

Rejuvenate Regenerate Renew
ALTRUMTM
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



APRIL 2011

Introducing *Ultra Probiotics*

ALTRUM continues its effort to bring Dealers the most current in dietary supplementation with the launch of its new ALTRUM *Ultra Probiotics*TM.

"ALTRUM has always promoted being proactive about health," said Greg Sawyer, ALTRUM manager. "Improving one's digestion and immunity is a giant step in maintaining one's health. Probiotics help improve the digestion and absorption of food, plus stimulate and support the immune system. *Ultra Probiotics* is another vital product in the supplements line to help support customers' health."*

The Research

New research is establishing that supplementation with probiotics can be important for a variety of reasons. "Probiotics enhance the immune system by favorably altering the GI tract micro-ecology," Sawyer said. "They help prevent unfriendly organisms from gaining a foot-

hold in the body, as well as the overgrowth of yeast and fungus, therefore, improving digestive support."*

Probiotics – 'For Life'

The word "probiotic" means "for life," which is why these microflora are so important. The scientific definition of a probiotic is *a live microbial feed supplement that beneficially affects the host by improving its intestinal microbial balance.*

What Probiotics Can Do:

- Help improve digestion and absorption of vitamins
- Help stimulate the body's natural defense mechanism — the immune system
- Help manufacture vitamins needed by the body
- Help inhibit the growth of harmful bacteria that cause digestive stress * **

Continued on page 2



*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.

ORDER #: 1-800-777-7094 Fax: 1-715-392-5225

Dealers and Preferred Customers can order at www.altrumonline.com or in the online store at www.amsoil.com.

Why Use Ultra Probiotics?

Continued from page 1

The father of modern immunology, Russian microbiologist and Nobel-prize laureate, Ilya Mechnikov first “discovered” and accurately described the benefits of probiotics.

His research made a direct link between superior health and the need to maintain a healthy balance of probiotics in the body. In his groundbreaking book, *Prolongation of Life*, Mechnikov documented in detail the unusually lengthy life spans of several societies that practiced eating fermented foods and special bacterial cultures called kefirs. He made consistent observations of men and women more than 100 years of age who were leading highly active and healthy lives.

He based his theory, in part, on the observation that Bulgarians from the Balkan region of Eastern Europe, who regularly consumed fermented dairy products, especially yogurt, were known for their longevity and superior health.

Probiotics Consumption Soars in U.S.

Although probiotics have been around for thousands of years, it was not until the 20th century that most people were aware of their benefits. According to the National Institutes of Health, the consumption of probiotic supplements in the United States nearly tripled from 1994 to 2009.

Decades of microbiological and clinical research have backed up Mechnikov’s original theories demonstrating that ingesting certain probiotics can help improve body functions.*

What Makes Ultra Probiotics Unique?

ALTRUM *Ultra Probiotics* is a universal probiotic formula providing 25.6 billion live cells ^ of beneficial microflora



cultures.* These probiotic cultures help renew and maintain healthy intestinal microflora. **Ultra Probiotics features nine premium strains of probiotics with 3.2 billion viable units^ of *Lactobacillus bulgaricus*.** *L. bulgaricus* is ranked as the “king of probiotics” – the universal intestinal and immune health flora rejuvenator. It conditions the GI tract and is the key to supporting healthy cultures of the other probiotics.

Ultra Probiotics (DUP) ordering information

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Dealer/Pref. Cust. price	Sugg. retail
DUP01	EA	(1) 60-count	0.2	24.95	38.60
DUP01	CA	(6) 60-count	1.1	149.70	231.00

