



"Success begins with good health."

Al Amatuzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes

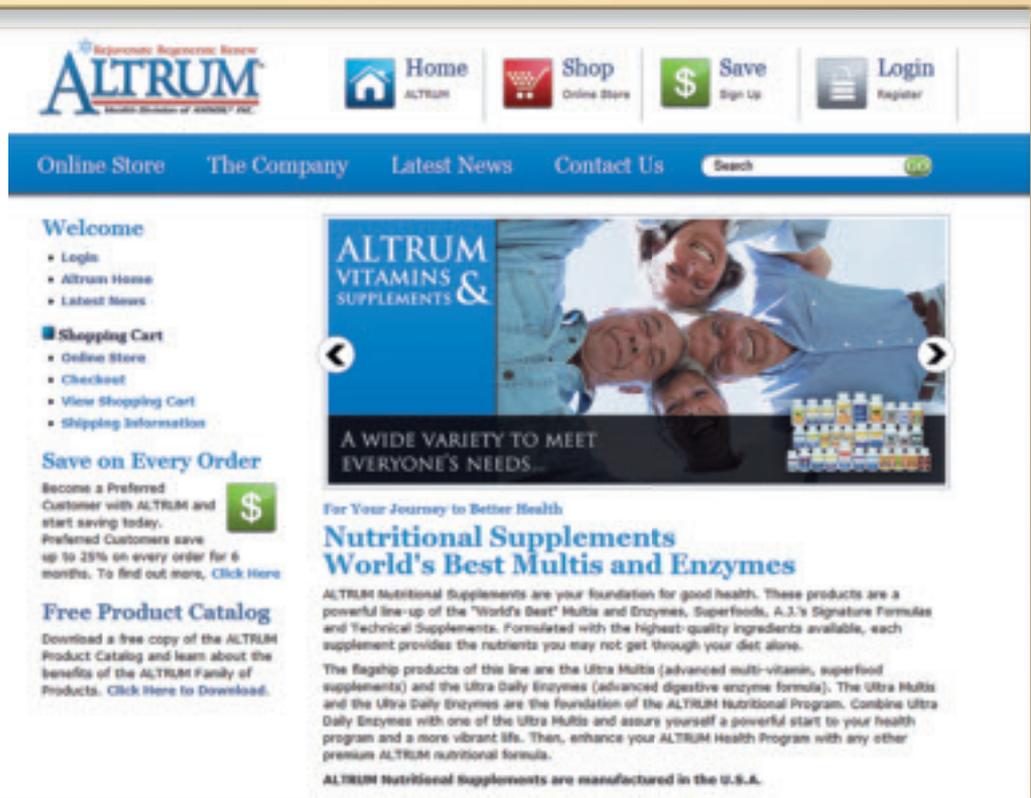


AUGUST 2010

# New ALTRUM Website Provides Easy Access to Products, Ordering

## NAVIGATE THROUGH SITE WITH ONE CLICK

From the Home Page, Dealers and customers can reach each area of the ALTRUM website with a single click on icons at the top of the page, or click on the links provided on the left hand panel of the page.



The new ALTRUM website, launched on June 1, has received rave reviews.

"People have called to say how delighted they are with it," said ALTRUM Manager Greg Sawyer. "It's on par with the AMSOIL and AGGRAND sites for ease of use and application."

The website offers a crisp, clean look with one-click links for easy navigation to products, the online store and shopping cart, as well as Preferred Customer sign-up to help customers save on each purchase of ALTRUM supplements.

"The website is designed with the Dealer and customer in mind for simplicity and ease of use," Sawyer said.

Getting to the ALTRUM website is easy, as well. Dealers can click on the ALTRUM icon at the bottom of the AMSOIL and AGGRAND website home pages, or access the ALTRUM website directly at [www.altrumonline.com](http://www.altrumonline.com).

Inside the ALTRUM site you will find complete product information and in-depth information in the new ALTRUM Dealer Zone.

