

Rejuvenate Regenerate Renew  
**ALTRUM**<sup>TM</sup>  
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 2009

## Nutritional Support for a Healthy Heart and Circulatory System

# Give Yourself the Gift of Health

Your heart is your body's engine. The average heart beats 100,000 times a day, pumping 2,000 gallons of blood through 60,000 miles of circulatory system, enough to circle the earth twice.

So when the cardiovascular system has a problem, people take notice. There is simply no getting around the life-altering reality of circulatory distress. However, when this same system seems to be functioning properly, it is all too often neglected.

In July this year, *Data-monitor* published a report that illuminates this stark point. Only one third of the respondents said they pay "high" or "very high" attention to heart health.

This is anything but a small slight. **The cardiovascular system — the heart, blood and blood vessels — is in every way the life support of the human body.** It trans-



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***Heart disease is ranked the number one cause of death in this country—***  
Centers for Disease Control and Prevention

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ports all of the body's nutrition to the cells along with oxygen to the tissues and returns carbon dioxide to the lungs for removal. It also carries the white blood cells needed to protect the body from invading organisms.

So when disease ravages the components of this system, it is literally crippling the body at its core. Cardiovascular disease (CVD) is even more of a threat because symptoms tend to be minor, if they occur at all, right up until the cardiovascular event.

Heart disease accounts for about 27 percent of all deaths in this country every year. However, many people still underestimate the prevalence of CVD.

Although there is greater acceptance of the message of health coming from the nutrition industry, two-thirds of Americans are overweight or obese — factors that contribute to CVD.

The National Coalition on Health Care estimates the cardiovascular crisis is a huge factor in the country's rising healthcare costs.

*continued on page 2*

\*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](http://www.altrumonline.com) or in the online store at [www.amsoil.com](http://www.amsoil.com).

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# Know the Keys for Heart Health

## Nutrition Industry Leads the Way

The nutrition industry joins the challenge for better heart health, yet is unable to make any direct heart-health claims on its products.

"It isn't easy to sell a product when all that can be written on the label is that the product supports heart health," said Deanne Dolnick, director of sales for a nutrition company in Salinas, Calif.

"Patients tend not to think about what they eat or maintaining an exercise regimen if they are on drug therapy for elevated cholesterol levels, or those who have elevated risks for heart disease and stroke," said Steve Holtby, president and CEO of a nutritional supplements company in Los Angeles. "Nobody can 'eat anything they want' and stay heart healthy."

One bright spot is that aging Baby Boomers are searching for natural solutions as an alternative. "This population in particular is more open to looking beyond drugs," said Mike Smith, vice president of a nutrition company in Chino, Calif. "While there is no substitute for healthy food and regular physical activity, the natural products industry can provide additional resources."

### Studies Prove Diet, Exercise Improve Heart Health

Two studies from the American Journal of Clinical Nutrition demonstrate that diet matters. In one study, information on fruit and vegetable consumption by 39,000 women showed those who ate from four to 10 or more servings of fruits and vegetables a day had a 25 percent lower risk of cardiovascular disease than women who ate an average of 2.5 servings a day.

In the second study, data from 45,000 men showed those who followed a "prudent" diet high in fruits, vegetables, whole grains, fish and poultry were less likely to develop heart disease.

In a German study, 73 men with chronic heart failure were either assigned to 20 minutes per day of regular exercise or no exercise. After six months, the exercise group experienced substantial health improvements and fewer symptoms of heart failure.



## Ingredients for Healthy Change

While high cholesterol is one of the markers for an increased risk of CVD, science shows inflammation may play an even greater role. C-reactive protein (CRP), which is produced by the liver and considered a marker for inflammation, has shown to be a stronger predictor of cardiovascular events. In addition to inflammation, high levels of CRP also are associated with obesity, infection, injury and other health conditions.

Omega-3 fatty acids play an important role as an anti-inflammatory and appear in a growing number of supplements across the industry. **Studies show dietary supplementation with omega-3 fatty acids can significantly reduce the risk of cardiovascular deaths, sudden cardiac death and nonfatal cardiovascular events.** Nearly 10 years ago, the FDA recognized its role in heart health with a qualified health claim for dietary supplements containing EPA and DHA omega-3 fatty acids and the reduced risk of coronary heart disease. \*

## The Antioxidant Advantage

With oxidative stress being a critical player in cardiovascular disease, the natural products industry has been using an assortment of antioxidant ingredients in condition-specific products to fight free radicals. "We feel that a growing trend within this category is the use of antioxidants for supporting the healthy structure and function of hearts," said Matt Phillips, president of a nutrition company in Irvine, Calif.

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# ALTRUM Heart Nutrition Program

*Ninety percent of all physical ailments are estimated to be linked to lack of proper nutrition. \**

These ALTRUM Nutritional Supplements are the most highly recommended ALTRUM products for a healthy heart and circulatory system that powers your body.

## Give Your Heart and Body the Nutrients it Needs



*Vision Power* provides the most advanced anti-oxidant advantage formula to support not only your eyes, but especially your heart and circulatory system. You get the combined anti-oxidant power of carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid and much more to defend your body against the effects of free radical damage.



