

Rejuvenate Regenerate Renew

# ALTRUM™

Health Division of AMSOIL® INC.



*"Success begins with good health."*  
Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



JUNE 2010

## Dealers Credit Altrum Supplements

### Renews Zest for Life

Dealers Bret and Carrie Boster of Puyallup, Wash. believe ALTRUM supplements helped them rediscover their joy for life.

The couple lives with physical problems they work hard to overcome. Bret, 38, was injured while serving in the military. "A helicopter decided to off load on him, and crushed part of his back," Carrie said. He suffers chronic back pain and doctors have told him to expect multiple surgeries on his back. However, he has made serious progress without surgery.

Carrie, 36, delivered both of her daughters by Cesarean section. Extensive internal scarring left her with debilitating pain and numbness in



Dealers Bret and Carrie Boster

*Children's Chewables.* "We each have our little vitamin cases," Carrie said.

Their use of the supplements initially was sporadic, she said. They realized they felt the lack of them when they stopped taking the supplements.

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**The Best Health Care Begins with the Care You Give Yourself**

*"My daughters will actually tell you that before Bret and I were taking the ALTRUM products, we were not very happy people."*

her legs. The doctor told her she needed to find a way to live with the pain that left her nearly unable to walk at times, Carrie said. The pain kept her from most activities and brought on feelings of depression, Carrie said.

### Turning the Corner to Better Quality of Life

The Bosters began consistently using ALTRUM supplements in 2007. Bret takes Daily Nutritional Support, Joint Formula, Nutritional Oils and Roborant Energy.

"I know that if I forget to order Bret's Joint Formula, within a couple of days he is a mess," Carrie said.

She takes Longevity Enzymes, Nutritional Oils, Roborant Energy and easy-to-swallow multi —



\*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.

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“By the third day, you really start to suffer,” Carrie said. “That’s when we realized how good they are. The supplements have made such a difference for both of us.”

She takes *Longevity Enzymes* first thing in the morning. It helps her feel more comfortable throughout the day, she said.

### Overcoming Disabilities

“My daughters will actually tell you that before Bret and I were taking the ALTRUM products, we were not very happy people,” Carrie said. “We snapped at them a lot and didn’t want to do anything as a family, because we were always so tired and run down. Now, we love spending time with them.”



Janice Saaristo and Marty Johnson

*“Once you start feeling better, it’s easier to take care of yourself.”*

As she started feeling better, she increased her activities. “I swim two times a week now,” she said. “I’m even taking adult swimming lessons.” And she started baton twirling again, an activity she hasn’t practiced since high school.

The Bosters made some changes to their diet, as well, Carrie said. She has lost 10 pounds and Bret lost about 20 in the last year. “We eat more fish and chicken now and don’t go out to eat much,” she said. “We have more veggies and less pasta and white bread.”

She believes overcoming the constant feeling of being run down and tired has allowed them to make the changes of the past year.

“Once you start feeling better, it’s easier to take care of yourself,” Carrie said. “When you don’t feel good, it’s easier to eat badly because you feel sorry for yourself and depressed.”

### Renews Energy With ALTRUM

Marty Johnson started taking ALTRUM supplements this past year because he was worn out at the end of the day. At 34, he often had problems with his stomach and his circulation was bad.

Johnson works hard at a pump fabrication and repair company in Duluth, Minn., and it takes a toll on his body.

He learned about ALTRUM supplements from his girlfriend, Janice Saaristo, who works for AMSOIL, and decided to give them a try.

“Ultra Multi is my favorite because it has so many of the things my body needs and I feel healthier and more energetic,” Johnson said. **“The Ultra Multi alone has made me feel much better.”**

### Creating His Own ALTRUM Program

Over time, Johnson started using *Ultra Daily Enzymes*, *Nutritional Oils* and *Vision Power*.

“After starting the supplements I noticed an increase in energy right away,” Johnson said. “It’s kind of unusual that after working all day I can come home and still have the energy to keep going until the wee hours of the morning and still feel good the next day. My stomach felt better right away, and I don’t have an upset stomach after eating.”

**“I just feel like my body is finally running the way it should — like a healthy body.** My body was starved for nutrition and the ALTRUM supplements made up for what I was lacking.”

