



April 2020

Research: ‘Sunshine Vitamin’ Protects Bones, Immunity

Vitamin D is sometimes called the “sunshine vitamin” because it’s produced in your skin in response to sunlight. It’s a fat-soluble vitamin in a family of compounds that includes vitamins D-1, D-2 and D-3.

Your body produces vitamin D naturally when it’s directly exposed to sunlight. You can also get it through certain foods and supplements to ensure adequate levels of the vitamin in your blood.

Vitamin D has several important functions. Perhaps the most vital are regulating the absorption of calcium and phosphorus, and facilitating normal immune system function.

Research shows getting a sufficient amount of vitamin D is important for normal growth and development of bones and teeth, as well as improved resistance against certain diseases.

If your body doesn’t get enough vitamin D, you’re at risk of developing bone abnormalities such as soft bones (osteomalacia) or fragile bones (osteoporosis).

Here are three more surprising benefits of vitamin D.

VITAMIN D FIGHTS DISEASE

In addition to its primary benefits, research suggests that vitamin D may also play a role in: reducing your risk of multiple sclerosis, according to a study published in the *Journal of the American Medical Association*; decreasing your chance of developing heart disease, according to findings published in *Circulation*; helping to reduce your likelihood of developing the flu, according to research published in the *American Journal of Clinical Nutrition*.

VITAMIN D REDUCES DEPRESSION

Research has shown that vitamin D might play an important role in regulating mood and warding off depression. In one study, scientists found that people with depression who received vitamin D supplements noticed an improvement in their symptoms.

VITAMIN D BOOSTS WEIGHT LOSS

Consider adding vitamin D supplements to your diet if you’re trying to lose weight or prevent heart disease. In one study, people taking a daily calcium and vitamin D supplement were able to lose more weight than subjects taking a placebo supplement. The scientists said the extra calcium and vitamin D had an appetite-suppressing effect. In another study, overweight people who took a daily vitamin D supplement improved their risk markers for heart disease.

Food sources of vitamin D

Because few foods contain vitamin D naturally, some foods are fortified with vitamin D. Foods that contain vitamin D include: salmon, sardines, egg yolk, shrimp, milk (fortified), cereal (fortified) yogurt (fortified) and orange juice (fortified).

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.



Our Newest Product

ALTRUM Vitamin D (ALVD)

ALTRUM High-Potency Vitamin D3 softgels supply this key vitamin in a highly-absorbable liquid softgel form. Vitamin D is normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. As more people avoid sun exposure, vitamin D supplementation becomes even more necessary to ensure that your body receives an adequate supply.

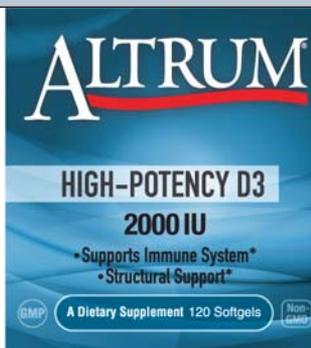
Natural color variation may occur in this product.



Distributed by:
ALTRUM Nutrition
Div. of AMSCIL, INC.
Superior, WI 54980
(715) 382-7101

Product Code - ALVD
REV: 1

Suggested Usage: Take 1 softgel daily with a meal.
Our Vitamin D3 softgels supply this key vitamin in a highly absorbable liquid softgel form. Vitamin D is normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. As more people avoid sun exposure, vitamin D supplementation becomes even more necessary to ensure that your body receives an adequate supply.
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Caution: For adults only. Consult physician if pregnant/nursing, read of children, or have a medical condition. Keep out of reach of children.
Natural color variation may occur in this product.



Supplement Facts	
Serving Size 1 Softgel	% Daily Value
Vitamin D ₃ (as Cholecalciferol) (from Lanolin)	2500%
Amount Per Serving	

Other Ingredients: Extra Virgin Olive Oil and Softgel Capsule (bovine gelatin, glycerin, water).
Not manufactured with yeast, wheat, gluten, soy, corn, eggs, fish or shellfish ingredients. Produced in a GMP facility that processes other ingredients containing these allergens.
Store in a cool, dry place after opening.



- High Potency
- Helps Maintain Strong Bones*
- Supports Immune System*



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

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.

ALTRUM Omega-3 comes in an enteric-coated odor-controlled softgel designed to be easily tolerated in your system. 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

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Please check with your physician when using prescription medications in combination with food supplements. All testimonials about ALTRUM nutritional products are non-scientific reports and are not intended to draw any direct cause and effect link between discussed events or "results" and consuming the nutrients contained in the products described. Results are individual and will vary from person to person.

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 Women's Multi (ALWM)

ALTRUM Women's Multi with Iron provides vitamins A, C, D and E; 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 Women's multi-vitamin softgels are easier to swallow and are formulated for better GI tolerability. Natural color variation may occur in this product.



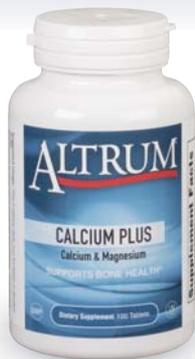
Women's Multi with Iron

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	428.40

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Available Now



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.

