

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



APRIL 2010

## Three Steps to Improve Your Memory

*"The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease."*

– Thomas Edison

### Exercise to Revitalize Your Brain

Research shows that people with mild memory problems who exercise or walk for 50 minutes three times a week significantly enhance mental function. Exercise improves blood flow, carrying oxygen and nutrition to the brain. When poor circulation hampers their delivery, memory is affected.

People who are involved in stimulating mental activities reduce their risk of memory loss. Mental exercise builds neural connections and the brain becomes stronger. UCLA researchers discovered people over age 55 who regularly "surfed the Web" had twice as much activity in the areas of the brain involved in complex reasoning and decision making.

**It only takes one week of learning a new skill to change your brain structure.**



### Choose the Right Foods to Stay Fit

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

**The standard American diet of processed foods is a recipe for dementia.** Processed foods are devoid of vitamins, minerals and phytonutrients that nourish the brain and body. Because of inefficient absorption and poor diet, the vast majority of older Americans are deficient in some or all of these nutrients. Choose your foods carefully.

### Take Your Supplements

Simply correcting nutritional deficiencies can bring dramatic improvements in memory and general health. A good nutritional supplement program is key to protecting your ability to think.

Taking a good daily multivitamin, two or more omega-3 capsules and a combination brain/memory formula is a good start. (See page three.)

These recommendations can help you enjoy optimal mental and memory function for years to come.

ALTRUM *Memory Focus* provides the highest quality brain health nutrients. You won't find this level of nutritional support in any other product. \*

\*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.

# Power Up Your Brain With Memory Focus

- **Vinpocetine/Astaxanthin Complex** (13 mg) — Supports healthy oxygen flow, nutrient supply and energy production in the brain. Protects brain cells. Increases blood circulation in the brain and improves short-term memory. Powerful free-radical fighter that protects vital energy centers that spark brain cells into action. \*
- **Alpha-Lipoic Acid** (80 mg) — Supports long-term memory and may preserve brain cells after a stroke or other trauma that restricts blood flow to the brain. \*
- **Chinese Skullcap Root Extract** (400 mg) — Supports protection against free-radical damage to brain cells. \*
- **DMAE** (500 mg) — Supports increased production of brain chemicals needed for short-term memory, concentration and learning capacity. \*
- **Acacia Heartwood and Bark Extract** (100 mg) — Helps improve focus, attention and quick thinking. \*
- **L-Tyrosine** (1200 mg) — Helps support mental energy, stress relief and mental motivation. \*
- **Ginkgo Biloba Leaf Extract** (50 mg) — Aids brain blood flow. \*
- **Green Tea Extract** (100 mg) — Helps increase blood flow for better nutrient and oxygen delivery to the brain, plus powerful antioxidant protection. \*
- **Acetyl-L-Carnitine** (700 mg) — Supports neurotransmitters for clear, sharp thinking. May increase short-term memory, attention and learning capacity. \*
- **Blueberry Fruit Powder** (700 mg) — Powerful antioxidants in blueberries are linked to protection against brain aging, prevention of strokes and protection against brain damage after stroke. May improve short term memory and motor skills, as well as slow age-related declines in nerve and thinking function and reduce brain inflammation already in progress. \*
- **Vitamin B-6** (40 mg) — Essential for normal brain development and function. Aids in the making of neurotransmitters. \*
- **Folic Acid** (150 mcg) — Essential for the health of the brain and nervous system. Keeps the brain young. \*
- **Vitamin B-12 (Methylcobalamin)** (100 mcg) — Helps prevent nerve damage, loss of ability to think or dementia. This form of B-12 regulates levels of homocysteine to support healthy brain function. \*

## Feed Your Brain the Most Advanced Nutrients to Sharpen Your Mind

**Memory Focus:** multi-nutrient mental clarity formula providing the most advanced premium quality nutrients.

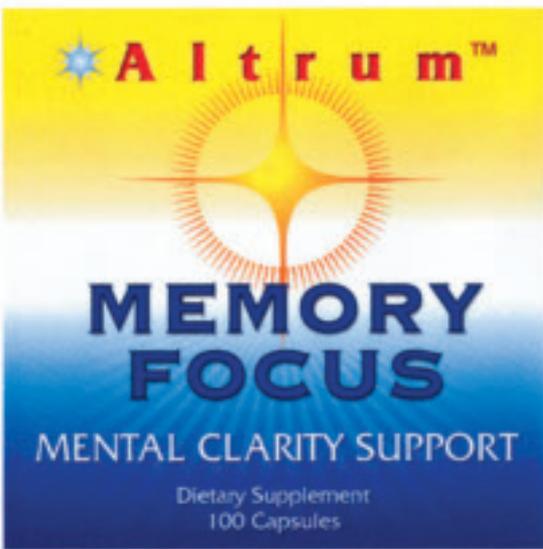
**SUGGESTED USE:** Take 5 to 6 capsules daily with or without food. This product is best used as part of a program including the ALTRUM products: *Ultra Omega 3, Ultra Daily Enzymes, DNU Ultra Multis and VirionPower* (your best anti-oxidant formula). *Memory Focus* is better absorbed if taken between meals.