Your key to Renewal

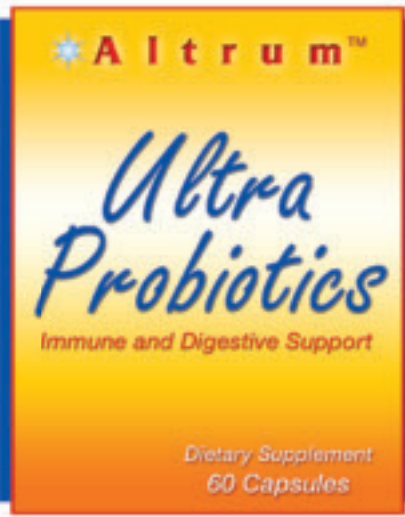
Ultra Probiotics (DUP) is a universal probiotic providing 25.6 billion live cells ^ of beneficial microflora cultures. Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.*

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Suggested Use: To renew healthy flora take 2 capsules per day. 1 capsule per day may be sufficient to maintain healthy flora. As with any dietary supplement, consult a physician if taking prescriptions or if you have a medical condition.

Refrigerate or freeze to maintain maximum potency. Distributed by ALTRUM Nutrition Div. of AMSOIL, INC. Superior, WI 54880 (715) 392-7101

Product Code
DUP-01



Altrum™

Ultra Probiotics

Immune and Digestive Support

Dietary Supplement
60 Capsules

Supplement Facts

Serving Size: 2 Capsules

Amount per serving	% DV
Proprietary Probiotic Renew™ blend: 25.6 Billion Units*	
Lactobacillus bulgaricus	**
Lactobacillus acidophilus	**
Lactobacillus rhamnosus	**
Lactobacillus plantarum	**
Bifidobacterium bifidum	**
Bifidobacterium longum	**
Lactobacillus gasseri	**
Lactobacillus salivarius	**
Lactobacillus helveticus	**

** Daily Value (DV) not established

Other ingredients: maltodextrin, fructooligosaccharides (FOS), inulin, gelatin, water.

^ 25.6 billion viable cells guaranteed at time of manufacture. Visible cell count will vary after the time of manufacture.

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Q&A on Ultra Probiotics

Q: *Is there a certain percentage of “good” bacteria needed in the body?*

A: The colon can maintain its health with 15 percent unfriendly bacteria, if the body contains at least 85 percent probiotic friendly bacteria. Most people have this percentage reversed. A daily usage of ALTRUM Ultra Probiotics™ promotes “homeostasis,” or internal equilibrium, to the colon to create a healthier digestive tract. *

Q: *Is a multi-strain probiotic more effective than a single-strain product?*

A: Yes. A multi-strain probiotic that contains both Lactobacillus and Bifidobacterium strains covers the entire intestinal tract, while single strain products cover only a portion. Lactobacillus strains prefer the small intestine, bifidobacteria prefer the colon.

Q: *Is there any particular time of the day to take Ultra Probiotics?*

A: Probiotic supplements can be taken before or during any meal.

Q: *How long after taking Ultra Probiotics does it start working?*

A: Ultra Probiotics begins working immediately by supplying the GI tract with valuable live cultures.

Q: *Should Ultra Probiotics be used every day?*

A: Research has shown that probiotics should become part of a daily routine. Probiotics are essential for digestion of food’s nutrients for optimal health support and to maintain proper development of the immune system. *

Q: *How long do probiotics last in the intestinal tract after one stops taking them?*

A: Probiotics last in the intestinal tract for about a week or so because most are lost in the normal process of replacement of the intestinal cells to which they are attached.

Q: *What are some of the other benefits of taking Ultra Probiotics?*

A: It will assist in replacing the microflora when taking antibiotics and aid digestion for people with lactose intolerance, poor or improper diet or GI irritation. * **



DUP

Q: *Can probiotics help increase energy?*

A: An effective probiotic colonization of the intestines enhances absorption of vital nutrients. Better nutrition reduces fatigue and increases energy.

Q: *What is the most common effect of taking a high-strength probiotic daily?*

A: Generally, individuals experience improved regularity with less stress and greater intestinal comfort.

Q: *Do probiotics benefit from refrigeration?*

A: Yes. Refrigerate or freeze to maintain maximum potency. Short periods at room/shipping temperatures are acceptable.

