



"Success begins with good health."

Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



AUGUST 2009

Restore Male Health

Every man at some time in his life probably will experience prostate problems.

Some of the annoying symptoms are:

- **a hesitant, interrupted, or weak stream of urine**
- **leaking**
- **urgency**
- **frequent urination, especially at night**
- **reduced sexual function**

All of these can impact your quality of life. That's why it's so important to protect your male health.

A.J.'s Prostate Formula (DPF) is a powerful male health-protecting product with 14 natural ingredients that provide vital nutrition for the prostate gland. It has become one of ALTRUM's most popular products for men. Dealers who have used this product have experienced better prostate function. *

The most common prostate problem for men over 50 is prostate enlargement, known as benign prostatic hyperplasia (BPH.)

By age 60, more than one-half of men have BPH; by age 85, the number climbs to 90 percent.

Fifty percent of men over the age of 50 may already have prostate problems.



The nutrients in A.J.'s Prostate Formula help restore normal prostate health.*



A.J.'s Prostate Formula provides nutritional support that:

- **Enhances healthy male function**
- **Reduces frequency of urination**
- **Provides nutrition for a healthy prostate**
- **Prevents prostate enlargement**
- **Alleviates annoying symptoms of BPH ***

While most prostate problems do not pose serious risk, they are better handled when detected early.

Studies reveal nutritional supplements are effective in preventing the onset of BPH, as well as alleviating symptoms associated with enlarged prostate.

Nutritional supplements also cause fewer side effects, such as erectile dysfunction, commonly associated with prostate medications.

A.J.'s Prostate Formula is the most complete prostate supplement available. It contains the highest quality ingredients in a unique formula that provides the nutrients, herbs and extracts known to nutritionally support healthy prostate function. *

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

Top Nutrients for Male Health



- **Saw palmetto** is an herbal extract from ripe berries of the saw palmetto tree. It decreases prostate inflammation and pain. It is typically used for treatment of Benign Prostate Hyperplasia (BPH), inflammation of the prostate gland, a common problem for men over the age of 50. Americans have used saw palmetto for more than 200 years as food and for medicinal purposes including as a tonic, antiseptic and to treat urogenital problems. *

A review of 18 studies published in the *Journal of the American Medical Association* involving more than 3,000 men found that saw palmetto produces improvements in urine flow. A recent survey suggested more than two million U.S. men used saw palmetto to alleviate symptoms of enlarged prostate, or BPH. *

- **Pygeum africanum** is derived from an African evergreen. It has been approved for treatment of BPH in Europe since the early 1970s. Studies show it helps reduce prostate enlargement and inflammation, promote urination and rid the prostate of cholesterol deposits that can occur with BPH. *

- **Stinging nettle root** (*urtica dioica*) helps reduce the inflammatory response and acts as a natural diuretic. Studies indicate that nettle root helps relieve early symptoms of BPH. Combined with pygeum africanum, nettle root may inhibit BPH. The best remedies for prostate enlargement often combine these two herbs with saw palmetto. *

- **Lycopene** is a potent antioxidant. The largest, most comprehensive study evaluating prostate cancer risk and lycopene revealed that men with more lycopene in their diets displayed decreased risk for prostate cancer. *

- **San-Qi ginseng** is an adaptogen that supports the nervous and circulatory systems and promotes blood flow. It is also known to reduce blood cholesterol which is a contributor to BPH. *

- **Pumpkin seed powder** contains essential fatty acids needed for proper immune and prostate function, as well as being a good source of zinc, potassium and magnesium. Oil in pumpkin seeds may promote prostate health since it appears to interrupt the triggering of prostate cell multiplication by testosterone metabolites. *

- **L-glycine, L-glutamic acid and L-lysine** are amino acids that support proper prostate health and reduce nightly urination. *

- **Zinc** is so vital to healthy male function it has been called the "male mineral." No other gland or organ in the body has as much zinc as the prostate. Therapeutic doses have been shown to bring prompt improvement in BPH. Zinc should be taken with vitamin B6 for maximum effectiveness. *

- **Vitamin B6** is crucial for a healthy immune system and essential for zinc metabolism. *

- **Vitamin E** and selenium may enhance protection against prostate cancer. *

A.J.'s Prostate Formula – The Most Complete Male Support on the Market

"World's Best Prostate Support"

A.J.'s Prostate Formula is the ultimate, state-of-the-art, multi-ingredient prostate nutritional formula, composed of 14 powerful premium ingredients, including **lycopene**, and formulated with the most current breakthrough research. *

SUGGESTED USE: Two capsules per day (one in the morning and one in the evening). One capsule per day may be sufficient for some users. This product is best when used as part of a program including the ALTRUM Ultra Daily Enzymes and ALTRUM Ultra Multi's.

