ALTRUM Focus Newsletter Volume 16 Issue 5

Let the Sunshine (Vitamin) In

Our bones rely on vitamin D to absorb calcium. If vitamin D is not present, calcium cannot be stored, which can lead to soft, brittle bones or even osteoporosis. Vitamin D also holds antioxidant, anti-inflammatory and neuroprotective properties that support muscle function, immune health and brain cell activity. Overall, your entire body relies on a steady supply of this vital nutrient to stay healthy.

Known as “the sunshine vitamin,” vitamin D is best sourced through the sun’s ultraviolet-B rays or supplementation. There are two forms of vitamin D:

Vitamin D2 (ergocalciferol or pre-vitamin D): Produced in plants and fungi.

Vitamin D3 (cholecalciferol): Produced in animals and humans.

Both forms of vitamin D are produced by the body in response to sunlight. People who live in seasonal areas where exposure to the sun is limited in winter months tend to have lower levels as a result and are at higher risk for deficiency. Those with darker skin pigment also tend to have lower levels, as the pigment acts as a shade and reduces the amount of vitamin D being absorbed. Environmental factors, including smog, clouds and smoke, can inhibit vitamin D absorption as well.

The Risks of Deficiency

Those with inadequate levels of vitamin D risk suffering from bone and skeletal complications. In children, rickets can cause soft bones and skeletal deformities from failure of the bone tissue to harden. In adults, Osteomalacia is a condition that can cause weak or softened bones that are prone to fractures and breakage. Bone pain and muscle weakness are also common side effects of vitamin D deficiency in teens and adults.

How much is enough?

The National Institutes of Health (NIH) recommends the following daily intake of vitamin D from all sun, food and beverage sources:

The best way to obtain vitamin D is through safe sunlight exposure. Just 10-15 minutes two or three times a week can provide sufficient levels. However, excessive or unprotected exposure to ultraviolet radiation from the sun can lead to skin cancer. Health experts recommend using an SPF 15 or more when in sunlight for more than a few minutes. While sunscreen can limit the amount of vitamin D you absorb, it's an important protective barrier and supplementation can help ensure your body still meets the daily intake. ALTRUM Vitamin D3 is a high-potency softgel that delivers 2000 IU per capsule, helping you meet the daily recommended amount in all seasons and circumstances.

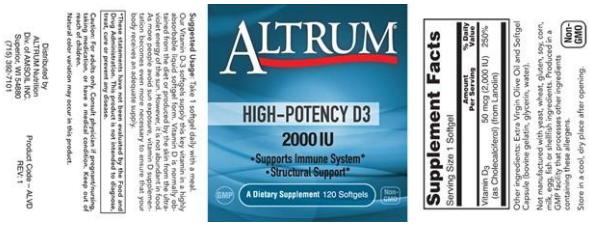
* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ** Please check with your physician when using prescription medications in combination with food supplements.

Source: Vitamin D - Consumer (nih.gov) Vitamin D - Mayo Clinic Vitamin D | The Nutrition Source | Harvard T.H. Chan School of Public Health .

Ages	Upper Limit
Birth to 6 months	25 mcg (1,000 IU)
Infants 7–12 months	38 mcg (1,500 IU)
Children 1–3 years	63 mcg (2,500 IU)
Children 4–8 years	75 mcg (3,000 IU)
Children 9–18 years	100 mcg (4,000 IU)
Adults 19 years and older	100 mcg (4,000 IU)
Pregnant and breastfeeding teens and women	100 mcg (4,000 IU)

ALTRUM High Potency D3

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



Shop Now

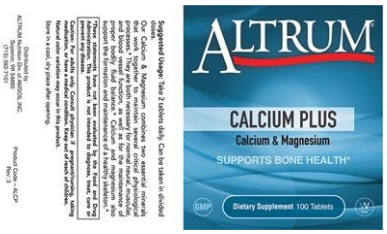
ALTRUM High-Potency D3 (ALVD) softgels supply this key vitamin in a highly absorbable liquid softgel form. Vitamin D is normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. As more people avoid sun exposure, vitamin D supplementation

becomes even more necessary to ensure that your body receives an adequate supply.

Natural color variation may occur in this product.

Stock#	Units	Pkg./Size	Dealer Price	P.C. Price
ALVD	EA	(1) 120-ct	$17.85	$18.75
ALVD	CA	(12) 120- ct	$204.00	$214.20

Stock#	Units	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
ALVD	EA	$1.78	$2.96	$4.14	$5.32	$17.00
ALVD	CA	$21.42	$35.57	$49.72	$63.87	204.00



ALTRUM Calcium Plus

- 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.* 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.

Shop Now

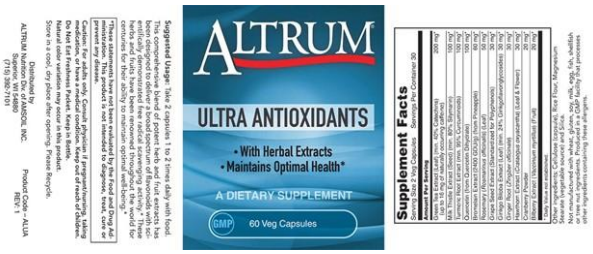
Natural color variation may occur in this product.

Stock#	Units	Pkg./Size	Dealer Price	P.C. Price
ALCP	EA	(1) 100-ct	$17.85	$18.75
ALCP	CA	(12) 100-ct	$204.00	$214.20

Stock#	Units	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
ALCP	EA	$1.78	$2.96	$4.14	$5.32	17.00
ALCP	CA	$21.42	$35.57	$49.72	$63.87	204.00

ALTRUM Ultra Antioxidants

- With Herbal Extracts
- Maintains Optimal Health*



Shop Now

ALTRUM Ultra Antioxidants (ALUA) is a comprehensive blend of potent herb and fruit extracts designed to deliver a broad spectrum of flavonoids with scientifically demonstrated free-radical scavenging activity* These herbs and fruits have been renowned throughout the world for centuries for their ability to maintain optimal well-being.*

Natural color variation may occur in this product.

Stock#	Units	Pkg./Size	Dealer Price	P.C. Price
ALUA	EA	(1) 60-ct	$24.70	$25.95

ALUA	CA	(12) 60-ct	$282.00	$296.40

Stock#	Units	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
ALUA	EA	$2.47	$4.10	$5.73	$7.36	23.50
ALUA	CA	$29.61	$49.17	$68.72	$88.29	282.00

* 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.