

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



MARCH 2011

Prevention Can Turn the Tide of Rising Healthcare Costs

Business journals have chronicled the rise in healthcare costs for the past 30 years. The U.S. spends more per capita than any other nation on its medical care, at 17.5 percent of the gross domestic product. Individuals increasingly are looking for ways to cut their healthcare costs.

The old proverb states "an ounce of prevention is worth a pound of cure." But true preventive medicine is not the early detection screenings, according to physician and journalist Abraham Verghese in the Wall Street Journal article, "The Myth of Prevention." "If your preventive strategy is medical, if it involves us, if it consists of screening, finding medical conditions early, shaking the bushes for high cholesterols, or abnormal EKGs, then more often than not you don't save anything and you might generate more medical costs."

What Is True Prevention?

True preventive care advises the individual to make lifestyle choices that establish normal health and avoid chronic health problems.

Individuals can make lifestyle and dietary choices that pay true health dividends. This is a practical first step to our nation's runaway healthcare costs.



Feel Your Best With These
ALTRUM Core Supplements

Save On Future Healthcare Costs

The best healthcare always begins with the care you give yourself. Proven nutritional supplements provide a foundation for feeling your best and enjoying life.

*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.

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**

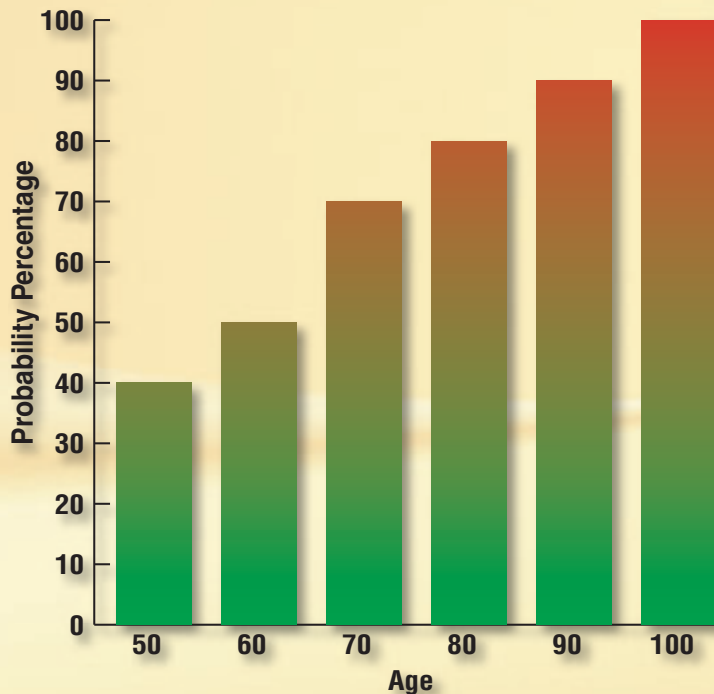
A.J.'s Prostate Formula (DPF) is a powerful male health product with 14 natural ingredients that provide vital nutrition for the prostate gland.

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.*



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.

* 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.

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

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.

*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.

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

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!

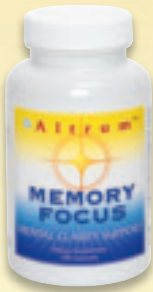


*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease.
** Please check with your physician when using prescription medications in combination with food supplements.



Refuel Your Mental Power

MEMORY FOCUS



Provides the Most Advanced Nutrients to Keep You Mentally Sharp*

What would you do to safeguard your ability to focus and remember more for the rest of your life?

Memory Focus provides vital brain nutrients to renew and rejuvenate your brain function.

Research proves brain cells need specific nutrients to maintain optimal function. Without an adequate intake of these nutrients, focus weakens and mental sharpness dulls.

ALTRUM *Memory Focus* provides high-quality, proven brain nutrients. It is formulated in the right dosages to protect against the effects of aging, stress, free-radical damage, inflammation and stroke.

Your mental clarity directly affects your quality of life. Now, you can recharge your brain with the absolute best combination of nutrients to support sharp mental focus, thinking power and vibrant memory. *



YOUR BEST VALUE

Memory Focus gives you all of the premium nutrients at a fraction of their individual cost. You would pay more than \$100 to buy these ingredients separately. *Memory Focus* provides the correct dosages you need to make a difference in your brain health.



MEMORY FOCUS

The World's Best combination of nutrients for sharper memory and mental clarity

Nourish Your Brain to Help Gain

- Mental Sharpness
- Focus
- Concentration
- Recall
- Quick Thinking**

Memory Focus (DMF) ordering information

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Wholesale	Sugg. Retail
DMF01	EA	(1) 100-count	0.4	28.70	40.60
DMF01	CA	(6) 100-count	2.4	164.10	243.00

Nutrition to Power Your Mind*

Memory Focus: multi-nutrient mental clarity formula providing the most advanced premium quality nutrients.

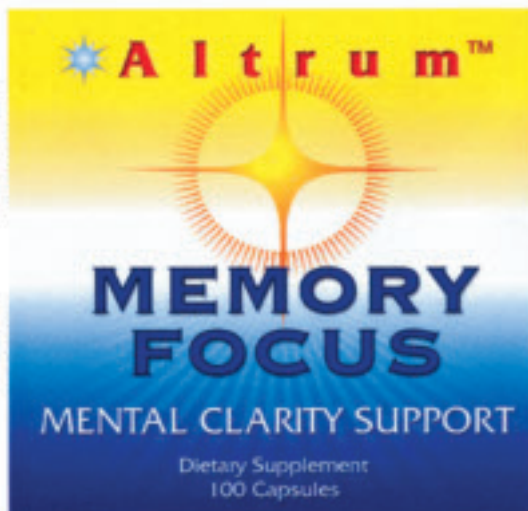
SUGGESTED USE: Take 3 to 6 capsules daily with or without food. This product is best used as part of a program including the ALTRUM products: *Ultra Omega 3*, *Ultra Daily Enzymes*, *DNU Ultra Multis* and *VisionPower* (your best anti-oxidant formula). *Memory Focus* is better absorbed if taken between meals.

Store in cool, dry place with lid tightly closed.

Warning: Consult your health care professional before taking this product if you are undergoing treatment for a health condition or are presently using any prescription medications. Do not take if you are pregnant or lactating.

Distributed by ALTRUM Nutrition Div. of AMSOIL INC. Superior, WI 54880 (715) 392-7101

Product Code DMF-01



Supplement Facts	
Serving Size: 6 Capsules	Amount per serving
Vitamin B-6 (Pyridoxine HCl)	40 mg 2000%
Inhib. Acid	150 mg 37.5%
Vitamin B-12 (Methylcobalamin)	100 mg 1666%
Meningeal Layers, Absorption, Proprietary Blend	
DMAE Bitartrate, Choline Bitartrate, Food Extract and Amino Inositol and Inhib. Acid	
MemoryFocus™ BrainProtectin™ Proprietary Blend	1000 mg
L-Tyrosine, Acetyl L-Carnitine (HCl), Blackberry Fruit powder, Green Tea extract (95% polyphenols), Alpha Liponic acid, Ginkgo biloba leaf extract (24% GIN), Vinpocetine, Atacurcubin	
** Daily Value (DV) not established	

Other ingredients: plant fiber, calcium carbonate, gelatin, silica, water

*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.