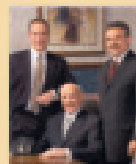


Rejuvenate Regenerate Renew
ALTRUMTM
Health Division of AMSOIL® INC.



"Success begins with good health."

Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



JUNE 2011

Probiotics – Ancient Wisdom for Today

The idea of probiotics may seem relatively new, but for centuries people have consumed fermented foods to improve health.

In traditionally fermented foods, the live probiotics help replenish and maintain friendly bacteria in the intestinal tract and bring a host of benefits. Eaten daily, the probiotics in fermented foods help ease digestion and act to maintain the bacterial balance in the gut for long-term health. *

*Probiotics seem to change how your immune system reacts to an invading microorganism and whether your digestive tract becomes inflamed as a result. * ***

— John DiBaise, M.D., Mayo Clinic

How Probiotics Work

The small intestine is approximately 20 feet long and lined with tiny, finger-like hairs called intestinal villi. These villi dramatically increase the surface area of the intestinal lining to the size of a tennis court, or more than 7,200 square feet. They are covered with a layer of healthy intestinal flora (probiotics) that protect the body from invading colonies of bad bacteria, viruses and yeast.

One can imagine the villi of the small intestine as the root system of the body, similar to plant roots. This is where all of the nutrition of the body is absorbed.

The absorbed nutrients move through the wall of the intestines and into blood vessels that take them throughout the body. This semi-permeable barrier is designed to keep unwanted things out of the bloodstream while absorbing the essential nutrients that feed the body. The healthy probiotic colonies of good bacteria covering the villi function like an organ vital for healthy life. Healthy probiotic microbes number in the trillions. They help to make vitamins, digest food, make antibiotic substances to combat pathogens and function as a major contributor to the immune system.



The digestive system is not only responsible for digesting food into nutrients for the body, but research shows 70 percent of the body's immune function is found in the abdomen. *

Maintaining a Healthy Digestive Tract

The ratio between the "good" bacteria and the "bad" bacteria becomes one of the critical factors determining optimal health because probiotics in the GI tract help maintain an ideal "good" to "harmful" bacteria ratio by promoting the optimal environment for the growth of good bacteria. Without a healthy balance, a whole cascade of undesirable health events follows.

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.

Multiple Probiotics Work Best

Continued from page 1

Most probiotic supplements contain only one or two strains of bacteria — which is inadequate considering the numerous strains that work in harmony in the digestive tract. The body requires multiple strains to help the digestive system smoothly handle all types of foods. *

Ultra Probiotics Helps Sustain Balance

Ultra Probiotics is a complete, multi-strain formula that contains 25.6 billion[^] live cells in each two-capsule dose. Its nine premium strains of probiotics includes *Lactobacillus bulgaricus*, known as the “king of probiotics.”

“I have taken probiotics for a number of years and am well aware of the benefits. New ALTRUM Ultra Probiotics is an exceptional product and fills an important position in the premium ALTRUM products line,” said Alan Amatuzio, AMSOIL executive vice president and COO.



IMPORTANT ANNOUNCEMENT— Your ALTRUM Dealer Website May Require Content Clean-Up

All content on ALTRUM websites is required to comply with Food and Drug Administration (FDA) regulations. Any words or statements that imply that ALTRUM products treat, cure or prevent disease are not allowed by the FDA and must be removed from all websites. Dealers must restrict all product claims to those published by ALTRUM.

See the latest version of the ALTRUM catalog (G1670) for appropriate language.

ALTRUM Natural Source Ingredients

Each ALTRUM batch is tested with Infrared Spectroscopy to assure consistency and exact quality of the supplements to match the label's supplement facts. Color variations may occur from batch to batch. That's because of the natural pigment variations in natural food source ingredients. The labeled potency always remains the same.

Study Reveals Wider Benefits of Probiotics

Addition of probiotics has shown beneficial effects on growth performance of poultry. In young chickens, supplementation of a control diet with probiotics improved feed conversion rate by 12 percent and 11 percent, respectively. Moreover, after 47 days, average live weight was significantly higher in birds fed probiotics in comparison to the control group.

