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# 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



MARCH 2010

## On the Brink of an Epidemic



ALTRUM Manager  
Greg Sawyer

Americans are on the brink of an epidemic with the potential to affect almost every one of us, according to ALTRUM Manager Greg Sawyer.

Sawyer, who has been involved in the medical field for more than 30 years, has seen big changes in the way Americans live, play and eat — and the impact those changes are having on society at large.

About 47 million Americans have metabolic syndrome, a cluster of conditions in one person that causes this potentially life-threatening syndrome:

"I field calls almost daily with questions of how to deal with type-2 diabetes, how to lower cholesterol and triglyceride levels or how to lose weight," Sawyer said.

### How Did It Start?

Metabolic syndrome has been coming for the past 40 years, Sawyer said. However, during the past 15 years doctors have seen a dramatic increase in the number of people with the conditions that cause metabolic syndrome and lead to increased risk of death from heart disease and stroke.

"We eat processed and fast foods, fewer organics, we engage in less outside activity and use computers more," Sawyer said. "We're active intellectually and mentally, but not physically. We've become a country of sedentary people."

### What's the Answer?

"The solution is education," Sawyer said. "We have to retrain a generation to go back to more natural foods. It's like trying to steer a glacier."

There's nothing new under the sun. The ways to prevent or even heal the conditions that cause metabolic syndrome are through good diet, exercise and nutritional supplements.



Our typical diet leaves us with big deficits for good health, Sawyer said. Lack of exercise makes things worse as people gain more weight that can cause their systems to malfunction.

"At ALTRUM, we have always believed in prevention," he said. "We are a nutritional company, not a therapeutic company. Our supplements supply the nutrients needed by the body because they're not provided by our Western diets."

ALTRUM Dealers and customers can get all of the nutrients they need to help ward off development of metabolic syndrome and the risk of heart disease and stroke that accompanies it.

### Expert: Dangers of Metabolic Syndrome

The medical model must embrace a more holistic approach to human health rather than its "magic bullet" approach through medicine for every symptom, Sawyer said.

Sawyer's wife, Annie Sawyer, MD, PhD, has studied the metabolic syndrome for more than 25 years. She is an expert in the causes and effects, as well as the ways to prevent and heal, the syndrome. She shares her expertise on pages two and three of this issue.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease.

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# What You Need to Know About Metabolic Syndrome



*Antioaneta (Annie) Sawyer, MD, PhD, has studied metabolic syndrome since the early 1980s. As an endocrinology specialist, Sawyer learned everything she could about obesity and its relation to the "metabolic syndrome."*

## Do You Have Metabolic Syndrome?

Metabolic syndrome is the result of diet and other environmental and lifestyle factors. Termed "the silent killer," metabolic syndrome qualifies as the primary health problem faced by Americans. Some studies report metabolic syndrome is present in up to 25 percent of the population in the United States, nearly 47 million Americans.

## What Is It?

It is a cluster of conditions: high blood pressure, elevated insulin levels, excess body fat around the waist and abnormal cholesterol levels. Together, these conditions increase the risk of heart disease, stroke, type-2 diabetes, obesity and gout. These ailments lead to increased risk for clotting and a bouquet of chronic degenerative diseases that include kidney failure, Alzheimer's disease and cancer, according to Dr. Sawyer.

Having just one of these conditions does not mean one has metabolic syndrome. However, when more than one of these conditions occurs together the risk increases.

## What Happens With Metabolic Syndrome?

Metabolic syndrome greatly increases the risk of type-2 diabetes from nine to 30 times that of the normal population. The risk of heart disease increases two to four times over the normal population. Among other concerns is fat accumulation in the liver (also known as fatty liver), resulting in chronic inflammation and the potential for degenerative cirrhosis.

The combination of illnesses that comprise metabolic syndrome gave rise to the title of Dr. Sawyer's book on the subject.

## Why Do I Need to Know?

"I consider metabolic syndrome to be the main epidemic of the 21st century," she said. "It is highly prevalent in today's Western world and the number of people afflicted by its deadly consequences continues to rise."



**Lack of proper nutrition may be linked to 90 percent of all physical ailments. \***

The reasons for the exponential rise in the number of people afflicted in the Western world by metabolic syndrome are high levels of stress, malnutrition, use of over-processed foods and physical inactivity, according to Dr. Sawyer. Because these factors are so common, most Americans could be affected by metabolic syndrome.

