

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



NOVEMBER 2010

Fight Stress With Nutrition

"Even though it's not something we like to talk about, the vast majority of people experience stress every day in one way or another. The good news is we have the opportunity to help ourselves through exercise, diet and nutritional supplementation. What ALTRUM can do for you is provide you with several nutritional supplements that can help you manage the effects of stress."

— *Greg Sawyer*
ALTRUM Division manager

In today's fast-paced world, stress is a fact of life. Stress can cause people to feel overwhelmed or pushed to the limit. The American Psychological Association's 2007 "Stress in America" poll found that one-third of people in



the U.S. report experiencing extreme levels of stress. In addition, nearly one-in-five report experiencing high levels of stress 15 or more days per month.

While low to moderate levels of stress can be good for you when managed in healthy ways, extreme stress takes both an emotional and physical toll on individuals.

High Costs of Stress

With the costs of poorly managed stress ranging from fatigue to heart disease and obesity, it is important to know how to recognize high stress levels and take action to handle it in healthy ways. The ability to control stress is a learned behavior. Stress can be effectively managed by taking small steps toward changing unhealthy behaviors.

"Eating right is just as important as managing stress because vulnerability to stress increases with poor diet."

Philip Rice, Moorhead State University

Stress refers to anything that disturbs an individual's physical, mental or emotional equilibrium. The body has numerous stress response mechanisms, and stress can affect the body in many different ways. In fact, the same form of stress might cause one individual to get a migraine, a second person to have an ulcer attack and a third to have elevated blood pressure. Stress has been linked to a number of diseases including heart disease, cancer and stroke. However, it is important to realize that stress is not all bad. Stress is a normal part of life. What really matters is how much stress, what kind of stress and ultimately, how each individual handles his or her stresses.

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.



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How Stress Impacts Nutritional Needs

Continued from page 1

Stress places additional demands on the body's nutritional needs. Therefore, providing the body with additional nutrients such as vitamins, minerals and antioxidants during times of stress can support its ability to function.

Better Nourishment Aids Ability to Cope

Prolonged stress not only negatively affects the body's nutritional status and needs, nutrition habits also affect how prone one is to stress, the intensity of one's stress response and the ability to cope with unavoidable stress.

The better nourished you are, the better able you are to cope with stress.

Just as a speeding car needs more gas, a stressed body requires the right kind of nutrient "fuel."

How the Body Responds to Stress

It is well known that changes take place in the levels of circulating hormones when stress occurs. Some researchers say almost any form of stress may influence nutritional balance. This is because stress causes a general arousal that increases the body's metabolism or the rate at which the body changes food supplies into energy.

According to Deborah Kipp, Ph.D., R.D., from the College of Health Sciences and Hospital in Kansas City, Kansas, "These changes, influence the metabolism and, consequently, the requirements of nutrients." Just as a speeding car needs more gas, a stressed body requires the right kind of nutrient "fuel."

Higher Metabolism Depletes Nutrients

Prolonged stress increases the metabolic needs of the body because stress hormones tend to accelerate heart rate; increase muscle tension; elevate blood pressure, cholesterol, and triglyceride levels; and cause a cascade of other metabolic changes. These changes increase metabolism and accelerate the body's use of carbohydrates, fats, protein and nutrients.

Stress Demands Vitamins, Minerals

Increased metabolism also can cause an increase in the use and excretion of many

nutrients such as vitamins A, C, D, E, K and B-complex, and minerals such as magnesium, calcium, phosphorus, chromium, selenium, zinc and potassium. *But what happens if your body's "tank" is low on nutrition "fuel"?*

While stress alters nutrient needs, if you are marginally deficient in a nutrient, stress can make that deficiency even worse. So when additional stress is imposed on the system, you no longer have the same reserve capacity to adapt to the stress. In fact, the results of some studies report that 85 percent of diseases have stress-related factors.

Natural Food Supplements

According to Sawyer, impending winter, the holiday season, school exams and other daily stressors in a world full of uncertainties only increase the amount of stress people experience.

"Most important is how each person handles stress," Sawyer said. "ALTRUM supplements can help you help yourself by looking at natural ways to combat stress.

"Your body needs the nutrients, craves them. Customers can combine a number of the ALTRUM supplements to meet their nutritional needs. That's the beauty of ALTRUM. Plus, there are no side effects such as one would experience with many of the well-known pharmaceuticals."

For complete information on the ALTRUM Stress Management Program, see page 3 of this issue.



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ALTRUM Stress Management Program



"People often ask me what to start with," Sawyer said. "I tell them the multiple vitamins, either *Ultra Multi* (DNU) or *A.J.'s Multis* (DWI), are the place to start. They're the sun in our solar system of products."

