

ALTRUM®



"Success begins with good health."
Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



OCTOBER 2014

How ALTRUM Compares to Other Brands

ALTRUM Manager Margit Gilbertson compared some of the ALTRUM supplements with competitors to give a "snapshot" view of how ALTRUM products stack up against the competition.

The comparisons give an "apples-to-apples" demonstration that several factors separate ALTRUM from other brands, Gilbertson said.

"For these product comparisons, I tried to find products with similar ingredients to compare with ALTRUM products," Gilbertson said. "I also included some of the discount brands to illustrate how ALTRUM is different and brings more value than some of the less expensive brands."

Some competitive brands have similar ingredients to ALTRUM supplements with either higher prices or the inclusion of additives, fillers and artificial ingredients.

ALTRUM Multivitamin Contains More Nutrition Than Competitor

Comparing ALTRUM Multis with One a Day Essential Vitamins reveals the ALTRUM products have more vitamins and minerals, contain superfoods lacking in the competitor's product and significantly greater nutritional content when compared tablet to tablet.

"The ALTRUM vitamins are free from artificial colors, artificial sweeteners and additives, unlike the competitor's multi," Gilbertson said.

Comparing by Price May be Misleading

Price comparisons between products can be misleading. "ALTRUM products are often a bit more expensive," Gilbertson said. "However, they contain much more nutrition and are made from the highest-quality natural ingredients."

Brands that are much less expensive than ALTRUM have simple formulations. "As an example, ALTRUM Ultra Multis have 86 ingredients, which gives them much more value than the less expensive One A Day brand," Gilbertson said. "The One a Day vitamins have only a few ingredients. Although the ALTRUM price is higher, customers get a lot more 'bang for their buck.'"

In some comparisons, ALTRUM supplements are less expensive than comparable competitor products.

"Comparing supplement labels side by side for the same products, or apples to apples, can give customers a better understanding of the quality and value of ALTRUM supplements," Gilbertson said.

More comparisons can be found on pages 2 and 3..

BENEFITS	ONE A DAY ESSENTIAL	ALTRUM ULTRA MULTI VITAMINS
VITAMINS AND NUTRIENTS	12	86
FREE OF ARTIFICIAL COLORS & SWEETENERS	NO	YES
CONTAINS SUPERFOODS	NO	YES
VITAMIN B12	100%	250%
VITAMIN C	100%	139%
Price	9.3 cents per tablet	15.6 cents per tablet

Information from <http://www.oneaday.com/essential.html>

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As of 2/15/2014 (Prices and Formulations may be subject to change)

Vitamin B12 deficiency causes tiredness, weakness, constipation, loss of appetite, weight loss, and megaloblastic anemia. Nerve problems, such as numbness and tingling in the hands and feet, can also occur. Other symptoms of vitamin B12 deficiency include problems with balance, depression, confusion, dementia, poor memory, and soreness of the mouth or tongue.

*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 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.

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Label Comparisons Demonstrate **ALTRUM** Quality, Ingredients and Price

ALTRUM Daily Ultra Probiotics has more strains of healthy probiotic bacteria for less money per capsule than GNC's Ultra 25 probiotic complex.

BENEFITS	NATURE MADE DIGESTIVE HEALTH PROBIOTIC	GNC ULTRA 25 PROBIOTICS COMPLEX	ALTRUM ULTRA PROBIOTICS
AMOUNT OF ACTIVE CULTURES	10 billion	25 billion	26.5 billion
NUMBER OF STRAINS	1	4	9
Price	\$0.63 per capsule	\$1.09 per capsule	\$0.42 per capsule

Information from naturemade.com and gnc.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

BENEFITS	VITAMIN SHOPPE DIGESTIVE ENZYMES	ALTRUM ULTRA DAILY ENZYMES
CONTAINS PREBIOTICS (Helps Tract)	NO	YES
CONTAINS LACTASE (Helps Digest Dairy)	NO	YES
PROTEASE	25,000	30,000
Price	\$24.99	\$24.85

For about the same price as Vitamin Shoppe Digestive Enzymes, *ALTRUM Ultra Daily Enzymes* contains more ingredients, including probiotics that help feed the healthy bacteria in the digestive system and lactase to help digest dairy.

Information from www.vitaminshoppe.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

ALTRUM Nutritional Oils contain more omega 3, 6 and 9 oils than the popular GNC Triple Strength Omega Complex supplement at a lower cost per gel cap and per daily dose.

BENEFITS	GNC TRIPLE STRENGTH OMEGA COMPLEX	ALTRUM NUTRITIONAL OILS
OMEGA 3-6-9 OIL CONTENT	1.605g	3.6g
VITAMIN E	NO	YES (50%)
Price	\$0.33 per capsule (3 per day)	\$0.25 per capsule (3 per day)

Information from gnc.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

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Products Better than Competitors in

BENEFITS	HERBALIFE FORMULA 1	SHAKEOLOGY	ALTRUM NUTRITIONAL DRINK MIX
PROTEIN	9g Soy Protein	17g Whey and Pea Protein	10g Whey Protein
FIBER	12%	24%	24%
SUGAR	9g	6g	8g
FREE OF ARTIFICIAL COLORS, FLAVORS AND SWEETENERS	NO	YES	YES
SODIUM FREE	NO	NO	YES
CALCIUM	8%	30%	30%
Price	\$1.33 per shake	\$4.33 per shake	\$1.60 per shake

ALTRUM Nutritional Drink Mix clearly has higher quality than the popular Herbalife option, but still has a similar price point.