## What Are the Indicators?

One major clinical feature of metabolic syndrome is abdominal obesity. Obesity sets the stage for metabolic syndrome, which increases the chances of diabetes, heart disease, stroke and other maladies. Medically, a person is "overweight" when his or her body mass index (BMI) is greater than 30. Obesity, particularly around the middle, increases the risk of developing all of the other conditions of metabolic syndrome.

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# Your Actions Unlock Your Good Health

## Why Care About Metabolic Syndrome?

Metabolic syndrome is worth caring about because it is a condition that can pave the way to both diabetes and heart disease, two of the most common and important chronic diseases of the 21st century. Other problems associated with it include obstructive sleep apnea, ovarian cysts, great risk of dementia with aging and rapid cognitive decline in the elderly.

## How Dangerous is It?

Metabolic syndrome is a precursor of the most dangerous risk factor – heart attack. Statistically, up to 80 percent of the almost 200 million adults worldwide will die of cardiovascular disease (CVD). Hence, people suffering from metabolic syndrome also are at increased risk of mortality, as they are three times as likely to die from stroke or heart attack, and twice as likely to die from a coronary event, compared to people without the syndrome. Heart disease kills one in five people in the US.

## What Diet Changes Work?

Metabolic syndrome is largely a result of the way Americans eat: plenty of red and processed meat and too much fried food. One study advises selecting better protein sources: fish or white meats, beans, peas, lentils and nuts. The same study also concludes that dairy consumption decreased the risk of metabolic syndrome by 13 percent. Another important missing link underlying the syndrome is overeating.

## Can Lifestyle Changes Make a Difference?

The high cost of managing metabolic syndrome has led to a growing interest in potentially gentler modalities and methods presented as a strategy by alternative medicine. Anyone who already has metabolic syndrome or any of

the components of the condition should have the opportunity to make aggressive lifestyle changes.

“Making these changes can delay or derail the development of those serious diseases that may result from metabolic syndrome” Dr. Sawyer said.

## What are Keys to Natural Healing?

Although there is no unified treatment or cure, right diet, nutritional and herbal supplementation and lifestyle changes that include exercise can help support healthy blood sugar levels and control metabolic syndrome. A great number of vitamins, minerals, herbs and antioxidants have been studied for their ability to promote healthy blood sugar and protect cells from the damage of elevated oxidation with favorable results.

Among those nutrients are: essential fatty acids, co-enzyme Q-10, minerals such as zinc, chromium and magnesium, B vitamins, vitamin D3, vitamin E, vitamin C, amino acids, plant stanols/sterols, antioxidants, herbs and super foods.

This is only a partial list of the nutrients known to help protect your body from the onset of metabolic syndrome or its precursors.

## ALTRUM Supplies the Nutrients You Need

ALTRUM Nutritional Supplements contain all of the natural vitamins, minerals and herbal/phytonutrient ingredients good science says can help your body function properly. Some experts say lack of proper nutrition may be linked to 90 percent of all physical ailments.

ALTRUM carries a line of 30 nutritional supplements with the ingredients known to help with the conditions that can lead to metabolic syndrome.

Visit the ALTRUM web site at [www.altrumonline.com](http://www.altrumonline.com) for in-depth nutrient content of each of these products.



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## 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.



**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.\*



**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#	Pkg./Size	Comm. Credits	Pref.Cust. Dealer Price	Sugg. Retail
DZM01	(1) 90 ct.	24.15	25.35	35.85
DZM06	(6) 90 ct.	144.90	144.90	214.50
DMF01	(1) 100 ct.	27.35	28.70	40.60
DMF06	(6) 100 ct.	164.10	164.10	243.00
DRE01	(1) 60 ct.	28.00	29.35	41.55
DRE06	(6) 60 ct.	168.00	168.00	248.70
DUO01	(1) 60 ct.	13.60	14.25	19.20
DUO06	(6) 60 ct.	81.60	81.60	114.60
DNO01	(1) 90 ct.	21.69	22.75	32.30
DNO06	(6) 90 ct.	129.90	129.90	192.65
DNU01	(1) 180 ct.	26.86	28.20	41.60
DNU06	(6) 180 ct.	161.10	161.10	248.70
DNS01	(1) 180 ct.	20.51	21.50	31.80
DNS06	(6) 180 ct.	123.00	123.00	189.95
DEU01	(1) 90 ct.	23.70	24.85	35.25
DEU06	(6) 90 ct.	142.20	142.20	210.90
DVP01	(1) 100 ct.	29.55	31.00	45.60
DVP06	(6) 100 ct.	177.30	177.30	273.00
DES01	(1) 90 ct.	14.46	15.15	20.80
DES06	(6) 90 ct.	86.70	86.70	124.05
DGS01	(1) 120 ct.	14.11	14.80	20.85
DGS06	(6) 120 ct.	84.60	84.60	124.15
DUC01	(1) 90 ct.	12.05	12.65	18.05
DUC06	(6) 90 ct.	72.30	72.30	107.70
DUF01	(1) 60 ct.	11.30	11.85	16.20
DUF06	(6) 60 ct.	67.80	67.80	96.60
DCC01	(1) 90 ct.	11.29	12.35	18.35
DCC06	(6) 90 ct.	70.50	70.50	108.95
DBE01	(1) 120 ct.	9.60	10.05	14.60
DBE06	(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:

