

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



SEPTEMBER 2011

## Cover Your Nutritional Bases

Nutrient deficiencies often go unnoticed until they reach a severe level. A recent study showed that up to 40 percent of the population suffers from some degree of vitamin B-12 deficiency. Vitamin B-12 plays an important role in overall bodily health. Research also shows that the aging body requires increasing amounts of nutrients to help it maintain and restore health.

A nutritional supplement provides essential nutrients, such as vitamins, minerals, fatty acids and enzymes that may not be consumed in sufficient quantities in a person's diet. Any lack of these essential nutrients may result in deficiencies. In fact, lack of proper nutrition may be linked to 90 percent of all physical ailments.\*

### Supplements for Many Needs

ALTRUM provides 31 different nutritional supplements for customers to choose from in determining which formulas are right for their personal use. The ALTRUM Core Nutritional Supplement Program recommends one of the following products in each of four categories:



1. a multi-vitamin such as *Ultra Multi*, *A.J's Ultra Multi* without iron or *Daily Nutritional Support*



2. an omega 3 nutritional oil formula such as *Nutritional Oils* or *Ultra Omega-3*



3. a digestive enzyme such as the *Ultra Daily Enzymes* or *Daily Enzyme Support*



4. a probiotic formula, *Ultra Probiotics*

These recommended core products cover most of the nutritional bases. The *Ultra Multis* alone contain more than 130 nutritional ingredients including high potency B-12.

From this basic, nutrient-rich foundation, customers can further design their nutritional program for optimal health.

The extensive product line is part of ALTRUM's service to its Dealers and customers. When people look for something for healthy joints, additional natural eye protection, an extra boost of energy or more, and want to do so with nutritional products, ALTRUM is certain to have what they need.\*

**Inside: This issue features popular ALTRUM Superfood and Technical supplements.**

\*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.

# Superfood Supplements

Rounding out the basic requirements for proper nutritional supplementation are the superfoods, an exceptional source of phytonutrients (plant nutrients). Superfoods are natural, nutrient-rich food supplements derived from nature's plant sources, providing a multitude of health benefits. All of these superfoods (with the exception of the garlic) are found in the ALTRUM Multi's superfood/herbal base. Choose products from this category for additional superfoods.

## Daily Garlic Support (DGS) 95% Odorless



Garlic has been used for more than 5,000 years by various cultures as one of the most important overall health-promoting herbs of all time. It may nutritionally support and help maintain a healthy immune system, normal blood pressure, cardiovascular health and good joint nutrition.\*

Garlic is undoubtedly one of the greatest and safest natural health herbs known.

Each ALTRUM Daily Garlic Support capsule provides 417 mg of concentrated garlic powder, which is equal to half a garlic bulb. Odorless, allicin-rich.

## Superfood Phytonutrient Support (DPN) Boost Joint Nutrition with Deep Greens



There are many phytonutrients in vegetables that we should consume daily. It may be difficult to eat the recommended five daily servings. That's why supplementing with nutrient rich, concentrated vegetables, as found in the *Superfood Phytonutrient Support*, can provide high contents of health-providing phytonutrients. This formula is packed with phytonutrients naturally occurring in vegetables and deep greens.

Phytonutrients help improve the health and function of the entire body, promoting good general health. *Some of these phytochemicals in Superfood Phytonutrient Support include flavonoids, sulforaphane, indoles, methyl groups, lycopene and the carotenoids. Superfood Phytonutrient Support contains nine super vegetable concentrates including broccoli, tomato, spinach, carrot, cauliflower, kale, beet, brussel sprouts and celery.\**

## Superfood Bee Pollen Support (DBE) with Propolis and Royal Jelly



Bee pollen dates back to ancient Greek civilization and has been recognized as a source of rejuvenation and longevity. The original Greek Olympic athletes were said to have used bee pollen as part of their training diets, and many of today's athletes still use it to enhance performance. *Superfood Bee Pollen contains 600 mg bee pollen, 12 mg royal jelly and 12 mg bee propolis.*

Bee pollen is remarkably rich in vitamins, minerals, proteins, amino acids and enzymes. Bee pollen may help improve general health, boost the immune system and rejuvenate the glandular system. Those who use it have reported more vigor, vitality and increased resistance to infection.\*

## Superfood Alfalfa (VB001) Help Boost Joint Nutrition with Deep Greens



Alfalfa's roots grow deep into the earth making it one of nature's richest mineral sources. Alfalfa contains calcium, magnesium, phosphorus, potassium and all known vitamins. The minerals are in a balanced, natural form that enhances absorption. Alfalfa is a superfood rich in nutrients, especially phytonutrients, chlorophyll and minerals. Alfalfa may help nutritionally promote joint comfort and ease of mobility, healthy stomach/intestinal lining, easy breathing, normal blood pressure, healthy red blood cells, healthy immune system and general good health.\* *Superfood Alfalfa contains 500 mg dehydrated alfalfa.\**

