

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



JULY 2011

Dealers Learn Benefits of ALTRUM

"The 2011 AMSOIL University was phenomenal," said ALTRUM Manager Greg Sawyer. "We had the highest number of attendees, and interest in the ALTRUM products was exceptional."

"Sales of the new *Ultra Probiotics* exceeded all predictions, with the official product launch during AU." (See page three for more information on this exceptional product.)



Dealers gather at the opening session of the annual AMSOIL University. Training sessions included in-depth information about ALTRUM Nutritional Supplements and the important role food supplements play in a healthy lifestyle that promotes energy, vitality and wellness.

Interest in healthy living and nutrition as a means to safeguard wellness is at an all-time high, Sawyer said. "With the crisis in health care costs and unease of spiraling insurance rates, self reliance and vigilance is one of our best defenses for life-long wellness," he said.

Sawyer's ALTRUM presentations highlighted the use of ALTRUM food supplements as a natural way to maintain health for every member of the family.



ALTRUM Manager Greg Sawyer gives Dealers in-depth information about ALTRUM Nutritional Supplements at AMSOIL University 2011. Sawyer presents compelling information about the important role nutritional supplements play in maintaining and protecting good health and vitality, especially when combined with healthy diet and exercise.

"The AU Dealers had many questions about the vitamins and formulas," Sawyer said. "They were interested primarily in information about how to start using the products and combinations that would be beneficial."

Inside: Dealers' ALTRUM stories...



*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 Fax: 1-715-392-5225

Dealers and Preferred Customers can order at www.altrumonline.com or in the online store at www.amsoil.com.

Dealers Design Their Own ALTRUM Supplement Programs

Memory Focus Aids Concentration *



Dealer Jen Swanson



"I'm noticing that I'm able to focus a little better since I started taking *Memory Focus*. I have so many irons in the pot. I'm a full-time mom, and I work full time at the store front. With being in a million different places at once, *Memory Focus* helps me stay organized."*

"*Joint Formula* is awesome, too, I had knee surgery so I get a lot of aches and pains with the weather, and I notice that when I don't take my *Joint Formula* I definitely can tell."*

Combo Increases Comfort *



Dealer Richard Koehler



"I've been using ALTRUM products for many years. About three years ago, I was having some knee problems. They were really bothering me. I could feel discomfort in both knees. Walking and bending became difficult. It really slowed me down a lot, and I felt like I was aging very quickly.

I started taking *Joint Formula* and the condition got better, but it still persisted. A few months later I started taking *Longevity Enzymes* and after two or three weeks it just seemed to really clear up the problem. My knees were better. I could get around better. Ever since I started taking the *Joint Formula* and *Longevity Enzymes* together it just seems to really help."*

'Can Tell a Difference With ALTRUM'



Dealer Charles Peters



"I've jumped from brand to brand. It wasn't until I became an AMSOIL Dealer and tried the ALTRUM line that I actually could tell a difference in the way I felt, the way I could move and my feeling of well being. I take *A.J.'s Ultra Multis* because of the extensive list of nutritional ingredients that are in them. I don't remember the last cold or flu I had."*

Ultra Omega-3 Provides Needed Nutrients



Direct Jobbers
George and Barbara Kerr



I am taking *Ultra Omega-3 Oil*. I like using this oil because it gives me the fatty acids I need without any aftertaste. I am 70 years old and do not need cholesterol or heart medications."* Barbara Kerr

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

^ At time of manufacture.

All testimonials about ALTRUM nutritional products are non-scientific reports and are not intended to draw any direct cause and effect link between discussed events or "results" and consuming the nutrients contained in the products described. Results are individual and will vary from person to person.

Ultra Probiotics for Optimal Health*

Throughout history, foods such as yogurt and kefir “cultured” with beneficial probiotics have proven to improve overall vitality and health. Modern research continues to reinforce the ability of probiotics to improve and promote digestive health. Probiotics also play a critical role in supporting the immune system, 70 percent of which is located in the gut.*

Helps Deliver Vital Nutrients from Food

Since each strain of probiotics has an affinity for a specific part of the digestive tract and a unique method of action, products that deliver multiple strains of probiotics are preferable to single strain products. As the probiotics replicate, they transform food by breaking down nutrients and making them more available for absorption. They also provide beneficial compounds that studies suggest are largely responsible for the benefits of probiotics.*

Nine Premium Strains of Live Probiotics

Ultra Probiotics contains nine premium strains of live probiotics cultured together on a non-dairy plant medium. The live probiotics in Ultra Probiotics include the highly respected probiotic strains of Lactobacillus bulgaricus, Lactobacillus acidophilus and Lactobacillus rhamnosus which help support optimal digestive and immune system function.*



Sales of Ultra Probiotics exceeded all expectations during the official product launch at AU.

