

Rejuvenate Regenerate Renew  
**ALTRUM**<sup>TM</sup>  
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



MAY 2010

# 'I Am a 100 Percent Believer'



ALTRUM customer Laurie Serba, 51, of Grand Rapids, Mich. is a "100 percent believer" in the benefits of the supplements.

Serba is a self-described high-energy person. She works with special needs adults in the Grand Rapids Public School system.

Serba always has believed in taking care of herself. She exercises daily and eats a nutritious diet. "I've

always taken vitamins of some sort," Serba said. She has taken a multivitamin as well as fish oil supplements for years and added calcium as she got older.

Serba has taken Walgreens brand vitamins, One-A-Day and DNC, to name a few. "I thought a vitamin's a vitamin," she said.

**"The results have been tremendous."**

## Dealers Offer Solid Information

About a year ago, Serba talked with two co-workers, Dealers Curtis Bird and Eric Gale, about the difference in quality of vitamins. Bird did some research on the vitamins she was taking at the time.

"I never realized how many fillers there were in them for color and size," she said. "What a disappointment."

Bird and Gale spoke knowledgeably about ALTRUM supplements. "I had an assortment of questions about ALTRUM," Serba said. "They gave me information about performance, effectiveness and results with ALTRUM supplements, and I felt they were honest and sincere in their presentation of the benefits. The way it was presented to me was very professional."

## Free Trial Earns Customer

Curtis gave me some supplements to try, *A.J.'s Ultra Multis* and *Alfalfa*, for a month, with no pressure to buy. He's a true advocate of the supplements."

She took the recommended daily dosage. "I know it takes time to really get into your system and I had only taken them for one month, so that's when I made the investment," she said.



*Continued on page 6*



*(Complete information about all of the ALTRUM supplements is available online at [www.altrumonline.com](http://www.altrumonline.com).)*

\*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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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) or in the online store at [www.amsoil.com](http://www.amsoil.com).

## Health News You Can Use

# Study: Fish Oil Benefits Even After Heart Attack

A decade of research consistently concludes omega-3 fatty acids from fish or fish oil supplements decrease the risk of atherosclerosis, arrhythmias, heart attacks and sudden cardiac death.

A new study of tens of thousands of patients shows omega-3s also improve cardiovascular (CV) health in people who already have had heart attacks.

The research, published in the August 11, 2009, issue of the *Journal of the American College of Cardiology*, is so conclusive the scientists who conducted the study suggest everyone should consume omega-3s daily for heart health.

**“This isn’t just hype; we now have tremendous and compelling evidence from very large studies, some dating back 20 and 30 years, that demonstrate the protective benefits of omega-3 fish oil** in multiple aspects of preventive cardiology,” said Dr. Carl Lavie, medical director of Cardiac Rehabilitation and Prevention at the Ochsner Medical Center in New Orleans. “The strongest evidence of a cardioprotective effect of omega-3s

appears in patients with established cardiovascular disease and following a heart attack with up to a 30 percent reduction in CV-related death.”

The researchers point out that most of the evidence for the cardioprotective benefits involves DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid), the long-chain fatty acids in the omega-3 family. Studies have shown a reduction in cardiovascular events is inversely related to the tissue levels of EPA and DHA. This is believed to help stabilize any plaque in arteries, improve the heart’s electrical activity, normalize vascular tone, and reduce blood pressure, among other benefits.

Based on their research and the fact **the human body doesn’t produce its own essential fatty acids**, Dr. Lavie and his research team are now recommending healthy individuals consume 500 mg daily of omega-3 fish oil containing EPA and DHA. People already known to have heart disease or heart failure should take more — about 800 to 1,000 mg every day, according to the researchers. \*

# Omega-3 Fish Oil May Slow Biological Aging

Omega-3 fatty acids from fish oil may help slow biological aging, according to a study published in last month’s issue of *JAMA*, the *Journal of the American Medical Association*. Researchers recruited 608 California patients with stable coronary heart disease and measured the telomere lengths of their chromosomes. Telomeres are the so-called caps of chromosomes that protect DNA within chromosomes. After a five-year follow-up, a significant relation-



ship was observed: higher levels of DHA and EPA omega-3 fatty acids accompanied shorter degeneration of telomeres, while lower DHA and EPA levels accompanied faster degeneration.

