

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



JANUARY 2011

## How You Age is Up to You

How we grow old is a personal choice. Older folks are going back to school in their 50s, starting businesses in their 60s, training for triathlons in their 70s and maintaining intimacy in their 80s.

This is a good thing, according to researchers who have found that negative stereotypes about aging can actually shorten your life. A 2002 Yale University study in the *Journal of Personality and Social Psychology* found that people who have a positive perception of aging tend to live seven and a half years longer than those who don't.

### Positive Outlook Makes a Big Difference

Research, reported in the *Journal of Gerontology*, found that elderly subjects who read a positive newspaper account about aging scored up to 30 percent better on memory tests than those who read a pessimistic account.

People who have an upbeat outlook on aging also are more likely to take control and responsibility for their health. Curbing lifestyle diseases caused by obesity, lack of exercise, smoking and chronic stress is perhaps the biggest hurdle in the aging game.

### Exercise Pays Big Dividends at All Ages

Nearly 55 percent of Americans are overweight and some 22 percent are obese, according to the National Institutes of Health.

"People of all ages are always looking for a magic bullet," says Fox Wetle, Ph.D., assistant dean of the Brown School of Medicine in Rhode Island. Wetle says that while there is no easy way out, exercise may be the "magic shotgun."

A large body of research shows exercise favorably impacts every part of the body. Regardless of age or gender, exercise helps people feel better, have more energy and perhaps even live longer. It improves mood, fights off chronic disease and aids in weight loss.

### Nutrition Vital For Energy, Renewal

Nutrition also plays a pivotal role in how well we age. Good nutrition is essential for the body and all of its sys-



tems to function properly for a lifetime. The right nutrition brings physical and mental health benefits because a healthy diet provides energy, promotes good sleep and gives the body what it needs to stay healthy at any age.

However, it is difficult to get all of the nutrition we need from diet alone.

ALTRUM Nutritional Supplements offer the highest quality nutrients to help you *Rejuvenate, Regenerate and Renew*. \*

\*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 To Fax Your Order : 1-715-392-5225 or 1-715-392-5267

Dealers and Preferred Customers can order at [www.altrumonline.com](http://www.altrumonline.com) or in the online store at [www.amsoil.com](http://www.amsoil.com).

# Dealer Feels Better With ALTRUM

Dealer Dan Lloyd of Bristol, Wis. reports ALTRUM *Longevity Enzymes* (DZM) has helped support normal function in his body.

Lloyd is service manager for a gas-powered outdoor power equipment company.

At 50, Lloyd is more aware of aches and pains in his body, he said. A severe injury during his 20s left him with chronic inflammation and discomfort in one leg. In fact, the injured leg typically swells to the point of constricting in his sock by the end of his 12-hour days.

"Today, I was on my feet most of the day and there's nearly zero swelling," Lloyd said. The only difference in his nutrition program is the addition of the *Longevity Enzymes*, he said.

He also has shoulder discomfort from youthful football injuries. "When you live with (it) for so long, you get so you don't really notice it," Lloyd said.

Since starting the *Longevity Enzymes*, Lloyd has noticed a significant difference in his level of comfort, he said. "My shoulders don't ache."\*

## 'I Can't Say Enough About Them'

He added *Ultra Daily Enzymes* (DEU) and *A.J.'s Ultra Multi* (DWI) shortly after his positive experience while taking *Longevity Enzymes*.

Before using *Ultra Daily Enzymes*, Lloyd took over-the-counter antacids a couple of times a week. "It sure makes a world of difference in my digestion," he said. "I can't say enough about them."

Taking ALTRUM multis gives him a general sense of wellness. "I just feel more vigorous," Lloyd said. \*

## 'A.J.'s Multis Have Everything You ... Want'

He is familiar with other brands of supplements and can speak knowledgeably with his customers about the dif-



ferences. ALTRUM supplements are a great value, he said, because they contain more nutrients than the top brands on the market.

"I like *A.J.'s Multis* because they have everything in them you could want. The success I've been having personally with ALTRUM means I can recommend them to my Preferred Customers with confidence. I think there's a tremendous opportunity for Dealers to make money with ALTRUM supplements. I'm excited about ALTRUM. *Almost* as much as AMSOIL."

## Website Offers Important Information

Lloyd has been an AMOIL Dealer since 2009. He frequently visits the AMOIL website to gain valuable product information to give his customers, he said.

On one visit, he discovered an ALTRUM PowerPoint presentation on the supplements. This is where he learned *Longevity Enzymes* could help balance the inflammation in his system.