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| SUPPLEMENT FACTS | | |
|---|--------|------|
| Serving Size: 2 Capsules | | %DV |
| Two Capsules Provide | | |
| Lycopene (Lycopodium HCl) | 100 mg | 100% |
| Vitamin E (d-Alpha-Tocopherol Succinate) | 50 IU | 100% |
| Zinc (Acetate) | 15 mg | 100% |
| Selenium (Gamma-Glutamylselenate) | 10 mcg | 20% |
| Saw Palmetto Berry | 200 mg | ** |
| Saw Palmetto Berry 95% Extract | 200 mg | ** |
| Pygeum africanum 95% Extract (10% Sterols) | 50 mg | ** |
| Stinging Nettle (Urtica dioica) (root) | | |
| Extract (10 to 50mg, standardized to) | 300 mg | ** |
| Saw-Q Ginseng (Panax ginseng) (root) | 100 mg | ** |
| Pumpkin Seed Powder | 100 mg | ** |
| L-Glycine | 7 mg | ** |
| L-Lysine HCl | 100 mg | ** |
| L-Glutamic Acid | 100 mg | ** |
| Vitamin B6 | 10 mg | ** |
| <small>**Daily Value (DV) not established</small> | | |

*Other ingredients: 100% pure gelatin, magnesium stearate. Manufactured by ALTRUM Nutrition, Inc. at ALTRUM, INC. PRODUCT CODE: DPF-01



Feel the full benefits in six to eight weeks of daily use.

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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 or in the online store at www.amsoil.com.

Boost Power of A.J.'s Prostate Formula



ALTRUM Prostate Health Program

ALTRUM customers who take these ALTRUM products along with the prostate formula report improved prostate and male health. *



A.J.'s Roborant Energy™ (DRE) contains Rhodiola root, which has a remarkable ability to enhance cellular energy metabolism. Rhodiola is an adaptogen, an agent that increases resistance to biological, chemical and physical stressors. In traditional folk medicine, rhodiola has been used to **increase energy, improve mood, treat impotence** and much more. *Roborant Energy* is a potent blend of seven legendary "Root of Life™" adaptogenic herbs known for **promoting strength, endurance and vital energy.** *



A.J.'s Male Power (DMP) is a breakthrough premium product designed for men who want to increase their male potency and stamina.

Male Power is power-packed with the most effective male enhancement ingredients known. It is a unique formulation of nutritional ingredients that **rejuvenate the flow of hormones, improve levels of testosterone (male hormone) and strengthen the nervous system and male organs.**

Male Power contains premium quality Siberian ginseng, damiana, sarsaparilla, saw palmetto, oyster extract, gotu kola, cayenne, bee pollen, royal jelly, raw glandulars, zinc and histidine. *



A.J.'s Ultra Multi (DWI) offers superior nutritional health support with optimal amounts of every known nutrient your body needs. People who have used the *Ultra Multi* have reported **increased energy and stronger overall health.**

A.J.'s Ultra Multi provides total nutrition in a premium multi-vitamin formula

of 130 vital ingredients that reflect the latest breakthroughs in nutritional science. The foundation of the *Ultra Multis* is a superfood/herbal base of 1400 mg and a super antioxidant/bioflavonoid blend of 266 mg. *

Nutritional Oils (DNO) contain essential fatty acids (EFAs) to keep your body finely tuned and running smoothly.

An especially important benefit is that these omega 3 fatty acids have been shown to **inhibit aggressive prostate cell growth** that is unresponsive to typical treatments. Since essentially all men will have prostate problems if they live long enough, it only makes sense to add nutrient-rich omega 3 fatty acids to their diet. The essential fatty acids in *Nutritional Oils* are EPA, DHA, ALA and GLA.

ALTRUM *Nutritional Oils* provide premium quality omega 3 essential fatty acids from ultra purified fish oil and pure flaxseed oil, the two best sources of omega 3 available. *

Ultra Daily Enzymes (DEU) contains the proven, powerful digestive enzymes that **break down foods into nutrients your body can readily digest for better energy and health.**

Ultra Daily Enzymes is an all-natural, high potency digestive enzyme formula that replaces enzymes lost through poor diet, overprocessed foods and aging. *

Because enzymes are essential for all functions in the human body, *Ultra Daily Enzymes* support absorption of all of the nutrients needed for prostate health. *

Ultra Daily Enzymes powerful enzymes digest protein, fats, carbohydrates, fiber, milk, lactose, beans/legumes and many other nutritional components to release their life-supporting nutrients. *



Get complete information about the full line of ALTRUM products, as well as health and nutrition tips and facts. Subscribe to **ALTRUM focus** at : www.altrumonline.com.



