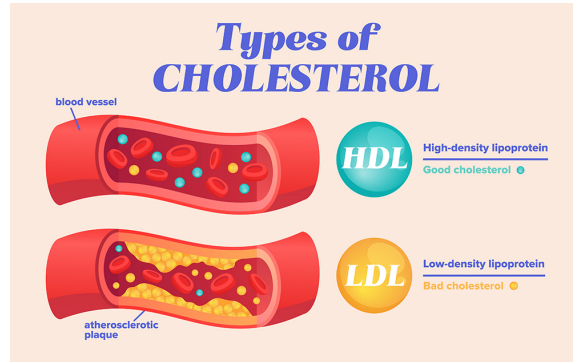




The Difference Between Good and Bad Cholesterol

Cholesterol is a waxy substance that circulates through the blood and your body relies on it to build healthy cells. When cholesterol levels become too high, it can cause blockages in the arteries that may lead to heart attack or stroke. Keeping your cholesterol in check is key to avoiding serious health complications as you age.



Cholesterol comes from two sources. The liver produces all the cholesterol we need, while the rest is added from the animal-sourced food products we consume. However, those foods are often high in saturated and trans fats, which cause the liver to produce more cholesterol than normal. Too much cholesterol can create a dangerous accumulation in the arteries that reduces blood flow throughout the body.

You've likely heard cholesterol referred to in terms of 'good' or 'bad' but what does that mean?

High-density lipoprotein (HDL) – “good cholesterol” carries excess cholesterol away from arteries and back to the liver where it's broken down and processed by the body.

Low-density lipoprotein (LDL) – “bad cholesterol” that can build up in the arteries, causing them to narrow and leading to increased risk of heart disease or stroke.

Triglycerides are also a factor. Triglycerides are a type of fat in the blood that store excess energy from the diet. Along with high LDL or low HDL levels, elevated triglycerides can also increase the risk of cardiovascular disease.

There are no symptoms when cholesterol reaches unhealthy levels. The only way to measure cholesterol is via blood test, and as you get older your doctor will likely recommend more frequent testing. The National Heart, Lung and Blood Institute (NHLBI) recommends cholesterol screenings every 1-2 years for men between the ages of 45-65, and women between the ages of 55-65. Those 65 years of age and older should get their cholesterol levels tested annually.

While high cholesterol can be inherited, it's more commonly caused by unhealthy lifestyle choices in diet and exercise. Eating foods high in saturated or trans fats such as fatty meats, full-fat dairy products and packaged snacks can severely impact your cholesterol levels. It's better to prevent high cholesterol before problems arise. Limiting salt and fatty foods, along with a steady intake of fruits, vegetables and whole grains is the first step toward lowering your cholesterol. Getting regular exercise helps keep you in shape and maintain a healthy weight, in turn boosting the “good” HDL cholesterol levels your body needs.

Your doctor may also recommend cholesterol-improving supplements like fish oil, flaxseed, green tea extract or others to help lower LDL levels. Before starting, check with your medical provider to ensure they don't interfere with other medications. ALTRUM Omega-3 and ALTRUM Nutritional Oils are two great supplement options that may help reduce the risk of coronary heart disease*.

Source: [What is Cholesterol? | American Heart Association](#), [High cholesterol - Symptoms and causes - Mayo Clinic](#), [Cholesterol-lowering supplements may be helpful - Mayo Clinic](#), [HDL \(Good\), LDL \(Bad\) Cholesterol and Triglycerides | American Heart Association](#).

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 Omega-3

- 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.



[Shop Now](#)

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

ALTRUM Nutritional Oils

- Blend of Five Nutritional Oils

- Healthy Skin and Immune Support*

ALTRUM Nutritional Oils (ALNO) is a blend of Flax Seed, Evening Primrose, Canola, Black Currant and Pumpkin Seed Oils. ALTRUM combines these well-known nutritional oils to create balanced proportions 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 (see nutrition information for fat content)".



Shop Now

Stock#	Units	Comm. Credits	Dealer Price	P.C. Price
ALNO	EA	21.00	\$22.05	\$23.20
ALNO	CA (12)	252.00	\$252.00	\$264.60

* 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.



You received this email because you are subscribed to emails from AMSOIL INC. [Click here](#) to manage your subscription preferences or unsubscribe.

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 © 2022 AMSOIL INC., All rights reserved.
 AMSOIL INC. 925 Tower Ave., Superior, WI 54880