



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!



"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

*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.



It Takes More Than Diet to Provide Enough Nutrition

One of the biggest health myths is the idea that a person can get all the nutrition he or she needs by simply eating a balanced diet, according to Tony Isaacs in a recent article in *Natural News*.

“The truth is that it is next to impossible to get even the minimal RDA of the limited number of vitamins and minerals on the RDA list,” according to Isaacs. Diet alone simply cannot supply the amounts of all the many nutrients needed for optimal health, he said.

Essential Nutrients Missing in Soils

Decades of over-farming have left the world’s topsoils severely depleted of essential minerals. For the most part, the only minerals replaced have been those needed for optimal growth and not vital minerals, such as magnesium, which are needed for optimal health.

“Foods on grocers’ shelves frequently have had true nutrition processed out — and often harmful additives

processed in to enhance shelf life, taste, color and texture,” Isaacs said.

RDA Means Minimum Amount of Nutrients

Isaacs has called for balanced-diet proponents to devise a 2,000 to 2,500 calorie a day diet plan that provides all of the nutrient amounts on the limited RDA chart. “Thus far, no one has come close,” according to Isaacs.

Typical RDA amounts of vitamins and minerals are based on the theoretical amounts needed to prevent deficiency-related illness.

“Besides the fact that RDA amounts are often far below the optimal amounts, the RDA list does not include literally hundreds of other valuable nutrients which we have evolved and adapted to utilize,” according to Isaacs. “If it is so easy to get all the nutrition needed from diet alone, why is it that up to 95 percent of us are deficient in magnesium? For that matter, why is it that most of us are deficient in other vital nutrients as well — even those of us who regularly eat a so-called balanced diet?”

Isaacs recommends eating a healthy and varied nutrient-dense diet with as many fresh, organic foods as possible, avoiding junk foods and processed meats and using nutritional supplements to fill in any gaps. *

Tony Isaacs, is a natural health author, advocate and researcher who hosts The Best Years in Life website.



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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



DECEMBER 2011

Give Yourself the Lasting Gift of Good Health



Dealers Don and Kathy Reichert

Dealers Don and Kathy Reichert of Colorado Springs, Colo. prove the axiom that a healthy lifestyle can keep one healthy for life. The Reicherts are busy Dealers, who enjoy good health and energy as they grow older.

The two have used ALTRUM supplements since their introduction at AMSOIL. "We love the supplements," Kathy Reichert said. At 61, she enjoys exceptionally good health. "I've never had high blood pressure or high cholesterol," she said. "My doctor told me 'whatever you're doing, keep doing it.'"

Supplementation Helps Maintain Good Health

Kathy uses a full complement of ALTRUM supplements that have among them *Joint Formula*, *Ultra Omega-3*, *Ultra Calcium Complex* and *Stress Management Formula*. *Ultra Daily Enzymes* and *Longevity Enzymes* are two of her favorites.



Several accidents years ago left her with gastrointestinal trouble that included bloating and discomfort. However, she reports, she now is trouble free. *

She believes ALTRUM supplements play a big part in her good health. "They're a major factor, or we wouldn't keep spending the money we do," she said.

Don Reichert also uses a number of the ALTRUM supplements. At 70, he also enjoys good health. His blood pressure and cholesterol levels all are normal.

"We've sure taken a lot of the supplements down through the years and we don't seem to be catching a lot of the things other people are catching," Don said. "I rarely get a cold."

Don anchors his supplement program with *Ultra Multi (DNU)*. *

Continued on page 2

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Dealership Also Brings Lasting Gains

Continued from page 1

One of his favorites among the supplements is *Joint Formula*. Years ago he ran a Harley shop and rode Harleys — the ones with the kick start. Riders of those old Harleys often developed “Harley knee” as a result of the snap back, Don explained. Years ago, he started using the full daily dose of *Joint Formula*. “I take one a day now. Today, I don’t have Harley knee,” he said. *

Making the Most of the Opportunity

Don was introduced to the AMSOIL business opportunity in 1975. “I got in early, and the rest is history.”

The Reicherts sell ALTRUM products to their downline Dealers. “I pitch them all the time,” Kathy said. Likewise, Don frequently talks to customers about the benefits of ALTRUM supplements.

Don determined in his teen years to only do work he loved. “I’ve done lots of things over the years,” he said.

He was an instructor for over-the-road truck drivers in 1988 when his job was eliminated, and he determined to make a living selling AMSOIL.

“Last year was the best year we ever had, and this year we’re way ahead of that,” he said. “It has been a good business for us.”

Help Yourself to Better Health

Life is busy. Despite the best intentions, sometimes making healthy choices simply goes by the wayside.