## Superfood Lecithin (VB075) Help Promote Support of Memory, Heart and Liver Protection



This natural nutrient is a polyunsaturated phosphatide and is needed by every cell in the human body. It is essential to nutritionally promote cell-membrane repair, maintain optimum mental function and support lipid (fat) metabolism. Its structure may help protect cells from oxidation damage. Lecithin is rich in phosphatidyl choline, a brain and central nervous system nutrient.\*

*Superfood Lecithin features 1,200 mg. soya lecithin in capsule form.* It may help promote healthy cardiovascular system, liver, gallbladder and male reproductive function. *Superfood Lecithin* may help promote energy and is an excellent source of choline. It also contains linoleic acid and inositol.\*

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

^ At time of manufacture.

# Technical Supplements

The ALTRUM Technical Supplements line is comprised of premium supplements designed to meet specific nutritional needs. They can enhance, improve and protect overall health.

## Ultra Calcium Complex (DUC) For Bones and Connective Tissue

Supplement Facts		
Serving Size: 3 Capsules		
Three Capsules Provide		% DV*
Calcium (Carbonate, Aspartate, Citrate)	500 mg	50%
Magnesium (Oxide, Aspartate, Citrate)	200 mg	50%
Vitamin D (Cholecalciferol)	200 IU	50%
Boron (Citrate)	3 mg	**
Glutamic Acid	80 mg	**
L-Arginine	25 mg	**
L-Lysine	25 mg	**
Phytase	10 mg	**
Chromium (Amino Acid Chelate)	50 mcg	**
Selenium (Amino Acid Chelate)	50 mcg	**

\*\* Daily Value (DV) not established

Calcium is a vital health-building mineral that helps keep bones and teeth strong. It also plays a key role in numerous vital bodily functions, such as blood pressure regulation, nerve impulse transmission, muscle contraction and blood clotting. It has been shown that widespread calcium deficiencies are responsible for an estimated 25 million Americans suffering from bone loss (osteoporosis).

*Ultra Calcium Complex* is a state-of-the-art, premium, multiple source calcium formula containing several highly absorbable forms of calcium, including carbonate, aspartate and citrate. Many additional co-factors have been included and balanced in the formula for optimal calcium absorption and utilization.

*Ultra Calcium Complex contains 500 mg. of calcium in three capsules. Calcium is best absorbed in capsule form.*

*Ultra Calcium Complex is a daily supplement best used by those with additional calcium needs beyond those satisfied by the ALTRUM Multis.\**



## Coenzyme Q-10 (DEQ) For Heart, Immune System, Gums and Energy\*

Unfortunately, our diets may lack the foods containing the necessary amount of CoQ-10. Additionally, science has determined that as we age we lose our ability to assimilate enough CoQ-10 from our foods, potentially putting us at risk for health problems.

*Coenzyme Q-10* is an excellent complement to one of the ALTRUM Multis. *Each capsule contains 30 mg of CoQ-10.\** More than 30 million people worldwide now use CoQ-10.



## Vitamin E-400 with Selenium (VB030) For the Heart

Natural vitamin E (d-alpha tocopherol) is a powerful antioxidant with many demonstrated health benefits. *Vitamin E-400 with Selenium* provides 400 I.U. of vitamin E, plus 50 mcgs. of selenium per capsule.

*Vitamin E-400* provides all-natural vitamin E, shown to be more bio-available than synthetic vitamin E. It also offers dietary support for overall cellular and cardiovascular health and male and female function.



## Stress Management System (VB010) Loaded with B-complex, Vitamin C and Zinc

Supplement Facts		
Daily Serving Size: 3 Tablets		
Three Tablets Provide		% DV*
Vitamin C	600 mg	1000
Thiamin (B1)	12 mg	800
Riboflavin (B2)	15 mg	880
Niacin, Nicotinamide (B3)	100 mg	500
Vitamin B6 (Pyridoxine HCl)	18 mg	900
Folic Acid	400 mcg	100
Vitamin B-12	24 mcg	400
Biotin	150 mcg	50
Pantothenic Acid	60 mg	600
Zinc (Oxide)	15 mg	100
Pan-Amino Benzoic Acid	30 mg	**

\*\* Daily Value (DV) not established

During times of high stress, the body requires additional amounts of specific nutrients. In fact, many disorders that arise from stress are often the result of nutritional deficiencies. Stress first affects parts of the body related to the nervous system such as the digestive and intestinal systems.

*Stress Management System* contains B-complex vitamins that are required nutrients for proper functioning of the nervous system. This formula also contains nutrients important for the production of anti-stress hormones, the functioning of the immune system and the utilization of B-complex vitamins such as vitamin C, zinc, choline and inositol. These B-complex vitamins are also coenzymes involved in energy production and may be useful in fighting depression or anxiety.