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- Focus
- Concentration
- Recall
- Quick Thinking\*



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## 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.



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



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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.\***



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DWI01	(1) 180 ct.	26.86	28.20	41.60
DWI06	(6) 180 ct.	161.10	161.10	248.70
DZL01	(1) 100 ct.	7.50	7.85	11.30
DZL06	(6) 100 ct.	45.00	45.00	67.20
DBP01	(1) 60 ct.	14.85	15.55	22.25
DBP06	(6) 60 ct.	89.10	89.10	132.90
DMP01	(1) 60 ct.	14.00	14.70	19.65
DMP06	(6) 60 ct.	84.00	84.00	117.30
DSE01	(1) 60 ct.	12.00	12.55	17.70
DSE06	(6) 60 ct.	72.00	72.00	105.60
DPF01	(1) 60 ct.	26.90	28.20	39.95
DPF06	(6) 60 ct.	161.40	161.40	239.10
VB001	(1) 160 ct.	6.67	6.95	10.55
VB601	(6) 160 ct.	39.90	39.90	62.15
DPN01	(1) 75 ct.	12.10	12.70	17.80
DPN06	(6) 75 ct.	72.60	72.60	106.20
DJF01	(1) 60 ct.	17.75	18.60	28.70
DJF06	(6) 60 ct.	106.50	106.50	171.50
VB075	(1) 90 ct.	8.30	8.70	12.20
VB675	(6) 90 ct.	49.80	49.80	72.60
VB010	(1) 120 ct.	11.47	12.00	17.30
VB610	(6) 120 ct.	68.70	68.70	102.70
VB020	(1) 100 ct.	6.10	6.40	9.10
VB620	(6) 100 ct.	36.60	36.60	54.00
VB030	(1) 120 ct.	16.15	16.95	21.80
VB630	(6) 120 ct.	96.90	96.90	130.20
DOJ01	(1) 150 ct.	8.10	8.50	12.45
DOJ06	(6) 150 ct.	48.60	48.60	74.10
DEQ01	(1) 60 ct.	16.70	17.50	24.90
DEQ06	(6) 60 ct.	100.20	100.20	148.30

**Cold Season Zinc Lozenges**

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



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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.



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**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.\*



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

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*"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

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# Children's Chewables New, Improved Taste



## Knowledge is Power for Your Health

ALTRUM delivers all the important information about each of the supplements in a voice-over PowerPoint presentation on the ALTRUM website. Dealers get the inside information on each of the superior nutrients in the ALTRUM line for no cost and in the comfort of their own homes..

Access the VOPP, by signing into the Dealer Zone on the AMSOIL website, click on the "Training" tab and then click on the Voice-over PowerPoint Presentations tab and scroll to the ALTRUM presentation.

ALTRUM introduces a new, improved flavor for *Children's Chewable Multi* (DCC), which contains ingredients from the *Ultra Multis* for children and adults who prefer a chewable multi.

"This multi is great for children and for adults who have trouble swallowing or simply want to get their multiple vitamins in a chewable," said ALTRUM Manager Greg Sawyer. "This formula brings you great nutritional support."

ALTRUM *Children's Chewable* contains twice the vitamins and supplements of other children's chewables. It has less sugar and absorbs more rapidly in the system than other chewable vitamins.

For a complete listing of ingredients in *Children's Chewable Multi*, visit the ALTRUM web site at [www.atrumonline.com](http://www.atrumonline.com).

Because of increasing costs of materials, *Children's Chewables* underwent a modest increase in price effective with the new flavor formula.

Product Code	UOM	Dealer Price	SUGG Retail	Comm Credits
DCC01	EA	12.35	18.35	11.79
DCC06	EA	70.50	108.95	70.50

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"Secure your health with ALTRUM Nutritional Supplements."



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