

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



JANUARY 2010

ALTRUM Puts You on the Road to Your Best Years Ever

Estimates link 90 percent of all physical ailments to lack of proper nutrition. AMSOIL Dealers get the nutrition they need with ALTRUM Nutritional Supplements. Here's what they are saying:

"I have extra energy."

"I noticed the benefits immediately."

"This stuff actually works."

"I've noticed improvements with each one."

"I was able to endure the long days and constantly being on my feet."

"I would have been horizontal a long time ago without ALTRUM supplements. I only wish I could have started taking them sooner."

Why Choose ALTRUM Supplements?

The nutrients in ALTRUM products are specifically chosen to provide the best possible nutrition for your body.

ALTRUM supplements, derived from food sources, are readily digested so the nutrients become available to the body. "There's no other multiple vitamin on the market that has the 130 ingredients in our all-in-one *Ultra Multi*," said ALTRUM Manager Greg Sawyer.

Discover For Yourself

Get the inside scoop on the benefits of ALTRUM Nutritional Supplements in an online show that's at your convenience whenever you want.



ALTRUM has posted a voice-over PowerPoint presentation (VOPP) that introduces each of the ALTRUM supplements.

Dealers can view the presentation at their leisure to learn the full benefits of the supplements and to speak confidently about them.

Turn to page six for how to access the presentation.



*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.

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.

Nutrition Can Keep You Well

*Lack of proper nutrition may be linked to 90 percent of all physical ailments. **

The biggest epidemic in America may be the lack of nutrients that comes from excess sugar consumption and makes the body susceptible to metabolic syndrome.

Metabolic syndrome is a cluster of health problems in one person. Although doctors don't completely understand its cause, high fructose corn syrup (HFCS) appears to be a likely suspect. This sweetener shows up in most processed foods and drinks.

Recent evidence suggests a large amount of HFCS in the diet might alter your metabolism in a way that increases the risk for illnesses that make up "metabolic syndrome."

Studies Back HFCS Theory in Illnesses

In one study of more than 6,000, people who drank at least one soft drink each day had a higher risk for developing health problems compared with people who did not. Some scientists think the main culprit is the high-fructose corn syrup sweetener in these drinks.

Another study found women who had one or more sugary drinks a day were almost twice as likely to develop diabetes as women who did not.

HFCS Depletes Body's Nutrients

High fructose corn syrup depletes the body's ability to deliver oxygen and nutrients to the tissues and causes many functions in the body to come to a standstill.

HFCS can contribute to diabetes, hypoglycemia, obesity and cardiovascular disease. It also triggers resistance to insulin, the cause of type 2 diabetes.

Other problems that occur when the body is forced to process large amounts of HFCS can be fatty liver, high blood pressure, artery disease, kidney troubles and high uric acid levels — the health problems that make up metabolic syndrome.

New Choices Can End Metabolic Syndrome

Dietitian Gale Maleskey reports pre-diabetes, a symptom of metabolic syndrome, can be reversed with concentrated effort on several fronts. She offers the following recommendations:

- Exercise. Sustained low-to-moderate aerobic exercise is best. Work up to about 45 minutes, six days a week. Exercise reduces insulin resistance in muscle cells and lowers blood sugar levels. It also helps you to lose weight and keep it off.
- Cut back on sugar and refined carbohydrates. Instead, eat reasonable-size portions, lots of vegetables, salads,



and fresh, broiled fish, fruit for dessert, and olive oil as the main fat.

- Take supplements. **Chromium** is an essential mineral that can significantly improve glucose tolerance and even increase the number of insulin receptors on cells.

Magnesium: In one study, people who got the most magnesium (most took supplements) cut their risk for pre-diabetes by about 30 percent. Magnesium also is associated with lower blood pressure and triglycerides, smaller waist circumference and higher HDL cholesterol.

Vitamin D: Low blood levels of vitamin D interfere with the proper function of insulin-producing cells.

Fish oil: Fish oil improves insulin sensitivity and lowers triglycerides.

Biotin: This B vitamin also enhances insulin sensitivity. Take biotin as part of a high-B complex or multivitamin.

"Think of pre-diabetes as an early warning signal," said Maleskey. "Exercise, dietary changes and nutritional supplements can all help you keep your blood sugar normal."*

ALTRUM *Ultra Multis* provide all of these nutrients to help protect or restore your health except fish oil, which ALTRUM provides in its *Ultra Omega-3* fish oil capsules and *Nutritional Oils*, a balanced mix of essential fatty acids.