## FOR DEALERS

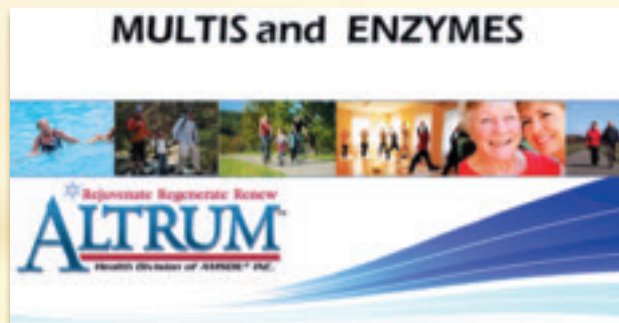
### Gain Knowledge of ALTRUM Supplements

Increase what you know about the ALTRUM Nutritional Supplements line in an easy-to-access Voice-over-PowerPoint (VOPP) presentation online in the AMSOIL Dealers Zone. *(Available to Dealers only.)*

Dealers learn in detail about ALTRUM’s multivitamin and enzyme formulas in the “Multis and Enzymes,” VOPP available on in the AMSOIL Dealer Zone. In just over 17 minutes, Dealers learn why ALTRUM *Ultra Multi*, *A.J.’s Ultra Multi* and *Daily Nutritional Support* are the best multivitamins on the market.



visit the new ALTRUM website at: [www.altrumonline.com](http://www.altrumonline.com)



Dealers also get an up-close look at ALTRUM *Ultra Daily Enzymes*, *Daily Enzyme Support* and *Longevity Enzymes*. After watching the presentation, Dealers will understand the importance of enzymes in everyone’s diet.

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**TOP SELLERS**

# VISION POWER

## Age-Defying Antioxidants for Your Entire Body

Your eyes are particularly vulnerable to free radical damage, but *Vision Power* provides protection you need. You get the combined eye-defending antioxidant power of *carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid* and much more.



## The most powerful eye formula available

What would you do to protect and maintain sharp vision for the rest of your life? *Vision Power* provides the most highly prized, essential nutrients to strengthen and protect your eyes and your entire body.

### *Vision Power gives you all the proven nutrients in one easy-to-use product. \**

**SUGGESTED USE:** 6 capsules daily, preferably 3 capsules with each meal. For nutritional eye maintenance, take 3 daily. For highest premium nutritional eye support take 6 per day. Each 6 capsules provide:

<b>Bilberry extract (25% or 80 mg Anthocyanins)</b>	<b>321 mg</b>
<small>(Bilberry, one of the most effective ingredients for eye health, is the foundation of Vision Power. It has been used by herbalists for centuries to strengthen vision.)*</small>	
Lutein (as Esters from Marigold)	15 mg
Alpha Lipoic Acid	60 mg
Quercetin (as Dihydrate)	300 mg
Lycopene/Eye health blend:	
<small>(Carrot root; Schisandra berry; Ginkgo biloba extract 80 mg; Eyebright aerial parts; Spinach; Kale; Tomato; Broccoli floret extract; Lycopene 4 mg; Zeaxanthin 1100 mcg)</small>	1115 mg
Triphala Complex:	
<small>(Terminalia bellerica, Terminalia chebula, Emblica officinalis)</small>	150 mg
Vision health proprietary blend:	
<small>(L-Taurine; N-Acetyl Cysteine 250 mg; L-Glutamine; L-Glycine; Glutamate; L-Methionine; L-Glutathione 10 mg)</small>	1360 mg
Vitamin A (Natural Carotenoids from D. salina)	2250 IU
Vitamin C (Ascorbic Acid)	75 mg
Vitamin E (d-Alpha Tocopherol Succinate)	37.5 IU

If you are pregnant, lactating or taking blood thinning drugs consult a health care professional before using this product.

## VISION POWER

### *Nutritional Supports Normal, Healthy Function that Helps:*

- Night vision
- Keep eyesight strong, sharp and clear
- End eye strain, blurred vision & dry, irritated eyes
- Reduce free-radical damage
- Promote circulation & nourish eye tissue
- Strengthen and protect eyes from harmful UV radiation \*

## Strengthen Your Eyes With the Nutrients They Need

Your eyes need daily nutritional support for protection from aging, oxidative damage and environmental stresses including wind, extreme temperatures, vehicle exhaust, dust and dirt, everyday chemicals, UV light and much more. Every part of your eye; retina, lens, cornea, iris, optic nerve, tear duct and even the eyelid, is crucial for sharp vision and requires specific nutrients. *Vision Power* gives you the most advanced nutritional eye health support in one easy-to-use formula.\*

## PROTECT YOUR EYES

It's never too late to start improving your sight. *Vision Power* helps provide lifelong protection of your vision. A study published in the *Journal of the American Medical Association* emphasizes the importance of proper nutrition for maintaining eye health.

