

ALTRUM[®]

May 2020

Ways to **Boost Your Immunity**



No supplement, diet, or lifestyle modification — aside from social distancing and practicing proper hygiene — can protect you from developing COVID-19.

The strategies outlined below may boost your immune health, but they don't protect specifically against COVID-19.

If you want to boost your immune health, you may wonder how to help your body fight off illnesses.

While bolstering your immunity is easier said than done, several dietary and lifestyle changes may strengthen your body's natural defenses and help you fight harmful pathogens, or disease-causing organisms.

Here are some ways to strengthen your immunity naturally.

GET ENOUGH SLEEP

Sleep and immunity are closely tied. Research shows that inadequate or poor quality sleep is linked to a higher susceptibility to sickness.

As an example, a study in 164 healthy adults revealed that those who slept fewer than 6 hours a night were more likely to catch a cold than those who slept 6 hours or more each night.

Getting enough rest may strengthen your natural immunity. Also, sleeping more when you're sick may allow your immune system to better fight the illness, according to research published by the National Institutes of Health.

If you're having trouble sleeping, try limiting screen time for an hour before bed, as the blue light emitted from your phone, TV and computer may disrupt your circadian rhythm, or your body's natural wake-sleep cycle, according to research published by the National Institutes of Health. You may also want to try sleeping in a completely dark room or using a sleep mask, going to bed at the same time every night and exercising regularly.

EAT MORE WHOLE PLANT FOODS

Whole plant foods such as fruits, vegetables, nuts, seeds and legumes are rich in nutrients and antioxidants that may give you an upper hand against harmful pathogens.

*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.

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The antioxidants in these foods help decrease inflammation by combatting unstable compounds called free radicals, which can cause inflammation when they build up in your body in high levels.

Meanwhile, the fiber in plant foods feeds your gut microbiome, or the community of healthy bacteria in your gut.

A robust gut microbiome can improve your immunity and help keep harmful pathogens from entering your body via your digestive tract, according to research published by the National Institutes of Health.

Furthermore, fruits and vegetables are rich in nutrients like vitamin C, which may reduce the duration of the common cold.

EAT MORE HEALTHY FATS

Healthy fats, like those found in olive oil and salmon, may boost your body's immune response to pathogens by decreasing inflammation.

Although low-level inflammation is a normal response to stress or injury, chronic inflammation can suppress your immune system, according to research published by National Institutes of Health.

Olive oil, which is highly anti-inflammatory, is linked to a decreased risk of chronic diseases like heart disease and type 2 diabetes. Plus, its anti-inflammatory properties may help your body fight off harmful disease-causing bacteria and viruses (9Trusted Source, 10Trusted Source).

Omega-3 fatty acids, such as those in salmon and chia seeds, fight inflammation as well.

Continued on page three



Our Newest Product

ALTRUM Vitamin D (ALVD)

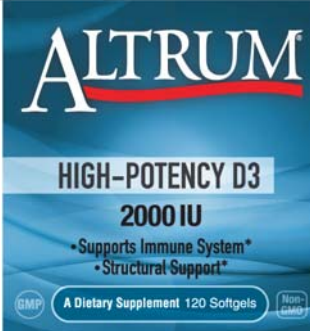
ALTRUM High-Potency Vitamin D3 softgels supply this key vitamin in a highly-absorbable liquid softgel form. Vitamin D is normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. As more people avoid sun exposure, vitamin D supplementation 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 ANSOL, INC.
Superior, WI 54880
(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, meet or have a medical condition, keep out of reach 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

Amount Per Serving	% Daily Value
Vitamin D ₃ (as Cholecalciferol) (from Lanolin)	250%

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

Non-GMO

Store in a cool, dry place after opening.

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

Vitamin D

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALVD	EA (1) 120 ct.	17.00	17.85	18.75
ALVD	CA (12) 120 ct.	204.00	204.00	214.20



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



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

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More Tips to Help Power Your Immune System

EAT MORE FERMENTED FOODS OR TAKE A PROBIOTIC SUPPLEMENT

Fermented foods are rich in beneficial bacteria called probiotics, which populate your digestive tract. Some well-known fermented foods are yogurt, sauerkraut, kimchi, kefir and natto.

Research suggests that a flourishing network of gut bacteria can help your immune cells differentiate between normal, healthy cells and harmful invader organisms.

In a 3-month study in 126 children, those who drank just 2.4 ounces (70 mL) of fermented milk daily had about 20 percent fewer childhood infectious diseases, compared with a control group, according to research published by the National Institutes of Health.

If you don't regularly eat fermented foods, probiotic supplements are another option.

LIMIT ADDED SUGARS

Emerging research suggests that added sugars and refined carbs may contribute disproportionately to overweight and obesity, according to research in PubMed Central, from the National Institutes of Health

Curbing your sugar intake can decrease inflammation and aid weight loss, thus reducing your risk of chronic health conditions like type 2 diabetes and heart disease, according to research published by the National Institutes of Health.

Since research shows that obesity, type 2 diabetes, and heart disease can all weaken your immune system, limiting added sugars is an important part of an immune-boosting diet.

Try to limit your sugar intake to less than 5 percent of your daily calories. This equals about 2 tablespoons (25 grams) of sugar for someone on a 2,000-calorie diet.

Hydration doesn't necessarily protect you from germs and viruses, but preventing dehydration is important to your overall health.

Dehydration can cause headaches and hinder your physical performance, focus, mood, digestion, and heart and kidney function. These complications can increase your susceptibility to illness, according to research published in PubMed Central, a database of the National Institutes of Health.

To prevent dehydration, drink enough fluid daily to make your urine pale yellow. Water is recommended because it's free of calories, additives and sugar.