Look for more information about how you can avoid metabolic syndrome in a future issue of ALTRUM News.*

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'Worlds Best' Multis



What Can Ultra Multis Do For You?

No other multiple vitamins compare in the number of energy-supporting ingredients.

Benefits of Ultra Multis

- Boost your energy
- Protect your heart
- Keep your mind sharp
- Look and feel younger
- Combat stress and fatigue
- Strengthen immune system
- Improve your mood *

The Gold Standard for Nutritional Supplements

- State-of-the-art Formula • Complete – 130 Ingredients
- Correct Nutrient Balance • Protein Mineral Chelation
- Superfood Base • Premium Potencies
- "World's Best" Value

Ultra Multi with Iron (DNU)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust./ Dealer price
DNU01	(1) 180 tablets	1.0	41.60	28.20
DNU06	(6) 180 tablets	4.0	248.70	161.10

SUPPLEMENT FACTS		6 Tablets Provide % DV		6 Tablets Provide % DV	
Serving Size 6 Tablets					
		6 Tablets Provide % DV		6 Tablets Provide % DV	
Vitamin A (50% Beta-Carotene, 50% Palmitate)	10,000 I.U.	200			
Vitamin C (Ascorbic Acid, Rosehips)	500 mg	833			
Vitamin D-3	400 I.U.	100			
Vitamin E (Natural)	100 I.U.	333			
Vitamin K-1	30 mcg	37			
Thiamine (Vitamin B-1)	22 mg	1500			
Riboflavin (Vitamin B-2)	30 mg	1500			
Niacin - Niacinamide (1:1 mix) (Vitamin B-3)	25mg	1500			
Pyridoxine (Vitamin B-6)	80 mg	400			
Folic Acid	90 mcg	1500			
Cyanocobalamin (Vitamin B-12)	800 mcg	200			
Biotin	90 mcg	1500			
Pantothenic Acid	300 mcg	100			
Calcium (Aminoate/ Carbonate/ Citrate blend, Dicalcium phosphate)	80 mg	800			
Iron (Aminoate)	480 mg	48			
Iodine (from Kelp)	18 mg	100			
Magnesium (Aminoate, Oxide)	200 mcg	133			
Zinc (Aminoate)	200 mg	50			
Selenium (L-Selenomethionine)	30 mg	200			
Copper (Aminoate)	85 mcg	120			
Manganese (Aminoate)	1 mg	50			
Chromium (Aminoate, Polynicotinate)	16 mg	800			
Molybdenum (Aminoate)	120 mcg	100			
Phosphorus (Aminoate)	50 mcg	67			
Potassium (Aminoate)	50 mg	6.25			
	90 mg	2.25			
OTHER DIETARY INGREDIENTS					
Bioflavonoids (mixed citrus, acerola cherry)	60 mg				
Coenzyme Q10	500 mcg				
Propolis	10 mg				
Pine Bark Extract	10 mg				
Green Tea	90 mg				
Grapeskin	10 mg				
Grapeseed Extract	20 mg				
Quercetin	20 mg				
Rutin (Eucalyptus)	30 mg				
Hesperidin Complex	16 mg				
MSM (Methylsulfonylethane)	300 mg				
Boron (Citrate)	1 mg				
Silica (Silicon dioxide)	10 mg				
Vanadium (Aminoate)	30 mcg				
Choline	60 mg				
Inositol	60 mg				
PABA (Para-aminobenzoic acid)	60 mg				
L-Glutamic Acid (HCl)	60 mg				
Betaine (TMG - Trimethylglycine)	60 mg				
Octacosanol (from vegetables)	1000 mcg				
Rice Bran Amino Acid Complex (18 Amino Acids)	360 mg				
Fiber (Vegetable)	360 mg				
Special plant fiber (pine or eucalyptus)	120 mg				
Vegetable cellulose	900 mg				
Lecithin (includes the following Fatty Acids)	100 mg				
Linoleic 58 mg, Palmitic 18 mg, Stearic 4 mg, Oleic 10 mg, Linolenic 6 mg					
Trace Minerals (Ancient Sea Minerals)	25 mg				
ENZYMES					
Bromelain (Pineapple)	30 mg				
Papain (Papaya)	30 mg				
1400 mg. Superfood - Herbal Base					
Tomato Concentrate (1% Lycopene)	110 mg				
Sea Vegetable Complex (Nori, Wakame, Kelp, Bladderwrack)	80 mg				
Ginkgo Biloba (leaf) extract equivalent to Siberian Ginseng (root) extract equivalent to American Ginseng (root)	50 mg				
50 mg					
50 mg					
SUPERFOODS					
Bee Pollen, Spirulina, Chlorella, Barley Grass, Alfalfa, Parsley,	300 mg				
PHYTONUTRIENT VEGETABLE CONCENTRATES					
Broccoli, Spinach, Carrot, Cauliflower, Kale, Beet, Brussel Sprout, Celery,	298 mg				
HERBS					
Gotu-Kola (herb), Fo-Ti (He Shou Wu) (root), Sarsaparilla (root), Ginger (rhizome), Dandelion (root), Peppermint (leaf),	262 mg				
HERBAL EXTRACT BLEND					
Equivalent to Herbal Powder Astragalus (root), Schizandra (fruit), Licorice (root), Rehmannia (root)	200 mg				



