling. Basic stretch, bend & extend routines will help keep up your range of motion.

### **Weight Management**

Carrying additional body weight places undue stress on your joints. Losing even just a few extra pounds can provide significant benefits. A 2005 study showed that for each pound lost, there is a 4-pound reduction in loading forces on the knee with each step taken. Considering all the walking steps we take, the impact of even a little bit of reduced weight can be profound.

### **Ensure an Adequate Calcium and Vitamin D Intake**

Sufficient calcium and vitamin D intakes are imperative to supporting joint health. Both promote strong bone density, in turn lending support to the joints that connect them. Dairy, leafy greens, soybeans and calcium-

fortified cereals are all great sources of calcium. Vitamin D contributes to calcium absorption and can be obtained through sunlight, diet and supplements. The National Osteoporosis Foundation (NOF) recommends the following daily values:

**Calcium:** Daily calcium intake of 1,000 mg per day for women under 50 and 1,200 mg per day for those over 50. The daily intake is 1,000 mg per day for men under 70, and 1,200 mg per day for those over 70.

**Vitamin D:** Daily values of vitamin D for adults are 400-800 international units (IU) daily for those under 50, and 800-1,000 IU for those over 50.

Most people require a supplement in order to meet these daily intake recommendations. ALTRUM supplements can provide the essential nutrients and minerals necessary to support strong joint health.

(Source information: NOF: <https://www.nof.org/patients/treatment/calciumvitamin-d/get-the-facts-on-calcium-and-vitamin-d/> July ALTRUM Focus: <http://email.amsoil.com/m/1/93449064/02-b19199-fd3a13aa28044ea3a02ff0054fd3f325/2/453/f67167d2-05af-4d23-9c1f-0cc3049d8202?cldee=dHJvZ2Vyc21uOTIAZ21haWwuY29t&recipientid=contact-f2ee21b9ca5ee81190fa005056988f87-630c9bb3512344f683444fabaa7578b0&esid=28662db7-14a4-e911-9105-8f1573c1458c>)

## 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.

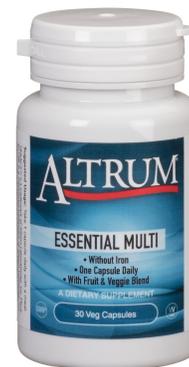
We've been rolling out our new product line for much of the last year. These new products bring you the latest science in vitamins and supplements to support your healthy lifestyle.

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 Essential Multi (ALEM)

- One Capsule Daily
- Without Iron
- With Fruit & Veggie Blend, Lutein & Lycopene

Multi vitamins help to bridge the nutrient gap in our daily diets. In today's world of processed foods and fast-paced lifestyles, many of us do not get the daily recommended allowance of vitamins, minerals and other nutrients. ALTRUM's Essential Multi can help fill in the areas lacking in our diets and is formulated to provide a broad range of nutrition.



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.

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALEM	EA	13.65	\$14.40	\$15.15
ALEM	CA	163.80	\$163.80	\$172.20

**ALTRUM Joint Support (ALJS)**

- With Glucosamine, Boswellin® and Sea Cucumber

ALTRUM Joint Support (ALJS) is a combination of nutrients and other ingredients that help to support the formation and function of healthy joint tissue.\* ALTRUM Joint Support provides Vitamin C, Manganese and Copper, which are critical for the production and maintenance of healthy joint structures.\* It also has Zinc, B Vitamins and Boswellin®, 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.



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALJS	EA	20.95	\$22.00	\$23.10
ALJS	CA	251.40	\$251.40	\$264.00

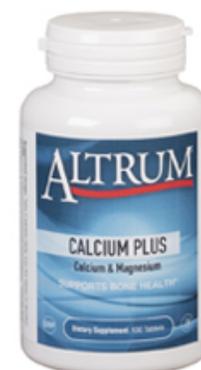
**ALTRUM Calcium Plus (ALCP)**

- Calcium & Magnesium - Supports Bone Health\*

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.\*

Natural color variation may occur in this product.



Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALCP	EA	17.00	\$17.85	\$18.75
ALCP	CA	204.00	\$204.00	\$214.20

**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

\* 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.*



[unsubscribe from this list](#)

Help us be sure that this email gets to your inbox. Adding our return address to your address book may "whitelist" us with your filter, helping future emails get to your inbox.

Copyright © 2020 AMSOIL INC., All rights reserved.  
 AMSOIL INC. 925 Tower Ave., Superior, WI 54880