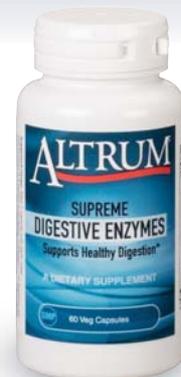
Calcium Plus

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 Supreme Digestive Enzymes (ALDE)

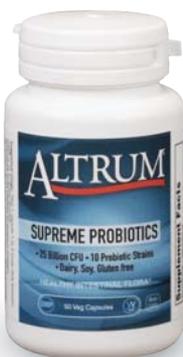
A potent proprietary combination of digestive enzymes produced through controlled fermentation of select microbial species and is stable throughout the pH range of the GI tract.*

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.



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



ALTRUM Supreme Probiotics (ALPB)

Offers a balanced spectrum of live organisms consisting of acid-resistant probiotic bacterial strains that are 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 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
ALPB	EA (1) 50 ct.	33.92	35.65	37.45
ALPB	CA (12) 50 ct.	407.04	407.04	427.80

ALTRUM CoQ10 (ALCQ)

Is formulated with 60 mg. of pharmaceutical-grade CoQ10, produced through the natural fermentation process.

- Supports Heart Function*
- Cellular Energy Production*

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.



CoQ1

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALCQ	EA (1) 60	19.00	19.95	20.95
ALCQ	CA (6) 60	228.00	228.00	239.40

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** Please check with your physician when using prescription medications in combination with food supplements.

Available Now



ALTRUM Men's Male Power (ALMP)

With Epimedium, Muira Puama and Tribulus

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.

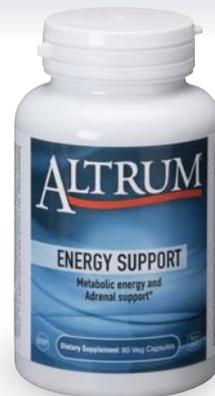
Men's Male Power

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

ALTRUM Energy Support (ALES)

Packed with an array of nutrients known to promote thermogenesis, energy production and adrenal gland function, including B vitamins, green tea, panax ginseng and rhodiola.

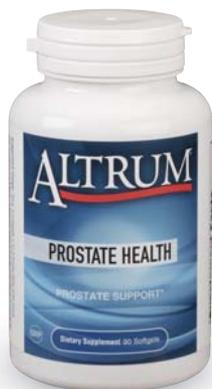
Caffeine is present in this product as a naturally occurring compound in herbal ingredients guarana, yerba mate and green tea. It contains approximately 64 mg of caffeine per serving (equivalent to about 1/2 cup of coffee). Natural color variation may occur in this product.



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

Visit www.altrumonline.com for complete pricing information for Dealers and Preferred Customers.



ALTRUM Prostate Health (ALPH)

The proven prostate nutrients you already trust — saw palmetto and stinging nettle. Added nutritional support comes from pumpkin seed oil, zinc, vitamin B-6 and lycopene.*

This new 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.

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 C-500 Plus (ALVC)

Delivers 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 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.



Vitamin C-500 Plus

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALVC	EA (1) 100 ct.	12.25	12.90	13.55
ALVC	CA (12) 100 ct.	147.00	147.00	154.80

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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 has been 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

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 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.* 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 Joint Support (ALJS)

A combination of nutrients that help to 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



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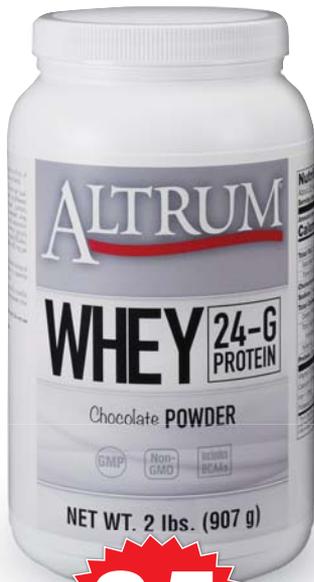
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MORE PROTEIN

ALTRUM Chocolate Whey Protein Powder (ALPR)

The nutritional benefits of protein in a delicious new formula.

Experts say 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).

Not only does new Chocolate Whey Protein Powder taste great, it has **2.5 times the protein of our previous protein drink**. It also brings you the power of branched-chain amino

acids (BCAAs). We've added an extra 420 mg. per serving of glutamine, an amino acid that is a building block of proteins and an important molecule for the immune system and intestinal system.

Each one-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.

Research shows older adults have significantly increased protein needs — up to 50 percent higher than the DRI, or about 0.45-0.6 grams per pound (1-1.3 grams per kg) of body weight.

Chocolate Whey Protein Powder				
Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALPR	EA (1) 2lbs.	22.75	35.00	36.75
ALPR	CA (6) 2lbs.	136.50	210.00	220.80

**Please check with your physician when using prescription medications in combination with food supplements. ^ At time of manufacture

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