

# ALTRUM®

APRIL 2016



## Introducing New ALTRUM Vitamin D3

ALTRUM now offers Vitamin D3, featuring 2,000 IU vitamin D3 (as cholecalciferol) per capsule. Unlike other vitamin D supplements, ALTRUM Vitamin D3 is enriched with organic fruits and superfoods.

Vitamin D3 has a long list of benefits for health. Research shows vitamin D3 can help maintain the health of bones and teeth, support the health of the immune system, brain and nervous system, regulate insulin levels and aid diabetes management and support lung function and cardiovascular health, according to an article in the *Nutrition Source*, an online newsletter of the Harvard T.H. Chan School of Public Health.

Worldwide, an estimated 1 billion people have inadequate levels of vitamin D in their blood, and deficiencies can be found in all ethnicities and age groups, according to the *Nutrition Source*, article.

## Vitamin D Sources and Function

Vitamin D is both a nutrient we eat and a hormone our bodies make. Few foods are naturally rich in vitamin D, so the biggest dietary sources of vitamin D are fortified foods and vitamin supplements. Good sources include

dairy products and breakfast cereals (both of which are fortified with vitamin D), and fatty fish such as salmon and tuna.

For most people, the best way to get enough vitamin D is taking a supplement, but the level in most multivitamins (400 IU) is too low, according to the article.

Two forms of vitamin D are used in supplements: vitamin D2 ("ergocalciferol," or pre-vitamin D) and vitamin D3 ("cholecalciferol"). Vitamin D3 is chemically indistinguishable from the form of vitamin D produced in the body.

The body also manufactures vitamin D from cholesterol, through a process triggered by the action of sunlight on skin, which is why it's nicknamed "the sunshine vitamin."

However, many people do not make enough vitamin D from the sun, among them, people who have a darker skin tone, who are overweight, who are older, and who cover up when they are in the sun.

*Continued on pg 3*

\*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.

**ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267**  
Dealers and Preferred Customers can order at [www.altrumonline.com](http://www.altrumonline.com)

# Unique Ingredients in ALTRUM Vitamin D3

ALTRUM Vitamin D3 provides 2,000 IU of vitamin D3 and a blend of organic fruits and superfoods. All ingredients are non-GMO.

Research indicates a growing list of benefits Vitamin D3 provides the body, from protecting the health of bones and teeth, to supporting the body's overall immunity, helping to protect against chronic health problems, supporting the nervous system and more.\*

ALTRUM Vitamin D3 is enriched with a blend of organic fruits and superfoods that also have been shown to provide a multitude of health benefits.

The following ingredients are known to provide antioxidant, vitamin and mineral support for the body:

- Amla is rich in vitamin C and also contains other vitamins, minerals and antioxidants. Amla is often used to help ease inflammation of the joints, fevers, urinary tract infections and to control blood sugar. It is high in fiber and may be helpful in treating constipation.\*
- Acai is an antioxidant-rich fruit that has been heralded for centuries as a healing, immune-stimulating, energy-boosting fruit. Research has shown that this antioxidant-rich berry may be able to fight the health problems associated with oxidative damage, as well as many other health benefits.\*
- Cranberries are high in nutrients and antioxidants. The possible health benefits of consuming cranberries include lowered risk of urinary tract infections, prevention of certain types of cancer, improved immune function, decreased blood pressure and more.\*
- Raspberries contain strong antioxidants such as Vitamin C, quercetin and gallic acid that fight against cancer, heart and circulatory disease and age-related decline. They are high in ellagic acid and have been shown to have anti-inflammatory properties.\*

- Spirulina is a type of blue-green algae that is rich in protein, vitamins, minerals, carotenoids and antioxidants that can help protect cells from damage. It contains nutrients, including B-complex vitamins, beta-carotene, vitamin E, manganese, zinc, copper, iron, selenium and gamma linolenic acid (an essential fatty acid).

- Chlorella, native to Taiwan and Japan, is a super-food rich with phytonutrients, including amino acids, chlorophyll, beta-carotene, potassium, phosphorus, biotin, magnesium and B-complex vitamins.

Studies have shown that chlorella benefits the entire body by supporting healthy hormonal function and good cardiovascular health, helps to negate the effects of chemotherapy and radiation, lowers blood pressure and cholesterol and aids in the detoxification of our bodies.\*



## Vitamin D3

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DD301	EA	(1) 60-count	0.2	16.70	23.60
DD301	CA	(6) 60-count	1.2	95.20	139.15

\*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.

**ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267**  
 Order online at [www.altrumonline.com](http://www.altrumonline.com)

2 APRIL 2016 ALTRUM [www.altrumonline.com](http://www.altrumonline.com)



# Research Discovers Potential for Many Health Benefits

Vitamin D helps the body absorb and retain calcium and phosphorus, both critical for building bone. Laboratory studies show that vitamin D can reduce cancer cell growth and plays a critical role in controlling infections.

## Debate Continues About How Much Vitamin D

There's scientific debate about how much vitamin D people need each day. A report released in 2010 by the Institute of Medicine recommended tripling the daily vitamin D intake for children and adults in the U.S. and Canada, to 600 IU per day.

The report also recognized the safety of vitamin D by increasing the upper limit from 2,000 to 4,000 IU per day, and acknowledged that even at 4,000 IU per day, there was no good evidence of harm, according to the *Nutrition Source*.

According to *Nutrition Source*, the guidelines are overly conservative about the recommended intake, and they do not give enough weight to some of the latest science on vitamin D and health. For bone health and chronic disease prevention, many people are likely to need more vitamin D than these government guidelines recommend.

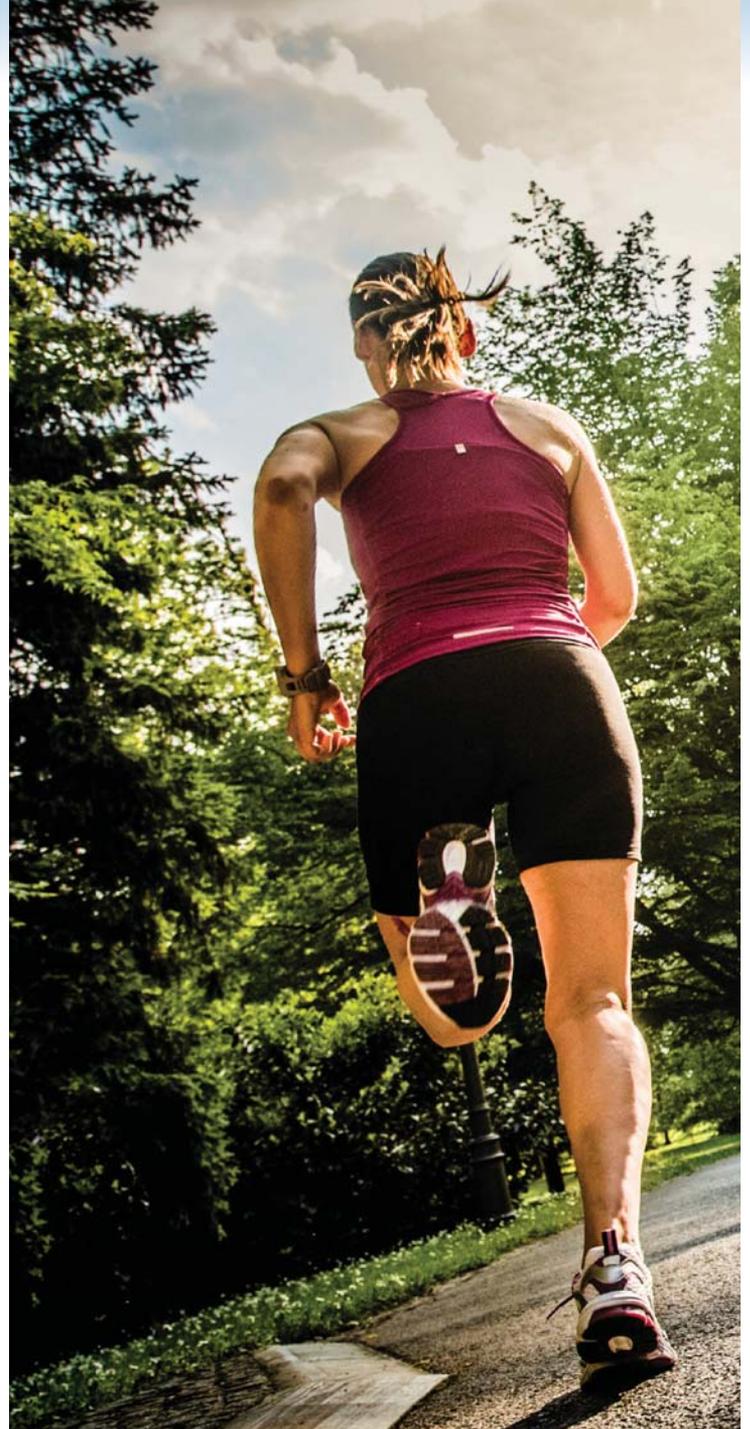
## Early Research Discovering Multiple Roles for Vitamin D

