

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



JULY 2009

Feel Your Best



'I Could Tell a Difference in the Way I Felt'

Dealer Charles Peters of Upland, Ind. brings a lifetime of distinguished military service to his Dealership.

Peters is United States Air Force (Ret.) – Special Ops. He retired from government service twice before beginning his AMSOIL Dealership in 2005.

His sponsor's viewpoint about selling AMSOIL lubes gave him the perspective he needed to take on the challenge of growing his personal business.

"AMSOIL is a big lifestyle change," Peters said. "I've never sold things before, but like my sponsor Tom Shalin says, you're not selling, you're sharing information about a product that everyone uses, needs and wants. That made it easier, mentally, for me. It works."

Peters has taken vitamins for most of his adult life. "I've jumped from brand to brand," he said. "It wasn't until I became an AMSOIL Dealer and tried the ALTRUM line that I actually could tell a difference in the way I felt, the way I could move and my feeling of well being."

Peters takes a variety of ALTRUM products that include *A.J.'s Ultra Multi* and *Nutritional Oils*. "I take those because of the extensive list of nutritional ingredients that are in them," he said. **"Since taking those, I don't remember the last cold or flu I had.** It has been two or three years — about the time I started taking them."



Dealers Charles and Liane Peters and six-year-old grandson, Brandon.

'This Stuff Actually Works, Just Like the Oil'

Peters also takes *Joint Formula*. "I take *Joint Formula* as my knees are starting to go. I'm 57 years old," he said. "The *Joint Formula* makes it easier to climb the stairs from my basement and to get in and out of my car. This stuff actually works, just like the oil. My car and I are both old now, and both running smoothly, continually and reliably."

Results in Three Days

Peters' wife, Liane, suffered from severe gastroesophageal reflux disease, or GERD. "When Liane had the GERD problem, being a nurse (LPN), she knew the seriousness of the matter and we had to forgo our morning and evening ritual of having a cup of coffee together," Peters said.

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Feel Your Best With These ALTRUM Core Supplements



*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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AMSOIL UNIVERSITY

Dealers Gain Insight into ALTRUM Supplements

Can't Beat Ultra Multi Formula

Dealers who attended AMSOIL University in Duluth in May learned about how to renew their vigor and vitality with ALTRUM supplements.

Direct Jobber Gerry Reid of Zebulon, NC told the story of a former customer who was a sales representative for Centrum vitamins. "She traveled all around the central states selling Centrum to pharmacies," Reid said. "Her mother, who was a Preferred Customer, showed her the ingredients in the ALTRUM



Direct Jobbers Gerry and Patricia Reid

multis and she started buying them from me. She came in about every six months and bought a case for her own personal use. **She always said, "There's nothing out there that can compare to this formulation."**

Vision Power Excels Again

Reid also talked about his experience with ALTRUM Vision Power. An eye exam about four years ago revealed the beginnings of a cataract, Reid said.

"I started taking Vision Power and within a year there was no evidence of a cataract at all. We are so fortunate. **I'm 74, and to feel this good . . . it's amazing.**" *



Dealers at AU 2009 listen as ALTRUM Manager Greg Sawyer details the high quality of ALTRUM Nutritional Supplements.



Dealers who attended AU pay close attention as they learn about the many benefits of ALTRUM Nutritional Supplements and how to market them.



ALTRUM Nutritional Supplements representative, Gordy Lofquist, center, answers Dealer's questions after a session at AU.



Many Dealers attended the ALTRUM presentations eager to learn more about the nutritional supplements and share that information with new customers. .

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Health News You Can Use



Most Doctors, Nurses Take Supplements

A 2008 study* by the dietary supplements council found most doctors and nurses take dietary supplements. In fact, 79 percent of physicians and 82 percent of nurses recommend them to their patients.

The study also showed that 72 percent of physicians and 89 percent of nurses personally use vitamin, mineral, herbal and other supplements regularly, occasionally or seasonally. In comparison, 68 percent of adults regularly take nutritional or dietary supplements.

"This survey, which is a first for our industry, shows that healthcare professionals believe that dietary supplements are part of a healthy lifestyle," said Steve Mister, president and CEO, CRN. "Not only are they

taking supplements for their own benefit, but they're also recommending them to their patients. The approval of our products from reputable, respectable healthcare professionals, such as doctors and nurses, should be encouraging to consumers who already incorporate supplements into their wellness routine, and a wake-up call to those who haven't yet started to do so."

