

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



OCTOBER 2009

'Self Care — Your Best Health Care'

I started at AMSOIL eight years ago, writing for several of its publications. When I began writing for ALTRUM three years ago, I approached it with the skepticism of a journalist. I determined to discover for myself if and how ALTRUM Nutritional Supplements could make a difference in my health.

This is my story — Kathy Anderson

'Would Have Taken Better Care'

At 53, I have not always lived a healthy lifestyle. When I was younger I wore a t-shirt that said, "If I had known I was going to live this long, I would have taken better care of myself." I thought it was really funny. And then I got older.

Needless to say, the joke was on me. By the time I was 50, I ached in every joint. My doctor told me I had osteoarthritis and recommended physical therapy and walking 20 minutes a day. At that point, every step hurt. I had developed a chronic inflammatory condition in the bottoms of my feet, my hips and legs ached all the time. I had a hard time focusing for extended periods of time and the constant pain sucked the life and energy out of every day.

Potentially Harmful Lifestyle Choices

I ate fast food and high fat, high calorie foods for the most part. My cholesterol test results started to indicate I was a candidate for heart disease.

Diabetes runs in my family and I assumed it was inevitable for me. About two years ago, my annual glucose test results put me in the danger zone for developing type 2 diabetes.

Knowledge Spurs Lifestyle Changes

I had started sporadically taking some of the ALTRUM products, but my heart wasn't in it. However, as I continued to research nutrition and the ALTRUM formulas, I realized how important it was to change my life.

Real change is hard, though, and so I determined to go slow, making small changes, taking small steps toward a healthier me. I began incorporating healthier foods in my diet and continued walking as much as I could.



Along with changing my eating habits, I started taking A.J.'s Ultra Multi, Ultra Daily Enzymes, Nutritional Oils and Vision Power every day. Even when I ate badly or failed to walk, I took my supplements.

'Dramatic Changes for Me'

When I started this experiment for better health, walking half a block was an agony for me. I would finish my work day at 5 p.m. ready to lie down for the evening — resting up for bedtime.

The results of using ALTRUM supplements and establishing a healthier lifestyle have been dramatic. Today, I can walk for an hour without pain. My feet don't hurt, my joints don't ache and my thoughts are clear and focused.

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*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.

Health News You Can Use



Omega-3 Deficiency May be Responsible for More Than 96,000 Deaths Each Year

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

Omega 3 deficiency is the sixth highest killer of Americans, according to US health surveys, when it comes to preventable deaths. The leading cause of preventable death because of diet and lifestyle choices is tobacco smoking, which accounts for up to 500,000 deaths per year.

As healthcare costs continue to skyrocket, many in the medical community as well as in the public health community are looking for ways to reduce the number of unnecessary deaths due to lifestyle choices. Omega 3 fatty acids are available in supplement form and are an easy way for people to get this necessary nutrient that not only promotes heart health, but can also promote digestive health and even mental health.

Omega 3 fatty acids can reduce the risk of heart disease when taken in supplement form. These acids come from

fish oil and have proven to be beneficial when it comes to lowering LDL cholesterol and balancing it with HDL cholesterol. Omega 3 fatty acids are also important for the digestive system as they can reduce the amount of fat in the liver. In addition, new studies indicate that not only are omega 3 fatty acids beneficial when it comes to improving cognitive abilities, they also are helpful for those who suffer from depression, a serious and sometimes fatal condition.

In addition to helping reduce the risk of heart disease, supplementing your diet with omega 3s can also protect against prostate problems. There are clearly many benefits to getting more omega 3s in your diet. Omega 3s can be found in fish oil supplements. It's simply a fact: Omega 3s are an essential part of a good diet. Making some lifestyle changes, diet changes and adding omega 3 supplements can end up saving thousands of lives each year. *

Sylvia Anderson Editor/Writer for *Alternative Health Journal*
SOURCE: *Alternative Health Journal*, July 23, 2009.

Guaranteed Purity and Quality

Question: I've heard that cold processing is best for fish oil products. Are ALTRUM Nutritional Oils and Ultra Omega 3 products cold processed?

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.

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.

Ultra Omega 3 (DUO) oil is a concentrated marine lipid source of omega 3 fatty acids from fish oils. *Ultra Omega 3* provides an ideal source of the highest quality EPA and DHA essential fatty acids from premium, molecular-distilled marine lipids from fish oils. *



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Minerals Power Your Body

Every Living Cell Needs Minerals

Every living cell depends on minerals for proper function and structure. Minerals are needed for the proper composition of body fluids, formation of blood and bone, maintenance of healthy nerve function and the regulation of muscle tone, including that of the muscles of the cardiovascular system.