### **Vision Power (DVP) ordering information**

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Sugg. Retail	Dealer/Pref. Cust. Price
DVP01	EA	(1) 100-count	0.2	45.60	31.00
DVP01	CA	(6) 100-count	1.2	273.00	177.30

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

# Renew Your Body

## Longevity Enzymes™

Provide nutritional support for aging and for balancing inflammation. A perfect complement to the *Joint Formula* because it provides joint discomfort relief.\*



**A.J.'s Roborant Energy™** Unique elixir of 7 strengthening "Root of Life™" herbs for daily long-term support of vigor, strength and endurance.\*

**Ultra Multi with Iron**  
Multi-vitamin, mineral, superfood, herbal supplement. Same great formula as AJ's ULTRA Multi but with iron. The ultimate in nutritional support.\* Contains 38 ingredients beyond the DNS premium multi.



Smaller Tablets

**Daily Nutritional Support (DNS)**  
Our original premium multi-formula.

## Vision Power

Support your sight with proven eye nutrients. Breakthrough formula.\*



**Daily Garlic Support**  
95% odorless, high potency, certified allicin-rich, standardized potency. Each capsule equals 1250mg of whole garlic.

**Upliftment Formula - Mood Enhancement Support** Best form of St. John's Wort.\*



New Flavor



**Children's Chewable Multi**  
Great tasting nutritional support for raising healthy kids, or adults who prefer a chewable.

## Receive Commission Credits on all ALTRUM Products

Stock#	Unit of Meas.	Pkg./Size	Comm. Credits	Prof. Cust. Dealer Price	Sugg. Retail
DZM01	EA	(1) 90 ct.	24.15	25.35	35.85
DZM01	CA	(6) 90 ct.	144.90	144.90	214.50
DMF01	EA	(1) 100 ct.	27.35	28.70	40.60
DMF01	CA	(6) 100 ct.	164.10	164.10	243.00
DRE01	EA	(1) 60 ct.	28.00	29.35	41.55
DRE01	CA	(6) 60 ct.	168.00	168.00	248.70
DUO01	EA	(1) 60 ct.	13.60	14.25	19.20
DUO01	CA	(6) 60 ct.	81.60	81.60	114.60
DNO01	EA	(1) 90 ct.	21.69	22.75	32.30
DNO01	CA	(6) 90 ct.	129.90	129.90	192.65
DNU01	EA	(1) 180 ct.	26.86	28.20	41.60
DNU01	CA	(6) 180 ct.	161.10	161.10	248.70
DNS01	EA	(1) 180 ct.	20.51	21.50	31.80
DNS01	CA	(6) 180 ct.	123.00	123.00	189.95
DEU01	EA	(1) 90 ct.	23.70	24.85	35.25
DEU01	CA	(6) 90 ct.	142.20	142.20	210.90
DVP01	EA	(1) 100 ct.	29.55	31.00	45.60
DVP01	CA	(6) 100 ct.	177.30	177.30	273.00
DES01	EA	(1) 90 ct.	14.46	15.15	20.80
DES01	CA	(6) 90 ct.	86.70	86.70	124.05
DGS01	EA	(1) 120 ct.	14.11	14.80	20.85
DGS01	CA	(6) 120 ct.	84.60	84.60	124.15
DUC01	EA	(1) 90 ct.	12.05	12.65	18.05
DUC01	CA	(6) 90 ct.	72.30	72.30	107.70
DUF01	EA	(1) 60 ct.	11.30	11.85	16.20
DUF01	CA	(6) 60 ct.	67.80	67.80	96.60
DCC01	EA	(1) 90 ct.	11.79	12.35	18.35
DCC01	CA	(6) 90 ct.	70.50	70.50	108.95
DBE01	EA	(1) 120 ct.	9.60	10.05	14.60
DBE01	CA	(6) 120 ct.	57.60	57.60	87.00

For more information on these products go to [www.altrumonline.com](http://www.altrumonline.com)

**Memory Focus** provides you with the most effective brain health nutrients to support:

- Mental Sharpness
- Focus
- Concentration
- Recall
- Quick Thinking\*



## Ultra Omega-3

is a concentrated omega-3 product providing an ideal source of the highest quality EPA and DHA essential fatty acids from premium, molecular-distilled marine lipids from fish oils.