*Continued on page 2*

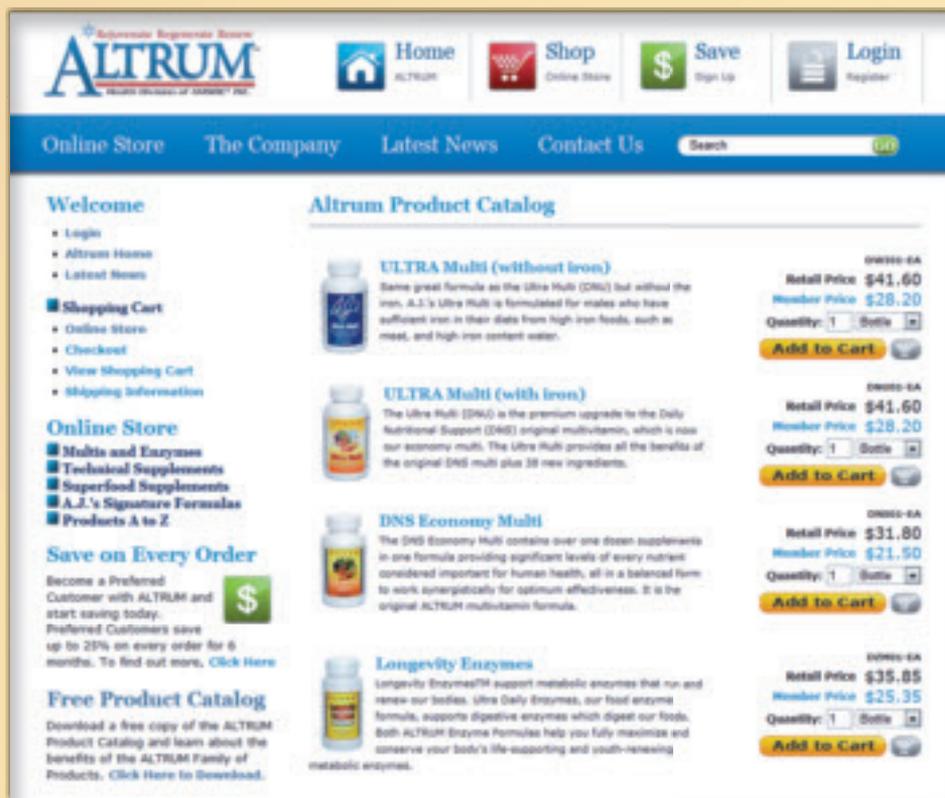
\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease.

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

# Inside the New ALTRUM Website

Online shopping couldn't be easier. "One click gets customers to the online store," Sawyer said. "The site is categorized by group: Multis and Enzymes, Technical Supplements, Superfood Supplements and A.J.'s Signature Formulas. There's even a link for products from A to Z and they all come up by supplement name."

Product labels are displayed with the products, along with their ingredients and the amount of each nutrient in each of the supplements. "It's all there, Sawyer said. "Dealers can answer customer questions quickly or direct their customers to the website for complete product information."



## Get the Latest News With One Click



The Latest News section (pictured on the left) features the present month of the *ALTRUM News* and the *ALTRUM Focus*.

Dealers can log into the Dealer Zone to access archived issues of ALTRUM publications, as well as VOPP presentations that give in-depth information on the supplements.

"This is a great marketing tool," Sawyer said. "It's all right there on the website, and Dealers will increase sales because they have access to almost instantaneous information."

The new design makes the ALTRUM website a resource for Dealers and customers alike. "It is a user-friendly website," Sawyer said. "The website will be updated regularly, to provide new product information, new ways to market and sell ALTRUM products and additional education and information," Sawyer said.

\*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.

# ALTRUM Supplement Quality Control Process Guarantees Only the Best

Increasingly knowledgeable customers often look for proof of the quality of the supplements they purchase. ALTRUM Nutritional Supplements provide the very best ingredients available.

ALTRUM ingredients are subjected to several stages and levels of testing to assure freshness, potency and purity.

## Vendor Selection

Potential vendors for ALTRUM supplements submit their raw ingredients to rigorous inspections before they are approved for use.



These potential vendors submit supplement raw ingredients for audit by the ALTRUM manufacturing Quality Assurance (QA) Department to make sure quality standards maintain integrity at the highest level.

After a vendor passes these audits, its raw ingredients pass through the ALTRUM chemistry lab, microbiology lab and QA department as "APPROVED" as "Highest Quality Grade Ingredients" and the vendor is given the status as a "Qualified Vendor." Every new shipment of supplement ingredients undergoes these same quality assurance measures.

## Ingredient Sampling

- When a raw ingredient arrives — and before it is accepted — two samples are taken for testing. One sample is for chemistry tests and the other for microbiological tests.

- Chemistry tests are done to prove the product is what it is supposed to be: Samples are compared and tested organoleptically to make sure it looks, smells, feels and tastes the same as prior lots of the same ingredient. Any variance is documented and sent to the QA manager for review and final approval.

- Microbiological tests for bacteria and yeast/mold, etc., are performed to prove the ingredient is absolutely clean and pure. All results must be accepted by the Microbiology Department and then forwarded to the quality assurance (QA) manager to review and approve.

Samples are then tested using a FTIR spectrophotometer scan where the ingredient's "infrared fingerprint" is compared to a computerized standard library of 2500 for final proof.

- Further chemistry waveform tests for purity and potency are done using the FTIR spectrophotometer scan.

- All results are entered and evaluated by the Chemistry Department on each lot of scanned ingredient and then forwarded to the QA manager for final approval.