Like vitamins, minerals function as coenzymes, allowing the body to perform its functions, among which are energy production, growth and healing. Minerals are essential for all enzyme activities and ensure the proper use of vitamins and other nutrients.

Minerals Maintain Health

Minerals are further interconnected in the human body to maintain proper chemical balance. This balance depends on the levels of different minerals in the body and especially the ratios of certain mineral levels to one another. **The level of each mineral in the body has an effect on every other, so if one is out of balance all mineral levels are affected. If not corrected, this can start a chain reaction of imbalances that leads to illness.**

Minerals are naturally occurring elements found in the earth. Rock formations are made up of mineral salts. Rock

and stone are gradually broken down into tiny fragments by erosion, a process that can take literally millions of years.

Minerals Lacking in Diet

As with vitamins, it can be difficult, if not impossible, to obtain the amounts of minerals needed for optimum health through diet alone. Soils, once rich in nutrients, have been depleted in the last 100 years. Mineral supplements can help make sure you are getting all the minerals your body needs.

Minerals are often found in multivitamin formulas. Some are available in chelated form, which means the minerals are bonded to protein molecules that transport them to the bloodstream and enhance their absorption.

Minerals Should Be Taken in Balance

Once a mineral is absorbed, it must be carried by the blood to the cells and then transported across the cell membranes in a form that can be used by the cells. After minerals enter the body, they compete with one another for absorption. As an example, too much zinc can deplete the body of copper; excessive calcium intake can affect magnesium absorption (and vice versa). Consequently, supplemental minerals should always be taken in balanced amounts to be effective. *

ALTRUM Multis – Your Complete, Balanced Mineral Formula

Mineral supplements are of little use if your body cannot use them. ALTRUM multis provide the most effective mineral formulation available. ALTRUM minerals are compounded with amino acids, a process called chelation (kee-lay-shun), to make them available to your system the same as if you acquired them from food. That means ALTRUM minerals provide four to six times better absorption over unchelated minerals. You reap all the benefits while replenishing your energy and increasing your stamina. *



ALTRUM Label Change

Within the next year you will begin to see a change in the ALTRUM supplements labels from listing an expiration date to the manufacture date. This will appear on the label as "Manf." and provide clearer information for storage and use.

ALTRUM Supplement Storage and Use:

Most of the supplements are best if used within 36 months of the manufacture date. *Vision Power* and the enzyme products, *Ultra Daily Enzymes* and *Daily Enzyme Support*, are best if used within 18 months of the manufacture date and can be refrigerated to extend shelf life. *Longevity Enzymes* are best if used within 24 months. All ALTRUM Nutritional Supplements should be stored in a cool, dry place out of sunlight and with the lid tightly closed.

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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

Save on 6-packs!

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.*



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'Experiment' for Health Pays Off continued from page 1

Proof of Research

I credit ALTRUM *Nutritional Oils*, along with a deliberate, healthy eating plan for the reduction of joint discomfort, as well as bringing my cholesterol levels to normal.

A lot of good research shows omega-3 fatty acids make a difference in preventable problems such as the ones I was developing. My glucose test this past year came back normal. My mom died at 58 from complications of type 2 diabetes because she didn't know what to do. I have the benefit of all the knowledge since then to be healthier. *



Feeling Younger, Living Well

Ultra Daily Enzymes unlocks the good nutrients in the foods I eat now, so my body gets the benefits of them, and the multis give me an all-around supplement base for every nutrient.

Vision Power's formula has nutrients known to protect eye health. I've noticed recently I'm able to read more without my eyeglasses, so I'm looking forward to my annual eye exam this fall to discover if my eyes have improved.

Nutrition, Supplements Make the Difference

In researching the nutrients in *Vision Power* for the February 2009 *ALTRUM News* I realized those same nutrients provide protection for my whole body. I started taking the full dose of six a day. The supplements make a difference for me. I know this is true, not only because of the research I've done about nutrition, but because of the way I feel.

I feel 10 years younger than I am. My life is once again active and full. I have energy to enjoy my grandchildren, and I've lost 25 pounds this past year.

I know I sound like an ALTRUM commercial. I can't help it, the ALTRUM supplements have made a serious difference in my life.



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"Secure your health with ALTRUM Nutritional Supplements."



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To submit a testimonial or question, write to:

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**CHANGE SERVICE
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