The effect on growth performance of the same probiotic preparation was investigated in a study with 200-day-old broilers (Mohnl et al., 2006). Administration of the multi-strain probiotic in the drinking water significantly reduced mortality rate by 48 percent in comparison with a negative control.

In turkeys, Männer et al. (2002) reported a 1.5 percent and 2 percent improvement in average daily weight gain and feed conversion rate, respectively, when diets were supplemented with a blend of different probiotic strains.

Furthermore, mortality rate was decreased by 16 percent in birds fed supplemental probiotics.

Conclusion: Probiotics may have great potential to beneficially affect the gut microflora and improve gut health in non-ruminants. Recent data confirms that a combination of several bacterial strains in a ‘multi-strain’ preparation is highly efficient in poultry feeding.

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** Please check with your physician when using prescription medications in combination with food supplements.

[^] At time of manufacture.

NEW! Ultra Probiotics

"I have taken probiotics for a number of years and am well aware of the benefits. New ALTRUM Ultra Probiotics is an exceptional product and fills an important position in the premium ALTRUM products line."

— Alan Amatzio
AMSOIL Executive Vice President and COO



Ultra Probiotics Features

- Lactobacillus bulgaricus, ranked "king of probiotics"
- Complete high-potency probiotic formula with nine premium strains

Daily Use of Probiotics Can Help:

- Stimulate the body's immune system *
- Overcome the growth of harmful bacteria *
- Improve digestion and absorption of vitamins *

Ultra Probiotics™ (DUP) ordering information

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Wholesale Cost	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!

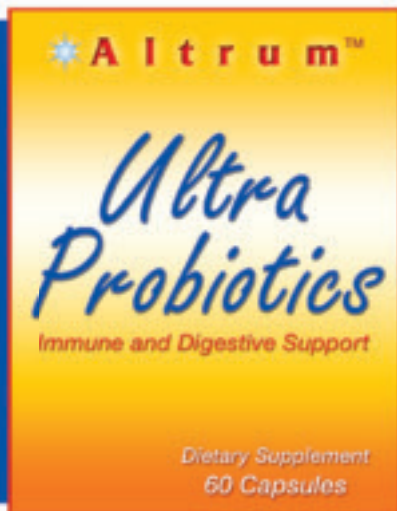
Ultra Probiotics (DUP) is a universal probiotic providing 25.6 billion live cells ^ of beneficial microflora cultures. Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.*

*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



Supplement Facts

Serving Size: 2 Capsules	
Amount per serving	% DV
Proprietary Probiotic Renew™ blend: 25.6 Billion Units [†]	
Lactobacillus bulgaricus	**
Lactobacillus acidophilus	DUP **
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. Viable cell count will vary after the time of manufacture.

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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.

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	Wholesale Cost	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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** Please check with your physician when using prescription medications in combination with food supplements.

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	Wholesale Cost	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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** Please check with your physician when using prescription medications in combination with food supplements.



Super Energy Aids Customer's Productivity

Preferred Customer Eric Brundick of New Market, Md. stays energetic all day with ALTRUM supplements.

"I've been using *A.J.'s Super Energy* during the past month and I've noticed this stuff's better than any other energy product I've used," Brundick said. "One capsule not only revs me up, but keeps me at a steady, productive and useful pace all day long until bedtime. On top of that I don't have any trouble sleeping at night."



Brundick uses *A.J.'s Super Energy* on days he feels tired or run down. "When I use it, I typically take one when I get to work in the morning, and I'm on top of my tasks all day long," he said.

He also uses *Daily Nutritional Support* and *Stress Management*.

"Thank you for making honest, top-quality products I can count on," Brundick said. *

INSIDE: Ultra Probiotics

"I have taken probiotics for a number of years and am well aware of the benefits. New ALTRUM *Ultra Probiotics* is an exceptional product and fills an important position in the premium ALTRUM products line."

— Alan Amatuzio
AMSOIL Executive Vice President and COO



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"Secure your health with ALTRUM Nutritional Supplements."



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