The study also shows that almost three quarters of physicians (72 percent) and more than three quarters of nurses (88 percent) say it is a good idea for patients to take a multivitamin.

**The "Life...supplemented" Healthcare Professionals Council for Responsible Nutrition (CRN) Impact Study*

Vitamin D to the Rescue

An estimated 23 million Americans with diabetes have low vitamin D levels. A sufficient intake of vitamin D may prevent or delay the onset of diabetes, according to research from Loyola University Chicago, Marcella Niehoff School of Nursing, published in January 2009.

"Vitamin D has widespread benefits for our health and certain chronic diseases in particular," said study co-author, Sue Penckofer, PhD, RN. "This article further substantiates the role of this nutrient in the prevention and management of glucose intolerance and diabetes."

One study evaluated 3,000 people with type 1 diabetes and found a decreased risk in disease for people who took vitamin D supplements. Observational studies of people with type 2 diabetes also revealed that

supplementation may be important in the prevention of the disease.

"Management of vitamin D deficiency may be a simple and cost-effective method to improve blood sugar control and prevent the serious complications associated with diabetes," said study co-author, Joanne Kouba, PhD, RD, LDN.

Diet alone may not be sufficient to manage vitamin D levels. A combination of adequate dietary intake of vitamin D, exposure to sunlight, and treatment with vitamin D supplements can decrease the risk of diabetes and related health concerns. Vitamin D deficiency also may be associated with hyperglycemia, insulin resistance, hypertension and heart disease.

Study Supports St. John's Wort Depression Claim

St. John's wort is grown on nearly every continent in the world, but has only recently been scientifically cited as a potential gatekeeper for depression. The study, reported in the *Cochrane Systematic Review* (United Kingdom) included reviews of 29 trials with a total of 5,489 patients prescribed with symptoms of "major depression."

"Overall, we found that St. John's wort extracts tested were as effective as standard antidepressants, with fewer side effects," said lead researcher, Klaus Linde of the Centre for Complementary Medicine in Munich, Germany.

Please always seek medical advice for moderate to severe depression.

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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.



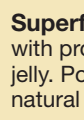
Daily Enzyme Support

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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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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Renew Your Energy to Feel Your Best

Continued from page 1



Dealer Charles Peters

She missed her "beloved coffee," as well as certain foods, he said. He read a physician's report about how enzymes decrease as people age and that replenishing these enzymes can help get rid of acid reflux. *

He ordered some *Ultra Daily Enzymes* and told her about the report. "She was ready to try it. Honestly, within three days, taking an *Ultra Daily Enzyme* after each meal, we were back to both of us drinking coffee and she eating her favorite foods. Small things, but important to quality of life. ALTRUM did that for her, for us."

Peters also takes *Longevity Enzymes* and *Phytonutrients* between meals, *CoQ10*, and *A.J.'s Male Power*.

Their six-year-old grandson, Brandon, takes ALTRUM *Children's Chewable Multi*. They are an ALTRUM supplements family, Peters said.

Years of Service to Country

Peters retired from the U.S. Air Force in early 1993 after serving for nearly 21 years. During 10 of those years, he worked for the National Security Agency. He retired at Macdill AFB in Florida from the Air Force Special Operations Command. Then he took a job with the U. S. State Department in Washington, D.C., working for American embassies overseas.

Peters left the State Department to settle in Indiana, where he had grown up. "I worked at the VA for seven

years and finally retired a second time, so I have worked for the U.S. government for 36 years," he said.

AMSOIL Business – '... Way to Top Off a Party'

"It's been an interesting life, and the absolute best part of it is at the end of the book where it all turned into AMSOIL. Wow, what a way to top off a party — with AMSOIL. I've sat at dinners with dignitaries, prime ministers, presidents, ambassadors, etc. None of that impressed me, it's political. Al Amatuzio and his son, meeting the two of them, and also Dean Alexander, has been the highlight of my life. This is a trio that actually created something amazing, that makes a positive difference in people's lives. They are the TRUE American heroes. That impressed me ... not the diplomats."



AMSOIL Dealers learned ALTRUM Nutritional Supplements help them diversify their AMSOIL businesses for greater profits.



"Secure your health with ALTRUM Nutritional Supplements."



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