

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



FEBRUARY 2012

Dealer Steps Up Wellness Program



Dealer Laurie Serba

When Dealer Laurie Serba of Grand Rapids, Mich. started her ALTRUM Nutritional Supplements program she already exercised, ate well and took vitamins. "I thought a vitamin's a vitamin," she said in an earlier interview. Serba was 50 years old when she began using ALTRUM supplements. "I testified then how tremendous I felt and how much healthier I felt on the ALTRUM program," Serba said in December. "I believe I am still in

the best physical and mental state ever. I owe it primarily to the ALTRUM supplements, as well as a good diet with a regimented exercise program."

Health Plan Evolves With Changing Needs

Serba understands the benefits of exercise. "With our aging bones, women have to incorporate weight training as well as core strengthening," she said.

"With a healthy diet, exercise and ALTRUM supplements I have a pretty great package."

Healthy Diet May Not Be Enough

"We know that no matter how wholesome and healthy we think we are eating, we will never be able to consume and maintain the recommended amount of nutrients we need on a daily basis without taking ALTRUM Multis," Serba said. "I take the recommended dose of six — three in the morning and three in the evening."

Serba takes *Ultra Calcium* for stronger bones. "Another priority is *Omega-3* for skin and nails and, of course, the protection of the heart, arteries and normalizing cholesterol." Coming from a family with a history of heart disease, I wanted to cover all my bases the best way possible so I take *Coenzyme Q10* for the heart as well."*

Superfoods for Mineral Uptake

"The superfood supplements I take are *Superfood Alfalfa* and *Superfood Phytonutrient Support* which, of course, adds to my mineral intake."

Research increasingly finds positive results for people who make sure they consume the proper amounts of specific minerals, which the body cannot manufacture.

The phytonutrients supplement helps Serba meet the daily recommended amounts of vegetables for good health, she said.

Continued on page 6



*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.

All testimonials given about ALTRUM nutritional products are non-scientific reports and are not intended to draw any direct cause and effect link between discussed events or "results" and consuming the nutrients contained in the products described. Results are individual and will vary from person to person.

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 or in the online store at www.amsoil.com.

— A Superior Digestive Formula —

Too Few Enzymes

Enzymes are the keys to cell life. In fact, metabolic enzymes are so important to the human body that malfunction of even one enzyme can lead to poor health.

In addition to metabolic enzymes, the body requires specific digestive enzymes for normal digestion. A deficiency of digestive enzymes diverts metabolic enzymes to the work of digestion and robs the body of the benefits of those enzymes. This process depletes energy stores and prematurely ages the body.

Most adults lack digestive enzymes because cooking and processing food destroys the natural enzymes present.

Moreover, the body produces fewer digestive enzymes as it ages. This lack of enzymes leads to poor digestion. As the digestive process deteriorates, energy decreases while fatigue and lethargy increases. *

Poor Digestion Leads to Poor Energy

Food provides the basic nutrients required for energy, growth and healing. However, even a perfectly balanced, healthy diet won't do any good unless the body has the digestive enzymes to break down what you eat into absorbable nutrients.

As digestive enzyme levels decrease, digestive problems can lead to nutrient deficiencies and a host of other problems. *

How To Use *Ultra Daily Enzymes*

ALTRUM *Ultra Daily Enzymes* contain proven, powerful, digestive enzymes. Regular use may help eliminate digestive problems and supply your body with better absorption of nutrients from the food you eat. *

Take one capsule per meal, or break open a capsule and sprinkle on food or mix in water for even faster digestive action to help you feel better faster. Take an extra capsule to help digest heavier meals. *

Ultra Daily Enzymes May Help—

- *Relieve indigestion*
- *Increase stamina and energy*
- *Strengthen the immune system*
- *Dissolve fats*
- *Eliminate gas and toxins*
- *Slow aging **



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Enzymes Are the Spark of Life

Raw foods contain the enzymes that aid the digestion of everything eaten. However, cooking destroys those enzymes, forcing the enzymes secreted in the body to do all the work. For proper digestion of nutrients to occur, these primary enzymes are required:

LIPASE: Breaks down fat in butter, cheese and meat

LACTASE: Breaks down lactose in milk sugars

PROTEASE: Breaks down protein in meats, nuts and cheese

AMYLASE: Breaks down carbohydrates, starches and sugars that are prevalent in potatoes, fruits, vegetables and snack foods

CELLULASE: Breaks down fiber, helping to absorb nutrients from fruits and vegetables.

ALPHA-GALACTOSIDASE: Breaks down legumes (beans) and cruciferous vegetables.

Ultra Daily Enzymes supplies these five primary enzymes and several additional enzymes that assist the digestive process.