"Curbing inflammation is another way to prevent heart disease."\* — Paul Ridker, Harvard

Studies suggest people at risk for heart disease are in danger from higher levels of inflammation (C-reactive protein). Systemic enzymes balance inflammation. ALTRUM *Longevity Enzymes*, taken between meals, may nutritionally help support the body's own systemic enzymes. \* \*\*



A study by TNO Nutrition and Food Research showed the enzymes in the ALTRUM enzymes products significantly improve digestion leading to better nutrition.

ALTRUM *Ultra Daily Enzymes* help your digestive system extract nutrients from food. They also contain a probiotic blend of "friendly" flora (1.5 billion per daily dose) needed for a healthy digestive system.



People who take a daily multivitamin to support their nutrition have fewer heart attacks than those who do not, according to a study published in the *Journal of Nutrition*. Men taking a multi were 22 percent less likely and women 33 percent less likely to have a non-fatal heart attack. \*

Your ALTRUM Heart Nutrition Program begins with *Ultra Multis*. It gives you a uniquely balanced, complete formula of every nutrient needed for optimum heart and overall health. No other formula provides 130 ingredients.



"The list of suggested health benefits is becoming almost embarrassingly long, and there are many who believe omega 3 supplements will soon become a staple supplement, similar to vitamins C and E."

— Bruce Miller, *Marine Nutraceuticals*

ALTRUM *Nutritional Oils* provide omega 3 essential fatty acids from 1,200 mg each of flax, borage and fish oils per daily recommended dose.

## Additional Heart Healthy Supplements



### Co-Q10 (DEQ)

Congestive heart failure has been strongly correlated with low blood and tissue levels of CoQ10. \*



### Daily Garlic Support (DGS)

Used for centuries as a natural health aid, garlic may lower total cholesterol, LDL cholesterol and blood pressure. \*



### Ultra Omega-3 (DUO)

Omega-3 fatty acids in fish oil have been found to reduce the risk of heart disease and heart attack and may help prevent clogging of the arteries. \*



### Superfood Lecithin (VB075)

Lecithin is a natural source of phosphatidylcholine, which promotes healthy cardiovascular and circulatory function. \*

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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](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.



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

**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.\***



*"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,

5-Star Regency Platinum Direct Jobber

Stock#	Pkg./Size	Comm. Credits	Pref.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
VB601	(6) 160 ct.	39.90	39.90	62.15
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
VB010	(1) 120 ct.	11.47	12.00	17.30
VB610	(6) 120 ct.	68.70	68.70	102.70
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

For more information on these products go to [www.altrumonline.com](http://www.altrumonline.com)

**Save on 6-packs!**

**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.\*



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# Strengthen Your Heart to Save Your Mind

Heart disease may be the number one cause of death in the United States, but before it takes a person's life it may take their senses. Results of a study released in October linked poor cardiovascular health to an increased likelihood of dementia. **A healthy heart also keeps a healthy mind**, according to the study.

*The Cardiovascular Health Study*, led by Alka M. Kanaya, PhD, and her colleagues at the University of California, San Francisco, linked good cardiovascular health to a higher level of cognitive function. In turn, poor cardiovascular health led to an increased chance of developing dementia.

**The study found that obesity at age 65 increased the likelihood of dementia, particularly Alzheimer's disease.**

The study shows that maintaining cardiovascular health can literally save one's mind — and there is no shortage of fresh heart-healthy ingredients to reach this goal.



## A Healthy Heart for Life

According to The American Heart Association, heart health can be protected if you maintain a healthy weight, are physically active, eat healthy foods, avoid smoking and have regular medical exams.

### Lifestyle Choices for Good Health

Your personal choices, such as eating a balanced, nutritious diet, regular exercise and maintaining a healthy weight, along with nutritional supplementation can help you make great strides toward a long, energetic life.

Obesity is a major risk factor for coronary heart disease, which can lead to heart attack. About 59 million people in the United States are obese, which is roughly 30 pounds or more over a healthy weight.

Obesity is defined simply as too much body fat. **Too much fat — especially in the waist area — increases the risk for health problems, including high blood pressure, high blood cholesterol, diabetes, heart disease and stroke.** All of those conditions cause damage to the heart.

Excess weight increases the heart's work. It also raises blood pressure and blood cholesterol and triglyceride levels. It can make diabetes more likely to develop, too. The good news? Losing as few as 10 pounds can lower the risk of heart disease.

**The bottom line remains the best health care is the care you give yourself.**



### ALTRUM Heart Healthy Program

Strengthen your heart and overall wellness with ALTRUM Nutritional Supplements. Turn to page three for details.

#### Easier to Swallow Tablets

New manufacturing processes now allow our potent formulas to be available in smaller tablets in many ALTRUM supplements. The potency of the supplements listed in the supplement facts remains the same.

#### Some ALTRUM Products See Price Adjustment

Rising costs of materials have created the need to adjust the price of nine of the 30 ALTRUM products (DWI, DNU, DNS, DJF, DNS, DGS, VBO10, DNO and VBO01) on Dec. 1, 2009. See pages 4 and 5 of this issue.

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