A.J.'s Ultra Multi (DNU) is the same great formula as Ultra Multi (DNU) but without the iron.

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Recharge Your Health

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#	Pkg./Size	Comm. Credits	Pref.Cust. Dealer Price	Sugg. Retail
DZM01	(1) 90 ct.	24.15	25.35	35.85
DZM06	(6) 90 ct.	144.90	144.90	214.50
DMF01	(1) 100 ct.	27.35	28.70	40.60
DMF06	(6) 100 ct.	164.10	164.10	243.00
DRE01	(1) 60 ct.	28.00	29.35	41.55
DRE06	(6) 60 ct.	168.00	168.00	248.70
DUO01	(1) 60 ct.	13.60	14.25	19.20
DUO06	(6) 60 ct.	81.60	81.60	114.60
DNO01	(1) 90 ct.	21.69	22.75	32.30
DNO06	(6) 90 ct.	129.90	129.90	192.65
DNU01	(1) 180 ct.	26.86	28.20	41.60
DNU06	(6) 180 ct.	161.10	161.10	248.70
DNS01	(1) 180 ct.	20.51	21.50	31.80
DNS06	(6) 180 ct.	123.00	123.00	189.95
DEU01	(1) 90 ct.	23.70	24.85	35.25
DEU06	(6) 90 ct.	142.20	142.20	210.90
DVP01	(1) 100 ct.	29.55	31.00	45.60
DVP06	(6) 100 ct.	177.30	177.30	273.00
DES01	(1) 90 ct.	14.46	15.15	20.80
DES06	(6) 90 ct.	86.70	86.70	124.05
DGS01	(1) 120 ct.	14.11	14.80	20.85
DGS06	(6) 120 ct.	84.60	84.60	124.15
DUC01	(1) 90 ct.	12.05	12.65	18.05
DUC06	(6) 90 ct.	72.30	72.30	107.70
DUF01	(1) 60 ct.	11.30	11.85	16.20
DUF06	(6) 60 ct.	67.80	67.80	96.60
DCC01	(1) 90 ct.	9.45	9.90	14.70
DCC06	(6) 90 ct.	56.70	56.70	87.60
DBE01	(1) 120 ct.	9.60	10.05	14.60
DBE06	(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.



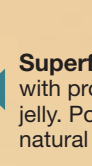
Daily Enzyme Support

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.

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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.*