He and his wife also have added *Daily Nutritional Oils* (DNO) to their regimen. "That helps the ankles and everything feel better," he said. "I think ALTRUM is just wonderful."\*



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# ALTRUM Joint Formula Excels

*Joint Formula* is premium nutritional support for healthy joints, cartilage and connective tissue. This comprehensive formula has optimal levels of key joint health ingredients MSM, glucosamine, chondroitin sulfate, boswellia, calcium and manganese.

*Joint Formula* nutrients have been studied in tens of thousands of individuals throughout the world during the last 20 years. The collective evidence is clear that these nutrients diminish joint discomfort and safely improve joint function.\*

## Joint Formula Gets Boost With ...

Linda Farrell of Duluth, Minn. experienced joint discomfort in her wrists and hands during her workday as a secretary. Shoulder joint discomfort typically accompanied routine tasks.

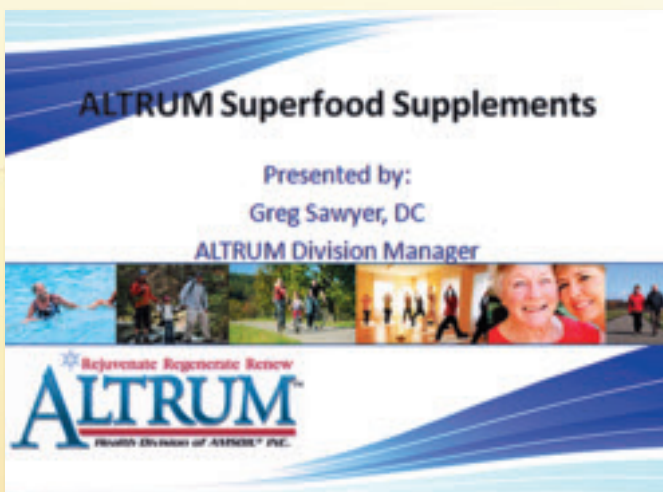
Farrell learned of the benefits of ALTRUM *Longevity Enzymes*™ and *Ultra Omega-3* supplements and added them to her nutrition regimen. She noticed a significant difference in her comfort level.

"Yesterday I did three baskets of laundry and went grocery shopping," Farrell said. "Before now, either one of these things would have made my arm feel as if it would fall off."



## Online Now

# ALTRUM Superfoods Supplements VOPP



ALTRUM's educational series continues with the Superfood Supplements Voice-Over-PowerPoint presentation, available online. Dealers learn the benefits and importance of these natural nutrients that provide support for the systems of the body.

Dealers can increase sales by using this essential information to help customers select nutritional products to supplement their health.

ALTRUM superfood supplements provide additional nutrients to the *Ultra Multis*. Superfood supplements contain combinations of ingredients that science reports may help during specific times in one's life or to enhance or improve one's overall nutrition. Visit the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) under "What's New in the Dealer Zone" or the "Training" tabs.

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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	Pref. 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](http://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](http://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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# Dealer Praises ALTRUM Joint Formula



Dealer Monty Osborne of Beardstown, Ill. has an ongoing story of improvement in his physical comfort while using ALTRUM Nutritional Supplements.

He first told ALTRUM two years ago how the out-of-control inflammation in his joints significantly improved at the same time he started using *Joint Formula*.



*"I owe my health to ALTRUM Joint Formula."\**

number, the more RA affects the body's systems.)

"Four months later he decreased my medication to three tablets." Osborne has taken three tablets weekly since May 2009.

"All of this time I have been taking *Joint Formula* morning and evening," Osborne said. His recent visit with the doctor revealed his RA factor is greatly improved.

## 'Anything But Routine'

Osborne, who has Rheumatoid Arthritis (RA), recently visited his physician and reported the results to ALTRUM.

"It was a routine quarterly visit," Osborne said. "The outcome was anything but routine. Two years ago when I started taking the *Joint Formula* my RA factor was 122 and I was taking 10 (prescription) tablets on Mondays. After six months of taking *Joint Formula*, the doctor reduced my medication to five tablets on Mondays. (RA factor is a measure of specific proteins in the blood. The higher the

## 'No Swollen Joints'

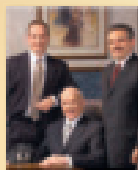
"My RA factor is down to 93," he said. "The doctor wants me to wean myself off the medication completely over the next couple of weeks. The reason I only take them on Mondays is so my liver has six days to recover from the damage the medicine does.

"So in a few weeks I will no longer be taking the liver-damaging drug that I have had to take for the last 15 years.

"Also, when the doctor examined me he found no swollen joints."

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*"Secure your health with ALTRUM Nutritional Supplements."*



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