ALTRUM Nutritional Drink Mix and the Shakeology product have similar ingredients and formulations, but the Shakeology shakes are significantly more expensive.

Information from herbalife.com and shakeology.com
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As of 2/15/2014 (Prices and Formulations may be subject to change)

ALTRUM A.J.'s Male Power costs less than HerbaLife Male Factor 1000. Male Power includes more healthful ingredients than the competitor, without any artificial colors.

BENEFITS	HERBALIFE MALE FACTOR 1000	AJ'S MALE POWER
BLEND OF KEY INGREDIENTS	0.380g	1.289g
VITAMINS AND KEY INGREDIENTS	7	13
FREE OF ARTIFICIAL COLORS	NO	YES
Price	\$35.00	\$14.70

Information from Herbalife.com
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As of 2/15/2014 (Prices and Formulations may be subject to change)

BENEFITS	GNC PREVENTIVE NUTRITION EYE HEALTH	ALTRUM VISION POWER
CALORIE AND FAT FREE	NO	YES
VITAMIN D	NO	YES (33 IU per capsule)
SUPERFOOD BLEND (Carrots, Spinach, Kale...)	NO	YES
Price	\$1.17 per dose (2 per day)	\$0.93 per dose (3 per day)

The *ALTRUM Vision Power* formula includes more nutrient-rich ingredients than the GNC Preventive Nutrition Eye Health formula.

Vision Power offers the most well-researched eye health nutrients as well as a superfood blend of vegetables for added nutritional benefits.

Information from gnc.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

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Ultra Daily Enzymes



Ultra Daily Enzymes

Ultra Daily Enzymes contains a blend of 13 plant-derived enzymes to assist in digestion. These enzymes help break down fats, proteins, dairy and carbohydrates to help ease digestion and improve nutrient absorption.*

Ultra Daily Enzymes

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DEU01	EA	(1) 90 ct.	0.2	24.85	37.05
DEU01	CA	(6) 90 ct.	1.2	142.20	221.45

Ultra Probiotics

Ultra Probiotics is a powerful probiotic formula that delivers 26.5 billion live cells^ featuring nine strains of healthy bacteria to help maintain overall health. Probiotics naturally support the digestive system to encourage intestinal balance and may contribute to a healthy immune system.*

May Help:

- Improve digestion and absorption of vitamins*
- Manufacture vitamins needed by the body*
- Inhibit the growth of harmful bacteria that cause digestive stress*

Ultra Probiotics

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DUP01	EA	(1) 60 ct.	0.3	24.95	38.60
DUP01	CA	(1) 60 ct.	1.8	142.50	231.00



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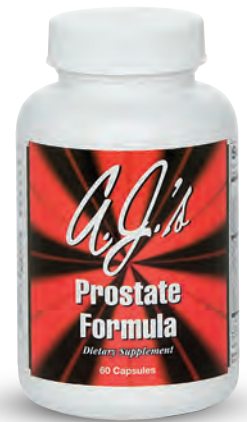
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A.J.'s Prostate Formula

A.J.'s Prostate Formula is a natural nutritional formula that contains 14 vital prostate-supporting ingredients, including lycopene, saw palmetto and pumpkin seed.

A.J.'s Prostate Formula supplies nutrients that support healthy, normal function and may help:

- Enhance male function*
- Support normal urinary function*
- Promote prostate health and wellness*



A.J.'s Prostate Formula

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DPF01	EA	(1) 60 ct.	0.2	28.20	41.95
DPF01	CA	(6) 60 ct.	1.2	161.40	251.10

A.J.'s Male Power

A.J.'s Male Power is a premium product designed for men who want to naturally promote healthy male potency and stamina.* A unique formulation of 12 nutrients provides optimum masculine nutritional support to help maintain youthful male strength and vigor.*



A.J.'s Male Power

Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price	Catalog Price
DMP01	EA	(1) 60 ct.	0.2	14.70	20.65
DMP01	CA	(6) 60 ct.	1.2	84.00	123.20

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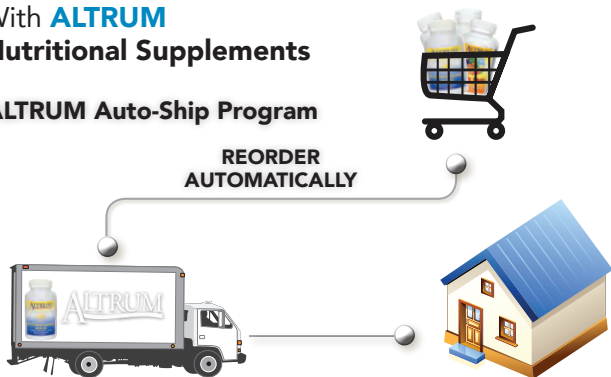
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