ALTRUM multiple vitamins provide more than 130 ingredients — vitamins, minerals and superfoods.

"Along with vitamin B-complex, vitamins A and C, which help fight the effects of stress in the body, the superfood herbal base provides additional adaptogens and antioxidants that are particularly helpful," Sawyer said. *



Vision Power (DVP) — Because stress impacts every system of the body, it can alter the body's vital structures at a cellular level. **Antioxidant nutrients are known to reduce this cellular damage.** Vision Power is packed with high potency, antioxidant nutrients to protect your body. *



Studies show **omega-3 fatty acids can help the body process hormones released during stress.** ALTRUM Nutritional Oils (DNO) provide high quality omega-3 fatty acids. *



Ultra Daily Enzymes (DEU) provide powerful digestive enzymes to help **break down foods into nutrients your body can readily digest for better energy and health.** *

Individuals experiencing chronic or high-stress periods may want to boost the stress-fighting action of the multis by adding ALTRUM Stress Management System — a concentrated B-complex and C combination — to their daily intake of nutritional supplements.

"It's a great addition to your multiple vitamins," Sawyer said. **"Stress Management is more specific to help balance stress in the body.** It works very quickly, and digests within minutes."**



Roborant Energy (DRE) — Adaptogens, found in root herbs that comprise *Roborant Energy*, are reported to **increase stamina and endurance and protect against stress.** They also seem to enhance the body's physical and mental capacity, strengthen the nervous system, improve energy levels and possibly prolong life span.*



Upliftment Formula (DUF) offers nutritional support for a healthy state of mind. Its main ingredient, **St. John's wort, has been shown to help the body manage the impact of stress hormones** and may help with depression. * If you take medication, consult your physician before taking this supplement. **



Visit www.altrumonline.com for complete information.

AquaBrite Water Filter Replacement Cartridge to See Price Adjustment

Because of price increases from suppliers, the AB90 water filter replacement cartridge will undergo a price increase effective Nov.1, 2010.

Dealer/PC price: \$42.95

Suggested Retail price: \$62.00

Commission credits: 42.95

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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#	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

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,

7-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

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!

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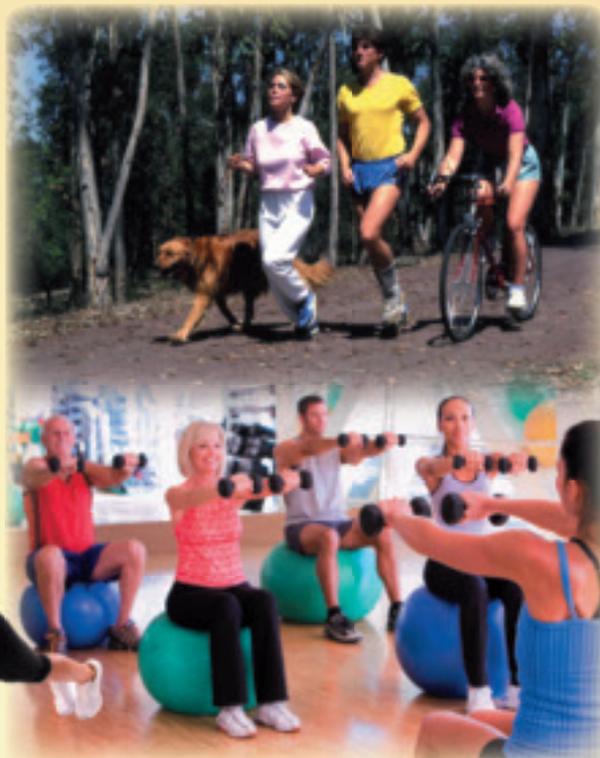


Tips to Manage Stress

Exercise is perhaps the single best way to relieve stress. It helps improve overall health and gives one a sense of well being while lowering stress levels. Regular exercise also decreases the production of stress hormones and helps to better manage stressful situations.

Here are some additional tips:

- ***Eat healthy, well-balanced meals.***
- ***Take stress-fighting nutritional supplements.***
- ***Learn and practice relaxation techniques.***
- ***Get enough rest and sleep to give the body time to recover from stressful events.***
- ***Laughter also can help relieve stress and anxiety.***



ALTRUM Natural Source Ingredients



The appearance and color of natural tablets and capsule ingredients change from batch to batch because of natural pigment variation in food source ingredients. The labeled potency remains the same.

Each batch is tested with Infrared Spectroscopy to assure consistency and exact quality to match the label's supplement facts.

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"Secure your health with ALTRUM Nutritional Supplements."



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