## Nutritional Oils

keep your body finely tuned and running efficiently.\* This all-in-one EFA (essential fatty acid) formula provides omega 3 and 6, EPA, DHA, ALA and GLA from 1200 mg each of Borage, Flax and Fish per day.



## Ultra Daily Enzymes

Your key to unlocking nutrition from your food. **Your most important supplement.\*** Includes 13 powerful digestive enzymes plus probiotics.



**Daily Enzyme Support**  
Experience our original premium enzyme formula.



**Ultra Calcium Complex**  
Multiple source high-quality calcium.

**Superfood Bee Pollen** with propolis and royal jelly. Potent source of natural nutrition.



When ordering, have your ZO#, shipping address and VISA/Mastercard information ready.

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**A.J.'s Ultra Multi without Iron**

Multi-vitamin, mineral, superfood, herbal supplement. Same great new formula as the Ultra Multi but without iron. Contains 38 ingredients beyond the DNS premium multi.



**A.J.'s Male Power**

For natural enhancement of male potency. Twelve super nutrients for increased male vigor.\*



**A.J.'s Prostate Formula**

Most advanced prostate formula with 14 powerful prostate supporting ingredients for male function and prostate health.\*



*\*Boost Joint Nutrition*  
**Superfood Phytonutrient Support**  
Nine super-vegetable concentrates loaded with nutrient-rich deep greens.\*



**Superfood Lecithin**

Loaded with natural nerve and brain nutrients, promotes memory, concentration and fat control.\*



**Vitamin C-600 with Rosehips**

Controlled release, good for cellular health, healthy connective tissue and for fighting colds and infections.\*



**Orange Juice Chewable Vitamin C**

Tastes great! 500mg vitamin C plus lemon bioflavinoid complex and orange juice. **Promotes healthy connective tissue and cellular health.\***



*"If you're going to take good care of your vehicles and equipment, then it's equally important to take good care of your body."*

-Bill Durand,

6-Star Regency Platinum Direct Jobber

Stock#	Unit Meas.	Pkg./Size	Comm. Credits	Pref.Cust. Dealer Price	Sugg. Retail
DWI01	EA	(1) 180 ct.	26.86	28.20	41.60
DWI01	CA	(6) 180 ct.	161.10	161.10	248.70
DZL01	EA	(1) 100 ct.	7.50	7.85	11.30
DZL01	CA	(6) 100 ct.	45.00	45.00	67.20
DBP01	EA	(1) 60 ct.	14.85	15.55	22.25
DBP01	CA	(6) 60 ct.	89.10	89.10	132.90
DMP01	EA	(1) 60 ct.	14.00	14.70	19.65
DMP01	CA	(6) 60 ct.	84.00	84.00	117.30
DSE01	EA	(1) 60 ct.	12.00	12.55	17.70
DSE01	CA	(6) 60 ct.	72.00	72.00	105.60
DPF01	EA	(1) 60 ct.	26.90	28.20	39.95
DPF01	CA	(6) 60 ct.	161.40	161.40	239.10
VB001	EA	(1) 160 ct.	6.67	6.95	10.55
VB001	CA	(6) 160 ct.	39.90	39.90	62.15
DPN01	EA	(1) 75 ct.	12.10	12.70	17.80
DPN01	CA	(6) 75 ct.	72.60	72.60	106.20
DJF01	EA	(1) 60 ct.	17.75	18.60	28.70
DJF01	CA	(6) 60 ct.	106.50	106.50	171.50
VB075	EA	(1) 90 ct.	8.30	8.70	12.20
VB675	CA	(6) 90 ct.	49.80	49.80	72.60
VB010	EA	(1) 120 ct.	11.47	12.00	17.30
VB010	CA	(6) 120 ct.	68.70	68.70	102.70
VB020	EA	(1) 100 ct.	6.10	6.40	9.10
VB020	CA	(6) 100 ct.	36.60	36.60	54.00
VB030	EA	(1) 120 ct.	16.15	16.95	21.80
VB030	CA	(6) 120 ct.	96.90	96.90	130.20
DOJ01	EA	(1) 150 ct.	8.10	8.50	12.45
DOJ01	CA	(6) 150 ct.	48.60	48.60	74.10
DEQ01	EA	(1) 60 ct.	16.70	17.50	24.90
DEQ01	CA	(6) 60 ct.	100.20	100.20	148.30

