



The World's Best Multis
and Longevity Enzymes



JANUARY 2010

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

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		
Serving Size 6 Tablets	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	30 mcg	37
Thiamine (Vitamin B-1)	22 mg	1500
Riboflavin (Vitamin B-2)	25mg	1500
Niacin • Niacinamide (1:1 mix) (Vitamin B-3)	80 mg	400
Pyridoxine (Vitamin B-6)	30 mg	1500
Folic Acid	800 mcg	200
Cyanocobalamin (Vitamin B-12)	90 mcg	1500
Biotin	300 mcg	100
Pantothenic Acid	80 mg	800
Calcium (Aminoate/ Carbonate/Citrate blend, Dicalcium phosphate)	480 mg	48
Iron (Aminoglycide)	18 mg	100
Iodine (from Kelp)	200 mcg	133
Magnesium (Aminoglycide, Oxide)	200 mg	50
Zinc (Aminoglycide)	30 mg	200
Selenomethionine	85 mcg	120
Copper (Aminoglycide)	1 mg	50
Manganese (Aminoglycide)	16 mg	800
Chromium (Aminoglycide, Polynicotinate)	120 mcg	100
Molybdenum (Aminoglycide)	50 mcg	67
Phosphorus (Aminoglycide)	50 mg	6.25
Potassium (Aminoglycide)	90 mg	2.25

OTHER DIETARY INGREDIENTS			
6 Tablets Provide	% DV	6 Tablets Provide	% DV
Bioflavonoids (mixed citrus, acerola cherry)	60 mg	*	*
Coenzyme Q10	500 mcg	*	*
Propolis	10 mg	*	*
Pine Bark Extract	10 mg	*	*
Green Tea	90 mg	*	*
Grapeseed	10 mg	*	*
Grapefruit Seed Extract	20 mg	*	*
Quercetin	20 mg	*	*
Rutin (Eucalyptus)	30 mg	*	*
Hesperidin Complex	16 mg	*	*
MSM (Methylsulfonylmethane)	300 mg	*	*
Boron (Citrate)	1 mg	*	*
Silica (Silicon dioxide)	10 mg	*	*
Vanadyl (Aminoate)	30 mcg	*	*
Glutathione	60 mg	*	*
Inositol	60 mg	*	*
PABA	60 mg	*	*
(Paro-aminobenzoic acid)	60 mg	*	*
L-Glutamic Acid (HCl)	60 mg	*	*
Betaine	60 mg	*	*
(TMG • Trimethylglycine)	60 mg	*	*
Octacosanol (from vegetables)	1000 mcg	*	*
Rice Bran	60 mg	*	*
Alpha-Lipoic Acid Complex (18 Amino Acids)	1200 mg	*	*
Fiber (Vegetable)	360 mg	*	*
Special plant fiber	120 mg	*	*
(pine or eucalyptus)	900 mg	*	*
Vegetable cellulose	100 mg	*	*
Lecithin	100 mg	*	*
(includes the following Fatty Acids)			
Linoleic 58 mg, Palmitic 18 mg,			
Stearic 4 mg, Oleic 10 mg,			
Linolenic 6 mg			
Trade Minerals (Ancient Sea Minerals)	25 mg	*	*

* Daily Value (DV) not established



A.J.'s Ultra Multi (DWI) 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.



Daily Nutritional Support (DNS)
Our original premium multi-formula.

Smaller Tablets



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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Dealers and Preferred Customers can order in the Dealer Orders section at www.amsoil.com.

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.			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					
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					

"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

For more information on these products
go to www.altrumonline.com

Save on 6-packs!

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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.*



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.*



Benefit From ALTRUM 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.

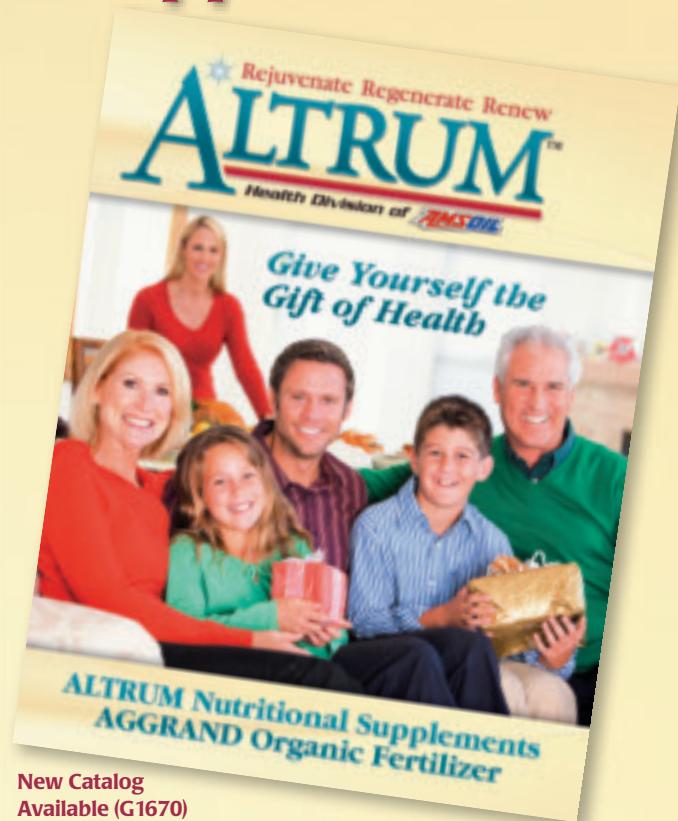
ALTRUM recently published an updated catalog (G1670) for ALTRUM Nutritional Supplements. Supplements are organized by category, with important facts to help you choose the right combination of products for you and your customers.

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 VOOPP, 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.

Title	Duration
Slide 1	00:11
Slide 2	00:18
Slide 3	00:18
View your portfolio	00:14
Logout	00:00
Slide 5	00:24
Walter Health Through	00:18
The Birth of ALTRUM	00:17
The ALTRUM Evolution	00:22
ALTRUM Nutritional Sup	00:11
Why ALTRUM?	00:44
What Makes This Sup	00:10
Take Your Supplements	00:44
"The World's Best"	00:19
ALTRUM Plus	00:17

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