Laboratory studies show that vitamin D can reduce cancer cell growth and plays a critical role in controlling infections, according to *Nutrition Source*. Many of the body's organs and tissues have receptors for vitamin D, and scientists are still looking for its other possible functions.

## Vitamin D and Bone and Muscle Strength

Several studies link low vitamin D levels with an increased risk of fractures in older adults, and they suggest that vitamin D supplementation may prevent such fractures — as long as it is taken in a high enough dose.\*

According to the *Nutrition Source* article, ongoing research shows initial benefits of vitamin D supplementation in helping to mitigate chronic conditions, some cancers heart disease and immune function.\*



(To see the entire article online go to:  
<http://www.hsph.harvard.edu/nutritionsource/vitamin-d/>)

\*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.

**ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267**  
Dealers and Preferred Customers can order at **[www.altrumonline.com](http://www.altrumonline.com)**



## Ultra Calcium Complex

### Support Bones and Connective Tissue

Calcium is a vital health-building mineral that helps keep bones and teeth strong.\* It also plays a key role in many vital bodily functions, such as blood pressure regulation, nerve impulse transmission, muscle contraction and blood clotting.\*

*Ultra Calcium Complex* is a state-of-the-art, premium, multiple-source calcium formula containing several highly absorbable forms of calcium, including carbonate, aspartate and citrate. Vitamin D-3 and many additional co-factors have been included and balanced in the formula for optimal calcium absorption and use.\*

*Ultra Calcium Complex contains 500 mg. of calcium and 200 mg of magnesium in three capsules. Calcium is best absorbed in capsule form.\**

Ultra Calcium Complex is a daily supplement best used by those with additional calcium needs beyond those satisfied by the ALTRUM Multis.\*

### Ultra Calcium Complex

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DUC01	EA	(1) 90 capsules	0.3	12.65	19.00
DUC01	CA	(6) 90 capsules	1.8	72.30	113.10



## Coenzyme Q-10

### For Heart, Immune System, Gums and Energy\*

Coenzyme Q10, or CoQ10, plays several vital roles in overall health. CoQ10 is one of the most important antioxidant supplements for protecting heart health and supporting normal cardiovascular function. Statin medications may deplete naturally occurring CoQ10. Supplementation with ALTRUM CoEnzyme Q10 may promote healthy levels and may also help strengthen the heart, support the immune system, keep gums healthy and increase energy.\*

### Coenzyme Q-10

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DEQ01	EA	(1) 60 ct.	0.1	17.50	26.15
DEQ01	CA	(6) 60 ct.	0.8	100.20	156.25



## Vitamin C-600 Controlled Release

### Support Healthy Connective Tissue\* and Cellular Health\*

Controlled release Vitamin C-600 Formula with Rosehips provides 600 mg. of this potent antioxidant per tablet. Vitamin C is an essential antioxidant vitamin that protects cells against the damage caused by free radicals.\* It nutritionally aids normal growth and repair of tissue – including bones and cartilage, and may support the body's immune system.\*

Each tablet contains 600 mg. of vitamin C in a controlled release form, providing continuous release of this nutrient throughout a six to eight hour period.

Use C-600 Formula with Rosehips when additional vitamin C is required beyond that found in your daily ALTRUM Multi.

### Vitamin C-600 with Rosehips

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
VB020	EA	(1) 100 tablets	0.4	6.10	11.25
VB020	CA	(6) 100 tablets	2.4	36.60	66.05



## Stress Management System

### Loaded with B-complex, Vitamin C and Zinc

During times of high stress, the body needs additional amounts of specific nutrients. In fact, many disorders that arise from stress result from nutritional deficiencies. Stress first affects parts of the body related to the nervous system such as the digestive and intestinal systems.\*

*Stress Management System* contains B-complex vitamins that are required nutrients for proper functioning of the nervous system. This formula also contains nutrients important for the production of anti-stress hormones, the functioning of the immune system and the use of B-complex vitamins such as vitamin C, zinc. These B-complex vitamins are also coenzymes involved in energy production and may be useful in fighting depression or anxiety.\*

*Stress Management System* is designed to be used for those under unusually high stress along with a healthy, well-balanced diet and one of the ALTRUM Multis.\*

### Stress Management System

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
VB010	EA	(1) 120 tablets	0.3	12.00	18.20
VB010	CA	(6) 120 tablets	1.8	68.70	107.85

\*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.

**ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267**  
Dealers and Preferred Customers can order at [www.altrumonline.com](http://www.altrumonline.com)

# Superfood Supplements

Rounding out the basic requirements for proper nutritional supplementation are the superfoods, an exceptional source of phytonutrients (plant nutrients). Superfoods are natural, nutrient-rich food supplements derived from nature's plant sources, providing a multitude of health benefits. All of these superfoods (with the exception of garlic) are found in the ALTRUM Multi's superfood/herbal base. Choose products from this category for additional superfoods.



## Daily Garlic Support

Garlic has been used for more than 5,000 years by various cultures as one of the most important overall health-promoting herbs of all time. It may nutritionally support and help maintain healthy immune system\*, normal blood pressure\*, cardiovascular health\* and good joint nutrition.\*

Each ALTRUM Daily Garlic Support capsule provides 500 mg of garlic extract (bulb).

One bottle contains 120 capsules.

### Daily Garlic Support

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DGS01	EA	(1) 120 Capsules	0.4	13.80	20.45
DGS01	CA	(6) 120 Capsules	2.4	78.60	121.15



## Superfood Phytonutrient Support Boost Joint Nutrition with Deep Greens\*

There are many phytonutrients in vegetables that we should consume daily, but it may be difficult to eat the recommended five daily servings. That's why supplementing with nutrient-rich, concentrated vegetables, as found in *Superfood Phytonutrient Support*, can provide high levels of health-providing phytonutrients. This formula is packed with phytonutrients naturally occurring in vegetables and deep greens.\*

Phytonutrients nutritionally support healthy, normal function and structure in the entire body, such as joint comfort and ease of mobility\* and antioxidant activity that provides cell protection\* and promotes good general health.\*

Some of the phytochemicals in *Superfood Phytonutrient Support* include flavonoids, sulfuraphane, indoles, methyl groups, lycopene and the carotenoids. *Superfood Phytonutrient Support* contains nine super-vegetable concentrates, including broccoli, tomato, spinach, carrot, cauliflower, kale, beet, brussels sprouts and celery.\*

### Superfood Phytonutrient Support

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DPN01	EA	(1) 75 tablets	0.3	12.70	18.70
DPN01	CA	(6) 75 tablets	1.8	72.60	111.55

\*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.

ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267

Order online at [www.altrumonline.com](http://www.altrumonline.com)

5 APRIL 2016 ALTRUM [www.altrumonline.com](http://www.altrumonline.com)





CHANGE SERVICE REQUESTED

PRSRT STD  
US POSTAGE  
PAID  
AMSOIL

Feel Your Best  
With **ALTRUM**  
Nutritional Supplements

**ALTRUM Auto-Ship Program**



**ALTRUM** is published by the ALTRUM Division of AMSOIL INC.  
ALTRUM product and Dealer Information is available from your independent  
AMSOIL/ALTRUM Dealer, or write to **ALTRUM** at [www.altrumonline.com](http://www.altrumonline.com).  
Order ALTRUM products quickly and easily.  
Call 1-800-777-7094 and use your VISA/MASTER/DISCOVER CARD.



## Supplement Facts

Serving Size 1 Capsule  
Servings Per Container 60

	Amount Per Serving	% Daily Value***
Vitamin D3 (cholecalciferol)	2000 IU	500%
Organic SuperFruit Blend	400 mg	**
Organic amla fruit, organic acai fruit, organic cranberry fruit, organic raspberry fruit		
Organic Greens Blend	200 mg	**
Organic spirulina, organic chlorella		

\*\*\* Daily Values are based on 2,000 calorie diet.

\*\* Daily Value not established

Other Ingredients: Organic pullulan capsule, organic tapioca maltodextrin

\*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. ^ At time of manufacture.

**ORDER #: 1-800-777-7094 | To Fax Your Order 1-715-392-5225 or 1-715-392-5267**  
Dealers and Preferred Customers can order at [www.altrumonline.com](http://www.altrumonline.com)