For more information on these products go to [www.altrumonline.com](http://www.altrumonline.com)

**Cold Season Zinc Lozenges**

Contains echinacea, propolis, slippery elm, vitamin C and vitamin A. High zinc ion availability when absorbed under the tongue.\*



**A.J.'s Brain Power**

Promotes healthy mental and memory function, plus energy and a healthy circulatory system.\* Rich in ginkgo biloba.



**A.J.'s Super Energy**

*"Wake-up" or "Stay Awake" Formula.* High-energy formula with guarana and ginseng plus bee pollen, kola nut, cayenne, schizandra and barley grass.



*\*Boost Joint Nutrition*

**Superfood Alfalfa**

Super green mineral-rich food supporting the entire body.\*



**Customer Favorite!**

**Joint Formula**

*Nutritional Joint Support*  
For healthy joints, cartilage and connective tissue, with glucosamine, chondroitin, MSM and boswellia.\*



**Stress Management System**

Loaded with B complex, vitamin C and zinc.



**Vitamin E-400 with Selenium**

Best quality D-Alpha Tocopherol and organically bound selenium on the market.\*



**Coenzyme Q10**

Highest quality 30mg softgels supports cardiovascular function, energizes cells and boosts stamina.\*



**Save on 6-packs!**



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# ALTRUM Supplements Sealed the Deal



Dealer Curtis Bird

Curtis Bird of Grand Rapids, Mich. was sold on AMSOIL products four years ago when he became a Dealer.

However, his commitment to growing his Dealership solidified when he became acquainted with the ALTRUM line of nutritional food supplements.

"My first love is health, fitness and nutrition," Bird said. "I've been a life-long fan of nutrition. I committed to being a Dealer because of ALTRUM supplements."

He also is a fan of direct sales companies, but he was "turned off by the culture of those companies," Bird said. "I love the way AMSOIL conducts business. It has integrity and honor."

He tried several different supplements lines and was disappointed. "I spared no money," Bird said. "I got sick three or four times a year."

*"I am completely impressed with ALTRUM."*

## 'Results Don't Lie'

About two years ago, Bird tried ALTRUM supplements "as a deciding factor to committing to the AMSOIL Dealership," Bird said. "I bought several hundred dollars worth of ALTRUM products. I tried them and I was absolutely blown away. I got nothing but great results. Results don't lie. Your body will tell you the truth."

Bird said he found his match in AMSOIL/ALTRUM because he knows the quality of the products from first-hand experience, as well as the culture of the company.

"Every day that goes by I just fall more in love with the products and the company," Bird said.

His reputation is as a person who only speaks the truth about the products.

"People realize I don't say things that aren't true," Bird said. "I tell them if the results don't speak for themselves and you don't like the products, I'll give you your money back." Bird has never had to refund anyone's money, he said.

## Competitive Prices

Bird also is impressed with ALTRUM pricing. "I've taken bottles of ALTRUM supplements to GNC and found I would have to spend three and four times more to get the same nutrients," Bird said. "There are 25 to 50 more ingredients in the ALTRUM Multi and at a significantly better price. Performance is the most important factor."

Bird said he faithfully uses A.J.'s Ultra Multi, Roborant Energy, Longevity Enzymes and Vitamin C-600.



Updated Catalog Available (G1670)

## 'Cannot Meet Nutrient Needs With Food Alone'

Bird tells his customers that for a couple of dollars a day they can preserve their health. "You cannot get all the vitamins and minerals you need from your foods," he said. "Your body needs essentials and minerals and [it needs them] faithfully."

Bird has always balanced diet, exercise and supplements. "My doctor would go out of business if she depended on me to be sick," he said. "I feel confident that every day I'm giving my body the essential nutrients and minerals to replenish each day. I am completely impressed with ALTRUM."

However, many people have made different decisions along the way and helping them revive good health can be challenging. "It's not easy to change overnight," he said. "I like to share and care and let them decide. If you treat people with respect, they may come back sometimes six months later and become customers. People love to talk about their health."

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