**The shortening of telomeres is a sign of aging and, thus, omega-3 intake could have a direct affect on biological aging, says lead researcher Ramin Farzaneh-Far, MD, of the University of California-San Francisco Department of Medicine.** \*

# Fish Oil May Help Beat Mental Illness

(NaturalNews) An important new study published in the *Archives of General Psychiatry* reveals fish oil supplements may beat mental illness.

The study involved 81 people deemed to be at high risk for psychosis. The randomized, placebo-controlled study provided fish oil supplements to half the study subjects for just 12 weeks (the other half received placebo supplements). The results? Those taking the fish oil

supplements were five times less likely to develop a psychotic disorder.

Although the study was relatively small, it helps demonstrate the wide-ranging benefits of omega-3 fatty acids, which are thought to be the key nutritional factor in fish oils. It’s little surprise they protect against mental illness, given the importance of healthy fatty acids for the functioning of the nervous system. \*

\*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.

# Guaranteed Purity and Quality

ALTRUM: ALTRUM *Nutritional Oils* and *Ultra Omega-3* supplements are manufactured using a patented cold process of molecular distillation. During this process high vacuum pressure is used to evaporate the fish oil. The condensate (omega-3 fatty acids) is caught on a cooled surface. No heat is ever used in this process. This form of molecular distillation guarantees removal of all impurities while maintaining the quality of omega-3 fatty acids. It takes approximately 10 gallons of premium fish oil to produce one gallon of top grade marine lipids using our patented process.



**Ultra Omega-3** (DUO) provides the highest quality EPA and DHA essential fatty acids from premium, marine lipids from ultra-purified fish oils. \*



**Nutritional Oils** (DNO) is an all-in-one essential fatty acid (EFA) formula that includes premium omega-3 fatty acids from ultra purified fish oil and pure flaxseed oil, the two best sources of omega-3 available. It also includes Omega-6s.

*For complete information go to [www.altrumonline.com](http://www.altrumonline.com)*

## Ultra Omega-3 and Nutritional Oils Benefits:

- **Protect heart and arteries**
- **Support brain health, promote concentration, long-term cognitive function and mental well being**
- **Support eye health • Support immune system**
- **Alleviate joint discomfort • Improve skin and hair**
- **Provide natural fat-burners • Lower bad cholesterol\***

### Potentially Life-Saving Omega-3s

The National Institute of Health lists fish oil and other omega-3 fatty acids as being helpful in treating or preventing 37 conditions.

A study by the Harvard School of Public Health shows that being deficient in omega-3s may be responsible for up to 96,000 preventable deaths each year in the United States. \*

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

**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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# 'The Results Have Been Tremendous'



Serba has personalized her ALTRUM supplement program and added *Daily Nutritional Oils, Ultra Omega-3, Ultra Calcium, CoQ10* and *Vitamin C-600*.

## Feeling Stronger, Healthier

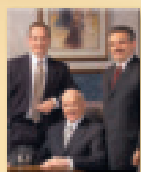
She remained healthy throughout the winter. "Once this winter I felt a cold coming on," Serba said. "I upped the vitamin C level from two a day to four. It didn't last like your typical cold. I've been taking the supplements now for about six or seven months and I have to tell you how much more energized and healthier I feel," Serba said. "The results have been tremendous. I just feel generally better," she said. "I feel stronger, healthier overall. I'm balanced, not having symptoms of menopause. I just couldn't believe what a difference the vitamins made for me.

"With my good diet, exercise and ALTRUM supplements I am truly proof of good health now and for many years to come. I am a 100 percent believer."\*



**ALTRUM Multis are formulated to include an extensive, nutrient-dense Superfood/Herbal base. The Superfood/Herbal base is the result of research that continues to prove nature in all its wisdom has made available a veritable natural pharmacy of health-promoting substances within the plant world.**

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*"Secure your health with ALTRUM Nutritional Supplements."*



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