MANAGE YOUR STRESS LEVELS

Relieving stress and anxiety is key to immune health

Long-term stress promotes inflammation, as well as imbalances in immune cell function, according to research.

Activities that may help you manage your stress include meditation, exercise, journaling, yoga, and other mindfulness practices. You may also benefit from seeing a licensed counselor or therapist, whether virtually or in person.

SUPPLEMENT WISELY

It's easy to turn to supplements if you hear claims about their ability to treat or prevent COVID-19. However, these assertions are unfounded and untrue.

According to the National Institutes of Health (NIH), there's no evidence to support the use of any supplement to prevent or treat COVID-19.

Some studies indicate that the following supplements may strengthen your body's general immune response:

Vitamin C. According to a review in more than 11,000 people, taking 1,000–2,000 mg of vitamin C per day reduced the duration of colds by 8 percent in adults and 14 percent in children. Yet, supplementing did not prevent the cold to begin with.

Vitamin D. Vitamin D deficiency may increase your chances of getting sick, so supplementing may counteract this effect. Nonetheless, taking vitamin D when you already have adequate levels doesn't seem to provide extra benefits.

Garlic. A high quality, 12-week study in 146 people found that supplementing with garlic reduced the incidence of the common cold by about 30 percent. However, more research is needed, according to researchers.

While these supplements demonstrated potential in the studies mentioned above, that doesn't mean they're effective against COVID-19.

(Source information from https://www.healthline.com/nutrition/how-to-boost-immune-health?slot_pos=article_1&utm_source=Sailthru%20Email&utm_medium=Email&utm_campaign=authoritynutrition&utm_content=2020-04-08&apid=25075959#The-bottom-line)



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Available Now

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.



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.

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

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

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

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.



Supplement Facts

Serving Size 1 Capsule		
	Amount Per Serving	% Daily Value
Vitamin C (from Calcium Ascorbate)	500 mg	556%
Calcium (from Calcium Ascorbate)	55 mg	4%
Citrus Bioflavonoid Complex	10 mg	†

† Daily Value not established.

Other ingredients: Gelatin (capsule), Cellulose and Magnesium Stearate (vegetable source).

Not manufactured with wheat, gluten, soy, milk, egg, fish, shellfish or tree nut ingredients. Produced in a GMP facility that processes other ingredients containing these allergens.

Store in a cool, dry place after opening. Please Recycle.

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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 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.



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.



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

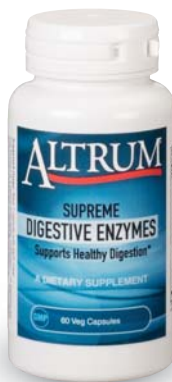
Women's Multi with Iron

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

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.



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.



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

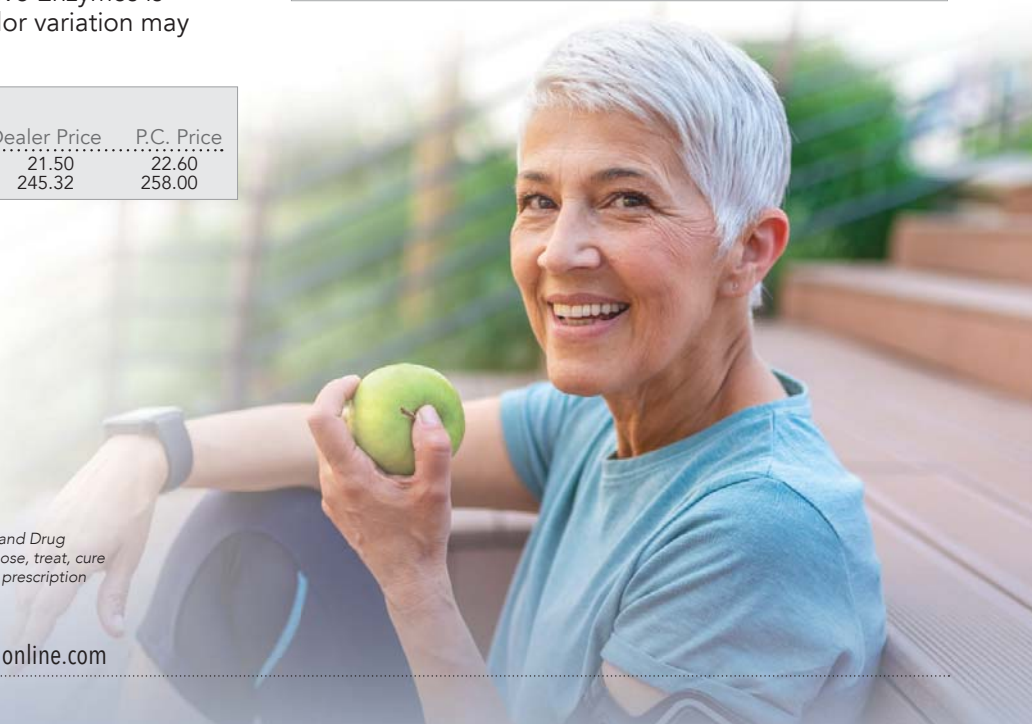
Nutritional Oils

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

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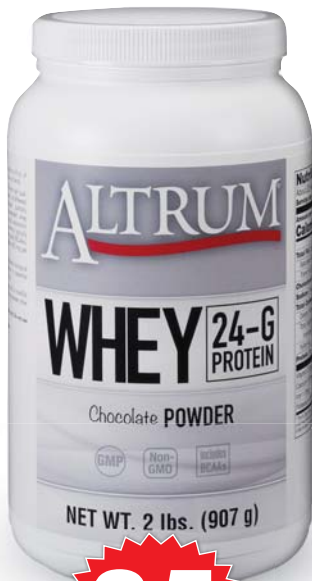




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2.5
X
MORE PROTEIN

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.

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	

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