“We’ve been waiting for this product for a long time,” said Direct Jobber Bill Durand. Durand has said nearly 33 percent of his income derives from sales of ALTRUM products.

“I have taken probiotics for a number of years and am well aware of the benefits. New ALTRUM Ultra Probiotics is an exceptional product and fills an important position in the premium ALTRUM products line.”

— Alan Amatuzio
AMSOIL Executive Vice President and COO

Your key to Renewal!

Ultra Probiotics (DUP) is a universal probiotic providing 25.6 billion live cells ^ of beneficial microflora cultures. Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.*

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Suggested Use: To renew healthy flora take 2 capsules per day. 1 capsule per day may be sufficient to maintain healthy flora. As with any dietary supplement, consult a physician if taking prescriptions or if you have a medical condition.

Refrigerate or freeze to maintain maximum potency.
Distributed by ALTRUM Nutrition Div. of AMSOIL INC.
Superior, WI 54880 (715) 392-7101

Product Code
DUP-01

Supplement Facts

Serving Size: 2 Capsules

Amount per serving	% DV
Proprietary Probiotic Renew™ blend: 25.6 Billion Units ^a	
Lactobacillus bulgaricus	**
Lactobacillus acidophilus	DUP **
Lactobacillus rhamnosus	**
Lactobacillus plantarum	**
Bifidobacterium bifidum	**
Bifidobacterium longum	**
Lactobacillus gasseri	**
Lactobacillus salivarius	**
Lactobacillus helveticus	**

** Daily Value (DV) not established.

Other ingredients: maltodextrin, fructooligosaccharides (FOS), inulin, gelatin, water.

^a 25.6 billion viable cells guaranteed at time of manufacture. Viable cell count will vary after the time of manufacture.

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

Renew Your Body

Ultra Probiotics

Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.*



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	Wholesale Cost	Sugg. Retail
DUP01	EA	(1) 60 ct.	23.75	24.95	38.60
DUP01	CA	(6) 60 ct.	142.50	149.70	231.00
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
DZM01	EA	(1) 90 ct.	24.15	25.35	35.85
DZM01	CA	(6) 90 ct.	144.90	144.90	214.50
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
DUC01	EA	(1) 90 ct.	12.05	12.65	18.05
DUC01	CA	(6) 90 ct.	72.30	72.30	107.70

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.



Longevity Enzymes™

Provide nutritional support for aging and for balancing inflammation. A perfect complement to the *Joint Formula* because it provides joint discomfort relief.*



Ultra Calcium Complex
Multiple source high-quality calcium.



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.*



Superfood Bee Pollen

with propolis and royal jelly. Potent source of natural nutrition.



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 bioflavonoid 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 of Meas.	Pkg./Size	Comm. Credits	Wholesale Cost	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
DBE01	EA	1) 120 ct.	9.60	10.05	14.60
DBE01	CA	(6) 120 ct.	57.60	57.60	87.00
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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** Please check with your physician when using prescription medications in combination with food supplements.



Joint Formula Supports Ease of Motion *



The graduating class listens to the final speakers at AMSOIL University 2011. ALTRUM Nutritional Supplements information was part of the core curriculum, and gave Dealers an opportunity to gain insights into the natural food supplements that play an important role in living a long, healthy, vital lifestyle.



"Joint Formula is a top seller among our customers," said Greg Sawyer, ALTRUM manager. "Joint Formula has the right combination and strengths of ingredients that are so effective in improving joint comfort." *

"I am a career firefighter and have had two knee surgeries. Even after these surgeries, I still suffered

from knee discomfort. I finally decided to start using Joint Formula. Within a few days I noticed a dramatic improvement in movement and comfort. I am a true believer in this product." *



Dealer Craig Hamrick

For more information on this and other ALTRUM products visit www.altrumonline.com

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"Secure your health with ALTRUM Nutritional Supplements."



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