

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 2010

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

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

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

Some of the annoying symptoms are:

- *A hesitant, interrupted, or weak stream of urine*
- *Leaking* • *Urgency* • *Frequent urination, especially at night* • *Reduced sexual function*

A.J.'s Prostate Formula (DPF) is a powerful male health product with 14 natural ingredients that provide vital nutrition for the prostate gland.

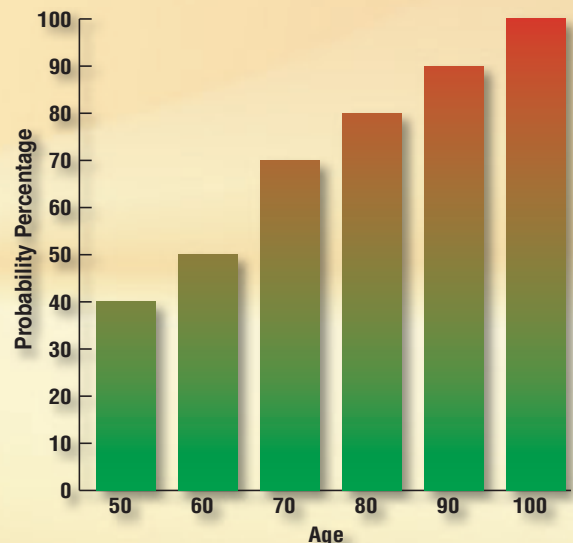
The nutrients in A.J.'s Prostate Formula help restore normal prostate health.* Studies reveal nutritional supplements are effective in preventing the onset of BPH. Because they are food, there are no known side effects such as erectile dysfunction.

A.J.'s Prostate Formula is the most complete prostate supplement available. It contains the highest quality natural ingredients that provide important nutritional support for the prostate gland, which is directly involved with male function. *

See page 2 for more information on this product.



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



*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.

Top Nutrients for Male Health



- **Saw palmetto** is an herbal extract from ripe berries of the saw palmetto tree. It is typically used for 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 health purposes including as a tonic, antiseptic and to maintain a healthy urogenital system. *

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 indicates more than two million U.S. men use saw palmetto. *

- **Pygeum africanum** is derived from an African evergreen. It has been approved for BPH in Europe since the early 1970s. Studies show it helps balance prostate inflammation and renew normal size, promote urination and help rid the prostate of cholesterol deposits that can occur with BPH. *
- **Stinging nettle root** (*urtica dioica*) helps normalize the inflammatory response and acts as a natural diuretic. Studies indicate nettle root helps balance enlarged prostate (BHP), renewing normal/youthful prostate size, ease and comfort; and even greater results when combined with pygeum. The best results to normalize prostate size often combine these two herbs with saw palmetto. *
- **Vitamin B6** is crucial for a healthy immune system and essential for zinc metabolism. *

- **Lycopene** is a potent antioxidant. The largest, most comprehensive study evaluating prostate health and lycopene revealed men with more lycopene in their diets displayed potentially better prostate health. *

- **San-Qi ginseng** is an adaptogen that supports the nervous and circulatory systems and promotes blood flow. It is also known to help 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 E** and selenium may enhance protection of prostate health. *

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

A.J.'s Prostate Formula supplies vital nutrients that support healthy, normal function that may help:

- **Reduce the number of nightly trips to the bathroom** *
- **Promote normal comfortable urination** *
- **Balance (BPH), renewing ease and comfort** *
- **Maintain normal prostate size with advancing age** *
- **Enhance male function** *



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

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Get the Nutrients Your Body Needs

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



A.J.'s Ultra Multi (DWI) offers superior nutritional health support with optimal amounts of every known nutrient your body needs. Users of *Ultra Multis* report **increased energy and stronger overall health.**

A.J.'s Ultra Multi provides total nutrition in a premium multi-vitamin formula of 130 vital ingredients. 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. *

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

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. *

More information is available online at www.altrumonline.com.



ALTRUM UPDATE

Potent Can Sometimes Mean Pungent

Longevity Enzymes are the most effective systemic enzymes available and can sometimes have a strong smell. These enzymes provide a powerful bacteria barrier so any pungent smell does not mean they have gone bad. This is normal.

It comes from the papain enzymes and the natural variation of soil and weather conditions of papain's source — the papaya fruit. A normal variation in smell does not change the standardized potency of the enzymes in the papain used in *Longevity Enzymes* — they are the highest and most potent grade of enzymes available. *Longevity Enzymes* can be refrigerated or frozen to increase the shelf life of the product. Also, keep the desiccant packet in the bottle to reduce moisture and keep the product dry, which also extends shelf life. *



ALTRUM Label Enhancement Gives You New Information

ALTRUM Nutritional Supplements labels now list a manufacture date rather than an expiration date. The new labels provide clear information for storage and use of the supplements: *ALTRUM Nutritional Supplements should be stored in a cool, dry place out of sunlight and with the lid tightly closed. Most of the supplements are best if used within 36 months.*

Vision Power and the enzyme products, *Ultra Daily Enzymes* and *Daily Enzyme Support*, are best 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.

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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.*



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 | Prof. 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

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.



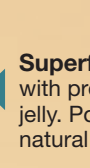
Daily Enzyme Support

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 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,

7-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

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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ALTRUM Supplements Aid Health, Add to Wealth



Direct Jobbers Bill and Donna Durand

Since the Early Days

Bill and Donna Durand of Superior, Wis. started their AMSOIL Dealership in 1976. Today, they rank among the largest organizations in the company and recently became 7-Star Regency Platinum Direct Jobbers.

The Durands have said they earn as much as 33 percent of their sizable income from sales of ALTRUM supplements. "ALTRUM sales are a big part of our business," said Bill Durand. "And the money's not going to a competing company."

Durand has taken ALTRUM supplements since their introduction to AMSOIL Dealers in 1985. In those days people were beginning to understand the benefits of supplementation for better quality of life and longevity, but the money Dealers spent on supplements went to competitors, Durand said. With the advent of ALTRUM supplements "we're buying from ourselves."

Purchases Put Money in Dealers' Pockets

The Durands stock a large supply of ALTRUM supplements at their home warehouse. "We grab them off our shelves and we don't think about the cost because it's into our own pockets."

They have taken other brands of supplements and know from years of experience none compare to the quality of ALTRUM.

Increased income is one major benefit of selling ALTRUM supplements. "We've got more and more people buying supplements."

Using ALTRUM Supplements is a Win-Win

The Durands focus their business-building on recruiting new Dealers into their organization.

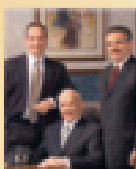
"With our downliners, their health is important to us and we want them to stay healthy and robust because they're part of our financial organization."

While their contribution to the overall organization is important, Durand said, more important is their health and quality of life.

"We take ALTRUM supplements for health because we want to be alive. I would take them no matter what the price because they just make a difference."



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"Secure your health with ALTRUM Nutritional Supplements."



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