## Quality Review

The quality assurance (QA) manager then reviews all microbiological and chemistry test results before raw ingredients are given the final seal of approval as "Highest Quality Grade Ingredients" for use in the ALTRUM Nutritional Supplements.

- All ALTRUM manufacturing/laboratory procedures are written and approved to become standard operating procedures (SOPs) and are regularly updated.

- Development of all qualitative and quantitative analysis testing methods is under direction by experts in both microbiology and chemistry and is continuously audited by third party auditors of NSF International, state FDA and U.S. FDA.



*READY TO SHIP — ALTRUM Nutritional Supplements  
secured on a pallet ready for delivery.*

\* 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.

# 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.\*



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 | Pref. Cust. Dealer Price | Sugg. Retail |
|--------|---------------|-------------|---------------|--------------------------|--------------|
| DZM01  | EA            | (1) 90 ct.  | 24.15         | 25.35                    | 35.85        |
| DZM01  | CA            | (6) 90 ct.  | 144.90        | 144.90                   | 214.50       |
| 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       |
| DUC01  | EA            | (1) 90 ct.  | 12.05         | 12.65                    | 18.05        |
| DUC01  | CA            | (6) 90 ct.  | 72.30         | 72.30                    | 107.70       |
| 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       |
| DBE01  | EA            | (1) 120 ct. | 9.60          | 10.05                    | 14.60        |
| DBE01  | CA            | (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.

\*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.

**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# | Unit Meas. | Pkg./Size   | Comm. Credits | Pref.Cust. Dealer Price | 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        |
| 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       |

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

**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.\*



**Save on 6-packs!**



\*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).



## Dealer's Memory Gets a Boost

Direct Dealer Adolfo Perez, 57, of Homestead, Fla. is a miracle walking.

In 1995, Perez sustained injuries in a hit-and-run accident that left him in a coma for more than a week and doctors doubtful he would survive even 24 hours.

Perez, a firefighter and EMT at the time of the accident, has little remembrance of what happened.

Medics and physicians use a trauma scale to assess injuries. "If you are at nine or below, you should be dead," Perez said. "I was at five. Doctors told my parents I was going to die."

He fell into a coma. His injuries caused permanent brain damage, and the left side of his face was paralyzed.

Perez surprised everyone when he awakened a week later. Then, he got out of bed, amid doctors shouts not to move. He was told he would never walk again, ride his Harley or work again.

He proved everyone wrong by beginning his own physical therapy of weight lifting and acupuncture, he said.

He has since retired from his job, but enjoys working out and riding his Harley. He is growing his AMSOIL business.

"My memory had been lousy because of the accident," Perez said. He started taking ALTRUM *Memory Focus* and noticed a significant difference in a short time. "There's no doubt about it. My memory is a lot better. I'm going to buy a case of it."\*



Dealer Adolfo Perez

## 'I Would Not Have Believed'

Direct Jobber Herb McCrobie of Friendsville, Md. tells an amazing story of his experience with ALTRUM supplements.

"In 2009, X-rays determined I had acute rheumatoid arthritis in my neck, shoulder and elbow," McCrobie said. "The doctor said the arthritis would be with me the rest of my life. He prescribed a pain medication and told me to keep taking it as long as I needed. I am not very fond of prescription drugs, least of all a pain pill that puts me in la la land."

Before long, McCrobie decided to add some of the ALTRUM nutritional supplements to his daily routine. "I chose *Longevity Enzymes*, *Nutritional Oils* and *Joint Formula*," McCrobie said. "I started immediately, and I was able to wean myself off the prescription pain pills. Now, it is more than a year later and I have not had any pain at all. I take one *Nutritional Oils* and two *Joint Formula* with breakfast and dinner and two *Longevity Enzymes* (between meals) twice a day.

"I would not have believed ALTRUM supplements work so well [to nutritionally support normal ease and comfortable motion] if I had not tried them myself. I just knew I did not want to take those pain pills any longer than I had to.

"I would recommend ALTRUM vitamins to anyone that has a similar problem. I am able to continue my busy life with no pain." \*



Direct Jobber Herb McCrobie



"Secure your health with ALTRUM Nutritional Supplements."



### Contact Us

To submit a testimonial or question, write to:

ALTRUM News  
AMSOIL Building  
Superior, WI 54880

**CHANGE SERVICE REQUESTED**

PRSR STD  
US POSTAGE  
PAID  
AMSOIL



ALTRUM is published by the ALTRUM Division of AMSOIL INC. ALTRUM product and Dealer Information is available from your independent AMSOIL/ALTRUM Dealer, or write to AMSOIL INC., AMSOIL Building, Superior, WI 54880. Order ALTRUM products quickly and easily. Call 1-800-777-7094 and use your VISA/MASTER/DISCOVERCARD.



\*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).