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Recharge Your Health



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 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. | 20.40 | 21.40 | 30.35 |
| DNO06 | (6) 90 ct. | 122.40 | 122.40 | 181.50 |
| DNU01 | (1) 180 ct. | 24.00 | 25.20 | 37.15 |
| DNU06 | (6) 180 ct. | 144.00 | 144.00 | 222.30 |
| DNS01 | (1) 180 ct. | 17.65 | 18.50 | 27.35 |
| DNS06 | (6) 180 ct. | 105.90 | 105.90 | 163.50 |
| DEU01 | (1) 90 ct. | 23.70 | 24.85 | 35.35 |
| 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. | 12.55 | 13.15 | 18.05 |
| DES06 | (6) 90 ct. | 75.30 | 75.30 | 107.70 |
| DGS01 | (1) 120 ct. | 12.20 | 12.80 | 18.00 |
| DGS06 | (6) 120 ct. | 73.20 | 73.20 | 107.40 |
| 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. | 9.45 | 9.90 | 14.70 |
| DCC06 | (6) 90 ct. | 56.70 | 56.70 | 87.60 |
| 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

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.



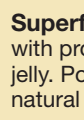
Daily Enzyme Support

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.

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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 bioflavonoid 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, 5-Star Regency Platinum Direct Jobber

| Stock# | Pkg./Size | Comm. Credits | Pref.Cust. Dealer Price | Sugg. Retail |
|--------|-------------|---------------|-------------------------|--------------|
| DWI01 | (1) 180 ct. | 24.00 | 25.20 | 37.15 |
| DWI06 | (6) 180 ct. | 144.00 | 144.00 | 222.30 |
| 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. | 4.85 | 5.05 | 7.65 |
| VB601 | (6) 160 ct. | 29.10 | 29.10 | 45.30 |
| DPN01 | (1) 75 ct. | 12.10 | 12.70 | 17.80 |
| DPN06 | (6) 75 ct. | 72.60 | 72.60 | 106.20 |
| DJF01 | (1) 60 ct. | 16.80 | 17.60 | 27.15 |
| DJF06 | (6) 60 ct. | 100.80 | 100.80 | 162.30 |
| VB075 | (1) 90 ct. | 8.30 | 8.70 | 12.20 |
| VB675 | (6) 90 ct. | 49.80 | 49.80 | 72.60 |
| VB010 | (1) 120 ct. | 8.60 | 9.00 | 12.95 |
| VB610 | (6) 120 ct. | 51.60 | 51.60 | 77.10 |
| 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 |

For more information on these products go to 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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** Please check with your physician when using prescription medications in combination with food supplements.

Serious Protection For Male Health



"The older a man gets, the more likely he is to experience prostate problems, especially men past the age of 45. Men with prostate problems may face surgery, standard radiation, hormone therapy or radioactive seeds – all of which lead to potential sexual, urinary or other problems.

ALTRUM Prostate Formula contains powerful nutrients that can help ward off and diminish prostate problems. AMSOIL Dealers need to seriously consider this product.

Vigilant self care, better nutrition and prompt medical attention when necessary are your best defenses to restore health."*

– Greg Sawyer
ALTRUM Division manager

The best health care always begins with the care you give yourself.

"I take saw palmetto daily, (the key ingredient in A.J.'s Prostate Formula) and will for the rest of my life. I started getting up at night two or three times in my early 40s, and when it got to three or four times each night, I became scared. My dad had benign prostatic hyperplasia (BPH) requiring a surgical procedure I very much wish to avoid."*

– Allan Spreen
M.D.



"The Prostate Formula is a success story for me. A blood test at a physical once came back with an elevated level for potential prostate problems. It wasn't serious; my doctor just wasn't comfortable with it. I took A.J.'s Prostate Formula for the next year and subsequent test results came back with a low normal score. It's a great product."*

– John Alquist
Direct Jobber

Enhance Your Male Health

"So strong is the link [between nutrition and prostate cancer] that some researchers have suggested that cancer of the prostate ought to be considered a 'nutritional disease.'"

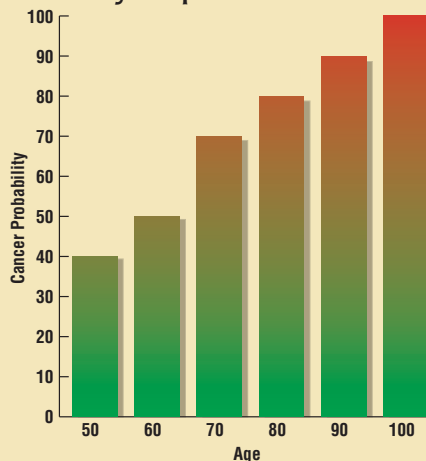
– Jonathan V. Wright, M.D.

"The older a man gets, the more likely he is to experience prostate problems and even prostate cancer, especially men past the age of 45. ALTRUM Prostate Formula contains powerful nutrients that can help ward off and diminish prostate problems. AMSOIL Dealers need to seriously consider this product."*

"Vigilant self care, better nutrition and prompt medical attention when necessary are your best defenses against disease. The best health care always begins with the care you give yourself."

– Greg Sawyer
ALTRUM Division manager

Doctors say that 100% of men will eventually get prostate cancer unless they take preventative action!



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