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.***



Stock#	Pkg./Size	Comm. Credits	Prof. Cust. Dealer Price	Sugg. Retail
DWI01	(1) 180 ct.	26.86	28.20	41.60
DWI06	(6) 180 ct.	161.10	161.10	248.70
DZL01	(1) 100 ct.	7.50	7.85	11.30
DZL06	(6) 100 ct.	45.00	45.00	67.20
DBP01	(1) 60 ct.	14.85	15.55	22.25
DBP06	(6) 60 ct.	89.10	89.10	132.90
DMP01	(1) 60 ct.	14.00	14.70	19.65
DMP06	(6) 60 ct.	84.00	84.00	117.30
DSE01	(1) 60 ct.	12.00	12.55	17.70
DSE06	(6) 60 ct.	72.00	72.00	105.60
DPF01	(1) 60 ct.	26.90	28.20	39.95
DPF06	(6) 60 ct.	161.40	161.40	239.10
VB001	(1) 160 ct.	6.67	6.95	10.55
VB010	(1) 120 ct.	11.47	12.00	17.30
VB601	(6) 160 ct.	39.90	39.90	62.15
VB610	(6) 120 ct.	68.70	68.70	102.70
DPN01	(1) 75 ct.	12.10	12.70	17.80
DPN06	(6) 75 ct.	72.60	72.60	106.20
DJF01	(1) 60 ct.	17.75	18.60	28.70
DJF06	(6) 60 ct.	106.50	106.50	171.50
VB075	(1) 90 ct.	8.30	8.70	12.20
VB675	(6) 90 ct.	49.80	49.80	72.60
VB020	(1) 100 ct.	6.10	6.40	9.10
VB620	(6) 100 ct.	36.60	36.60	54.00
VB030	(1) 120 ct.	16.15	16.95	21.80
VB630	(6) 120 ct.	96.90	96.90	130.20
DOJ01	(1) 150 ct.	8.10	8.50	12.45
DOJ06	(6) 150 ct.	48.60	48.60	74.10
DEQ01	(1) 60 ct.	16.70	17.50	24.90
DEQ06	(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,

6-Star Regency Platinum Direct Jobber

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Benefit From AMSOIL Supplements

Good Health is a priceless treasure.



AMSOIL not only manufactures and sells the number one synthetic motor oils and lubricants on the market, it also has a world class nutritional supplements division, ALTRUM. These superior supplements can help keep your body energetic.

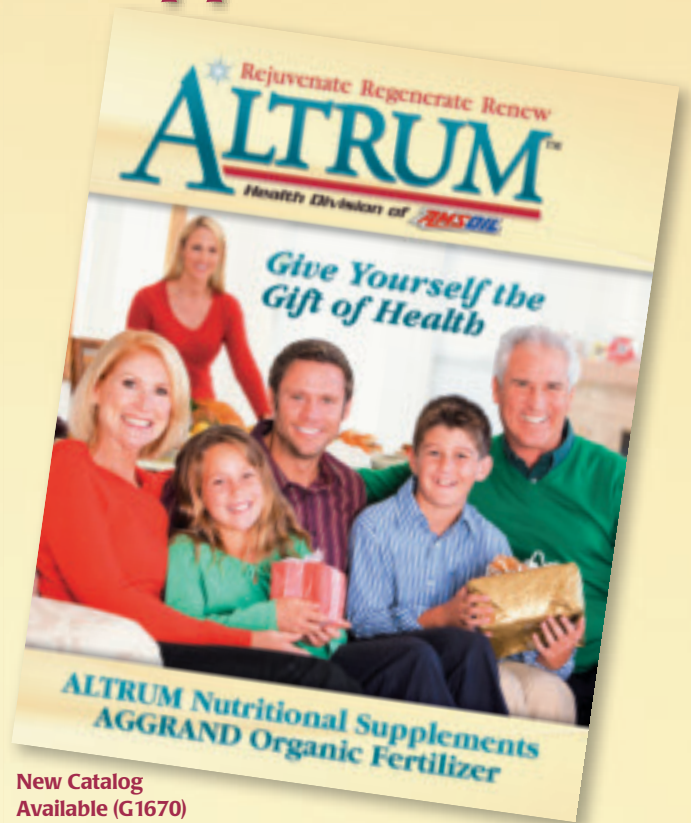
ALTRUM recently published an updated catalog (G1670) for ALTRUM Nutritional Supplements. Supplements are organized by category, with important facts to help you choose the right combination of products for you and your customers.

First-time customers can get a free copy of the ALTRUM supplements catalog by ordering online at www.altrumonline.com.

Dealers and Preferred Customers can order the G1670 in singles for \$1.50. For larger quantities order:

- G1671, package of 10, \$10
- G1672, package of 50, \$39

The ALTRUM website makes all of the products and the catalog available to Dealers, Preferred Customers and others for easy ordering at www.altrumonline.com, or contact telephone ordering at 1-800-777-7094.



New Catalog Available (G1670)



ALL ABOUT ALTRUM — Voice-Over PowerPoint Presentation at the AMSOIL Corporate Website (www.amsoil.com) gives you brief explanations of each of the ALTRUM supplements and how they help maintain vibrant health. To access the VOPP, sign into the Dealer Zone on the AMSOIL website, click on the "Training" tab and then click on the Voice-Over PowerPoint Presentations tab and scroll to the ALTRUM presentation.



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