Store in cool, dry place with lid tightly closed.

**Warning:** Consult your health care professional before taking this product if you are undergoing treatment for a health condition or are presently using any prescription medications. Do not take if you are pregnant or lactating.

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

Product Code **DMF-01**



**Altrum™**

**MEMORY FOCUS**

MENTAL CLARITY SUPPORT

Dietary Supplement  
100 Capsules

Supplement Facts	
Serving Size: 6 Capsules	
Amount per serving	
Vitamin B-6 (Pyridoxine HCl)	40 mg 1000%
Folic Acid	150 mcg 37.5%
Vitamin B-12 (Methylcobalamin)	100 mcg 1666%
<i>BrainSupport™</i> (Bacopa Monnina™) proprietary blend	
DMAE (Dimethylamino Ethanol) extract and Acacia heartwood and bark extract	1000 mg **
<i>MemoryFog™</i> (Bacopa Monnina™) proprietary blend	
L-Tyrosine; Acetyl L-Carnitine (HCL); Blueberry Fruit powder; Green tea extract (95% polyphenols); Alpha Lipoic acid; Ginkgo biloba leaf extract (24% EGCG); Vinpocetine; Inositol	2843 mg **

\* Daily Value (DV) not established  
\*\* Other ingredients: plant fiber, calcium carbonate, gelatin, silica, water

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

# Study Points to Blueberries for Better Memory\*

*Blueberries rank as the number one fruit provider of antioxidants.*

In an article published in January in the *Journal of Agricultural and Food Chemistry*, Robert Krikorian of the University of Cincinnati, along with colleagues from the US and Canadian Departments of Agriculture, report that consuming blueberry juice was associated with improvements in learning and memory in individuals with age-related memory decline. The trial enrolled men and women

over the age of 70 who reported forgetfulness and memory lapses characteristic of early memory decline. Participants were given the equivalent of two cups of a commercially available blueberry juice daily for 12 weeks. At the study's conclusion, learning and recall were improved, and depressive symptoms were reduced.



## Research Again Confirms Exercise Improves Brain Function

A Swedish study last year of 1,500 men and women found that those who exercised for 30 minutes or more at least twice a week in their 40s and 50s had a 60 percent lower risk of developing the brain disease dementia. Earlier studies revealed a generally active lifestyle after age 60 also is protective.

The theory is physical activity promotes the growth of new blood vessels, increasing blood flow to the brain. It only takes 30 minutes of exercise, twice weekly, to prevent age-related brain dysfunction. Hold on to your brain health; eat right, exercise and take ALTRUM *Memory Focus* for the absolute "best revitalizing combination" of nutrients available for your memory and mental sharpness.\*

## Improve Your Memory Today

ALTRUM premium supplement formulas work together to deliver ideal nutritional support. The ALTRUM Memory Program begins with either *Memory Focus* or *Brain Power* (our original memory formula)

then adds one of the *Ultra Multis*, *Ultra Omega 3*, *Ultra Daily Enzymes* and *Vision Power*, your best antioxidant formula. Together these supplements can keep your brain functioning to the best of its ability.\*



**Although the brain is only 3 per cent of the body's weight, it consumes 17 percent of the body's total energy and nutrition.**

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# Renew Your Body

## 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.	11.79	12.35	18.35
DCC06	(6) 90 ct.	70.50	70.50	108.95
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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**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,

6-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.\*

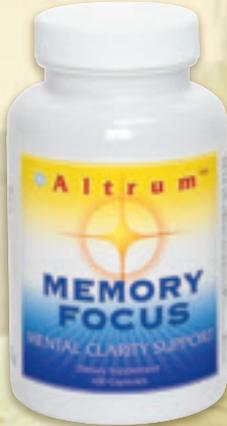


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# Sharpen Your Mind\*

- Best combination of brain nutrients in one easy-to-use formula
- Proven potencies for optimal brain function



## Increase:

- Focus
- Concentration
- Recall
- Quick thinking

The human brain, with roughly 100 billion neurons, can be equated to a computer with a 1,000,000,000,000 bit per second processor.

## Your Best Value



Memory Focus gives you all of the premium nutrients at a fraction of their individual cost. You would pay more than \$100 to buy these ingredients separately. Memory Focus provides the correct dosages you need to make a difference in your brain health.

### Memory Focus (DMF) ordering information

Stock#	Pkg./Size	Comm. Credits	Dealer/Pref. Cust. price	Sugg. retail
DMF01	(1) 100 ct	27.35	28.70	40.60

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"Secure your health with ALTRUM Nutritional Supplements."



### Contact Us

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