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Renew Your Body

Ultra Probiotics

Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.*



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	Pref. Cust. Dealer Price	Sugg. Retail
DUP01	EA	(1) 60 ct.	23.75	24.95	38.60
DUP01	CA	(6) 60 ct.	142.50	149.70	231.00
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
DZM01	EA	(1) 90 ct.	24.15	25.35	35.85
DZM01	CA	(6) 90 ct.	144.90	144.90	214.50
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
DUC01	EA	(1) 90 ct.	12.05	12.65	18.05
DUC01	CA	(6) 90 ct.	72.30	72.30	107.70

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.

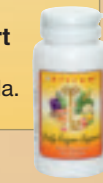


Ultra Daily Enzymes

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.



Longevity Enzymes™

Provide nutritional support for aging and for balancing inflammation. A perfect complement to the *Joint Formula* because it provides joint discomfort relief.*



Ultra Calcium Complex
Multiple source high-quality calcium.



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.*



Superfood Bee Pollen

with propolis and royal jelly. Potent source of natural nutrition.



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,
7-Star Regency Platinum Direct Jobber

Stock#	Unit of 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
DBE01	EA	1) 120 ct.	9.60	10.05	14.60
DBE01	CA	(6) 120 ct.	57.60	57.60	87.00
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

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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Inside:



New Product Ultra Probiotics

Page 6 April 2011 ALTRUM



The Power of Probiotics

Among the many probiotic species, **Lactobacillus bulgaricus** ranks as "king of probiotics."

It was named for Bulgaria, where it was first used to convert milk into yogurt. Few people in the Western world know Bulgaria is the homeland of yogurt.

Bulgarians have known for centuries consuming yogurt is beneficial, but the unique qualities of Bulgarian yogurt, and its key probiotic *Lactobacillus bulgaricus*, garnered worldwide attention at the beginning of the 20th century.

Russian scientist Ilya Mechnikov linked the longevity of the Bulgarian people to the consumption of milk fermented into yogurt by *Lactobacillus bulgaricus*. Mechnikov proposed that consumption of yogurt would "seed" the intestine, which would suppress the growth of harmful bacteria.

First Line of Defense

The human digestive system is the first line of defense against toxins that daily try to invade the gastrointestinal tract. As harmful bacteria such as *E. coli* move through the intestine, the natural defense system is alerted and helpful bacteria, such as *L. bulgaricus*, are called into play.

L. bulgaricus is one of the helpful micro-organisms that multiplies within the mucous lining of the gastrointestinal (GI) tract, where vital nutrients are absorbed and harmful microbes and toxins are diverted. When beneficial microflora flourishes, many germs are prevented from adhering to the host.

L. bulgaricus appears to play several important roles in the digestive tract. It has proven to reduce intestinal infections by drawing away toxins and harmful bacteria. It colonizes the intestinal mucosa in a beneficial way by boosting the establishment of other microflora.

L. bulgaricus also creates natural antibiotics, which can have a broad spectrum of immune-boosting functions.

This potent probiotic appears to be a particularly rugged strain of microbial flora and has been shown to withstand the low pH levels within the stomach during its digestive journey. This function as an early adapter in harsh environ-



ments may offer a glimpse into the significance of *bulgaricus* in the role of a beneficial probiotic.

Intestinal Well Being

L. bulgaricus supplements can be compared to a seed, in that it blooms and grows into the appropriate function within the human GI tract.

Bulgaricus microflora appear to set up a defensive line wherein harmful bacteria are guided away from the important area of the intestinal mucosa. This helpful supplement has shown its effectiveness in guarding the health of the GI tract.

"Many people may not understand that probiotics are more than something you find just in yogurt," said Dr. Michael Roizen, chief wellness officer at the Cleveland Clinic. "Taking probiotics is a good habit that can really benefit your digestive system, which is intricately connected to your overall health, yet most Americans are still unfamiliar with them and the good they can do."**

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