Ultra Daily Enzymes (DEU) is a superior digestive aid including more enzymes per capsule than other enzyme supplements, allowing you to use fewer capsules per meal, saving you money while you grow healthier. Ultra Daily Enzymes is an advanced reformulation of our original enzyme formula, Daily Enzyme Support.

Ultra Daily Enzymes contains higher potencies of the original premium digestive enzymes, along with seven new health enhancing enzymes.

Ultra Daily Enzymes (DEU)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DEU01	EA	(1) 90 capsules	0.2	35.25	24.85
DEU01	CA	(6) 90 capsules	1.1	210.90	142.30



*"My favorite ALTRUM supplement is the Ultra Daily Enzymes. Within days of first taking them I could tell the enzymes were improving my digestion. I had less gas production and no heartburn. I was immediately happy with the product. I have just never had an enzyme product that worked so well."**

- Preferred Customer Jake Dale (center)

Enzyme Facts

- Tests have shown that a 70-year-old has approximately 10 percent of the cellular enzymes found in infants. Aging is directly linked to enzyme depletion.
- Studies have shown that lab rats live 30 percent longer with supplemental enzymes.
- Enzymes are the primary missing nutritional component in processed and cooked foods. Cooking over 118 degrees destroys these vital enzymes.
- Enzymes turn food into energy.

Ultra Daily Enzymes, taken with one of the Ultra Multis, provides unparalleled nutritional support, supplying nutrients from both food and supplementation.

Complete Digestive Enzyme Formula

Your key to unlocking the nutrients in food!

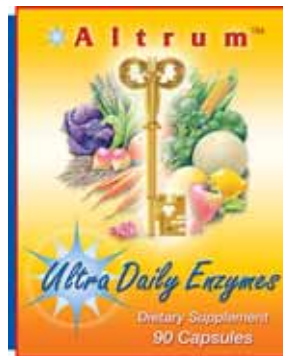


The Ultra Daily Enzymes (DEU) contain a potent blend of 13 broad spectrum, highly active, concentrated, plant-derived enzymes to assist in the digestion of all food groups. This formula also contains a special probiotic blend of "friendly" flora necessary for a healthy digestive system.

Suggested Use: 1 or more capsules three times daily with meals, or as otherwise desired. This product is best when used as a part of a total nutritional program including the ALTRUM Ultra Multis.

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

Product Code **DEU-01**



Store in a dry place at room temperature or refrigerate to extend shelf-life.

Supplement Facts

Serving Size: 1 Capsule	
One Capsule Provides	% DV
MVZimes™ (proprietary blend)	270 mg
Amylase	8,500 DU **
Lipase	1,000 FCCLU **
Protease/Peptidase pH 3-9	30,000 HUT **
Glucosylase	12 AGU **
Invertase	250 SU **
alpha-Galactosidase	100 GaLU **
Grainzyme™ blend	125 MU **
Malt Diastase	150 DP* **
Lactase	500 ALU **
Cellulase	150 CU **
A Probiotic Blend	15 mg
Bifidobacterium longum	100 mil c.f.u. **
Lactobacillus acidophilus	400 mil c.f.u. **
** Daily Value (DV) not established	

Other ingredients: plant fiber, gelatin, water

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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

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.***



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

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.*



For more information on these products go to www.altrumonline.com

Save on 6-packs!



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Supplements to Sustain Good Health

Continued from page 1



As she learns more about vitamins and minerals, Serba adds to her daily regimen. She learned vitamin C may play a role in tissue repair and now takes *Vitamin C-600 with Rosehips*. "I am hoping all women will include this with their other supplements as an added safeguard for aging bones," Serba said. She takes *ALTRUM Orange Juice Chewable Vitamin C* whenever she feels "under the weather."

Adding Supplements for Digestive Health

Serba recently added *Ultra Daily Enzymes* and *Ultra Probiotics* to her daily supplements. "I typically do not have any digestion or heartburn situations. I am taking steps to sustain the healthy system I already possess," she said. The help with absorption of nutrients from the enzymes and the healthy benefits of probiotics gives her reassurance and peace of mind, Serba said.

Serba attributes her move to developing a Dealership to the support of her sponsor, Curtis Bird, also of Grand Rapids. "If it wasn't for his dedication, professionalism and honesty about the products, I truly believe I would not have taken this route at this point in my life. Knowing the performance it gives me is just awesome.



"Becoming an AMSOIL Dealer has been a very positive move because I know now the financial capabilities that I can attain with hard work, dedication and the motivation to be independent, self-supporting and self-sufficient."*

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"Secure your health with ALTRUM Nutritional Supplements."



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