Yet, research increasingly reveals wellness doesn’t just happen. It takes conscious choices to help bring vitality and energy to daily life.

Developing a lifestyle that safeguards health, ongoing energy and vitality throughout a lifetime really boils down to common sense.

1. Eat a variety of brightly colored fruits and vegetables, whole grains, lean meats and fish. Avoid processed foods and junk foods.
2. Exercise. Studies show that people who exercise moderately most days of the week enjoy longer lives, better balance and mobility and are generally happier.
3. Use nutritional supplements to help fill in any nutritional gaps. Processing of many of today’s foods leaves them nutritionally weak.
4. Learn to relax. Managing the effects of stress from daily life plays an important role in how well a person ages.
5. Keep weight in control. Obesity is said to be among the most rapidly rising causes of illness and long-term health problems. Take a sensible approach to weight loss.
6. Have fun and laugh with others. Research shows laughter has many benefits for the body and mind.

7. Get enough sleep. Scientists have found that getting the proper amount of sleep can help in everything from weight loss to memory function and overall well being.

“Remember, ALTRUM encourages everyone to be proactive about their health,” said ALTRUM Manager Greg Sawyer. “Overall health and wellness is the guiding tenet of ALTRUM philosophy.”*



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All testimonials 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.

Gut Health Linked to Mood?

Anxiety and depression are commonly thought of as mental ailments, but new research has found that they may actually originate from poor gut health. Too much “bad” bacteria in the gut, may play an integral role in people’s emotional health.

The average person has trillions of bacteria living in the gut. These bacteria help digest food, provide essential vitamins and protect against invading bad bacteria. Destruction of these cultures of good bacteria may lead to a host of health problems. Therefore, upsetting the environment in which good bacteria resides — or even altering the ratio of good bacteria to bad gut bacteria itself — can result in poor health.

Probiotics may help increase good bacteria in the gut.

Some of this bad bacteria is the result of lifestyle. Whether it be from taking antibiotics or consuming meat containing antibiotics, the bacteria of the gut can easily be disturbed. This is particularly important considering that the gut is the powerhouse of the immune system. Gut bacteria performs vital roles to keep the body well.

Considering the essential role of gut bacteria in performing many of the body’s most precious tasks, it is no surprise that gut health may also play a role in low moods. During the study, lab mice were given antibiotics in order to disrupt normal bacteria in the gut. As a result, there was an increase in brain derived neurotrophic factor (BDNF) examined in the mice, which has been linked to depression and anxiety. When the antibiotics were discontinued, the gut bacteria returned to normal — along with the brain chemistry of the mice. The difference between the mice and most humans



is that these mice were only exposed to pill-based antibiotics. Many humans are exposed to not only antibiotics in their food, but a variety of other gut-altering chemicals and substances as well. From pesticides to preservatives, the gut is under constant assault.

The study highlights the possibility of using probiotics to help improve the ratio between “good” and “bad” bacteria in the gut, leading to improved overall gut health and a positive state of mind. Probiotics, however, cannot make up for poor lifestyle choices. Consumption of antibiotic-laden meats and produce sprayed with a cocktail of pesticides will ultimately lead to poor digestion and severely damaged gut health. Switching to locally grown organic foods in addition to supplementing with probiotics may help put gut health on the right track to maintaining a positive mood and state of mind.*

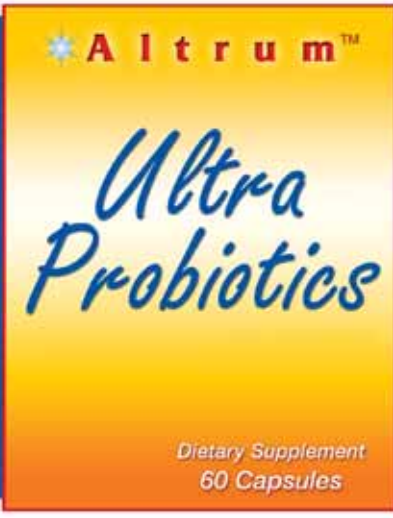
Your key to Renewal

Ultra Probiotics (DUP) is a universal probiotic providing 25.6 billion live cells ^ of beneficial microflora cultures. Probiotics may play an essential role in maintaining overall health.

*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 AMSCIL INC. Superior, WI 54880 (715) 392-7101



Altrum™

Ultra Probiotics

Dietary Supplement
60 Capsules

Supplement Facts

Serving Size: 2 Capsules

Amount per serving	% DV
Proprietary Probiotic Renew™ blend: 25.6 Billion Units[^]	
Lactobacillus bulgaricus	**
Lactobacillus acidophilus	**
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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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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** 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 or in the online store at www.amsoil.com.