*Stress Management System* is designed to be used for those under unusually high stress along with a healthy, well-balanced diet and one of the ALTRUM Multis.\*



## Upliftment Formula (DUF) With St. John's Wort

One in five individuals is said to experience some type of severe depression in their lifetime. The ingredients in *Upliftment Formula* may help nutritionally support healthy normal function, which promotes a healthy state of mind. The main ingredient in this formulation is *St. John's Wort*, a traditional herb used for centuries. There are over 25 double-blind controlled studies of *St. John's Wort*, making it one of the most thoroughly researched natural ingredients that may help as a mood elevator. The minerals magnesium and zinc, along with choline and inositol, have been further added to the formula as synergistic nutrients to further enhance the possibilities of *St. John's Wort* as a mood uplifting herb.

Supplement Facts		
Serving Size: 2 Tablets		
Amount per serving		% DV*
Calcium (dicalcium phosphate)	100 mg	10
Magnesium (magnesium oxide)	100 mg	25
Phosphorus (dicalcium phosphate)	80 mg	8
Zinc (zinc citrate)	10 mg	67
St. John's Wort Herb (** 0.3% hypericin)	300 mg	***
Choline (from choline bitartrate)	25 mg	***
Inositol	25 mg	***

\* Daily Value (DV) for adults and children over 4 years of age.  
 \*\* Standardized Plant Extract  
 \*\*\* Daily Value (DV) not established

*Upliftment Formula* features a synergistic combination of nutrients for providing nutritional support, which may promote mental and emotional balance as a soothing/calming natural mood elevator with no unnatural side-effects.\*

*Upliftment Formula* features a synergistic combination of nutrients for providing nutritional support, which may promote mental and emotional balance as a soothing/calming natural mood elevator with no unnatural side-effects.\*

*NOTE: This product should not be used by pregnant or lactating women. Consult your health care provider before the use of any herbal remedies during pregnancy and lactation.*



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# Renew Your Body

## Ultra Probiotics

Probiotics play an essential role in maintaining overall health.



## 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.\*



New Flavor

## 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](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.



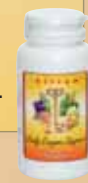
## Ultra Daily Enzymes

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.



## 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 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](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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# Technical Supplements *continued from page 3*

## Vitamin C-600 Formula With Rosehips (VB020)



### May Help Support Connective Tissue and Cellular Health

Controlled release *Vitamin C-600 Formula with Rosehips* provides 600 mg. of this potent antioxidant per tablet. It may aid growth and repair of tissue, including bones and cartilage, help promote healing of wounds and production of anti-stress hormones, and may help prevent and reduce the severity and duration of colds and flus.

*Controlled release formula, provides continuous release of Vitamin C over a six- to eight-hour period.*

*Vitamin C-600 can be used when additional vitamin C is required beyond that found in your daily ALTRUM Multi.\**

## Cold Season Zinc Lozenges (DZL) For Immune System



Zinc is important in maintaining a healthy immune system.

Current scientific research also indicates that zinc may be useful in resisting infection and strengthening immunity. Cherry-flavored ALTRUM *Cold Season Zinc Lozenges* also contain slippery elm, a folk tradition to soothe sore throats, along with echinacea and propolis (two immune system enhancers), plus the antioxidant vitamins A and C.

Use *Cold Season Zinc Lozenges* during the seasons for colds or at the onset of colds and sore throats.\*

Supplement Facts		
Serving Size: 3 Lozenges		
Three Lozenges Provide		% DV
Zinc (Citrate, Oxide)	30 mg	200
Vitamin C	150 mg	250
Vitamin A	1,500 I.U.	30
Propolis	30 mg	**
Slippery Elm Bark	30 mg	**
Echinacea Herb (Extract)	30 mg	**

## Orange Juice Chewable C (DOJ)



### Delicious— May Help Support Connective Tissue and Cellular Health

The body cannot manufacture or store vitamin C. A fresh supply must be ingested daily. Since most people do not consume enough vitamin C from foods, a good vitamin C supplement can be essential to continued good health. *Orange Juice Chewable C* starts with a base of freeze-dried oranges, orange pulp, honey and lemon bioflavonoids, a tasty way to increase your vitamin C intake. *Three tablets contain 500 mg. of vitamin C.*

Top nutrition and medical studies have shown the importance of vitamin C. Its benefits are so far-reaching it has been called the "oil of life."\*\*

Take *Orange Juice Chewable C* as a daily supplement or during times of additional need, such as cold and flu season, in conjunction with one of the ALTRUM Multis.

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"Secure your health with ALTRUM Nutritional Supplements."



### Contact Us

To submit a testimonial or question, write to:

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Superior, WI 54880

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