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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 2011

Building on the Foundation of Good Nutrition

This summer, ALTRUM Dealer Don Dawson of Tallahassee, Fla. started some serious hiking on the Appalachian Trail in Virginia, the first real hiking he has done in 45 years.

Dawson has taken ALTRUM Nutritional Supplements since their introduction to AMSOIL. "I take a considerable regimen twice a day," Dawson said. "Most people take me for at least 10 years younger than my 64."

It is impossible for him to specify a favorite product, he said. "I just like being able to get most everything I need in the ALTRUM supplements. One specific favorite? The whole package."

Basic Nutritional Program



Dawson, takes A.J.'s Ultra Multi (DWI), while his wife, Priscilla, takes Ultra Multi (DNU). They each take Ultra Daily Enzymes (DEU) and Nutritional Oils (DNO). This is the foundation of their nutritional supplements program.



Building on the Foundation

Along the way, they have added other supplements for a variety of benefits.

Dawson takes the full dose of Joint Formula every day. "If I run out of the Joint Formula, within a week I can feel in my joints that I miss it, but it takes about three weeks of being back on it to get back to normal," he said.



He takes A.J.'s Prostate Formula. His annual physicals consistently find PSA results of 1.4 to 1.6, Dawson said. "That's great, especially at 64, and a history of prostate problems in my family," he said.



Dawson knows the right nutrients can help support long-term health of the prostate, although research points to increased likelihood of prostate problems as men age.



DEALER TACKLES THE APPALACHIAN TRAIL — Dealer Don Dawson hangs from a zipline during a hike on the Appalachian Trail this summer.

Vision Power (DVP) is also on the list. He has almost no trouble seeing at night. "What's more, I haven't had to have my glasses prescription changed in quite a number of years," he said.



He has no trouble with foods, a benefit he attributes to Ultra Daily Enzymes, Dawson said. "I find I can eat anything I want. Mexican used to be totally off my diet, now I have no problems with it. Priscilla had to have her gall bladder removed several years ago; without DEU (Ultra Daily Enzymes) almost all protein would be impossible for her to digest."

Dawson takes one Ultra Calcium (DUC) daily. "At 64, my height is still the 6-foot, 1/2-inch that it was at age 18; an excellent measure of no bone loss or back joint problems."*



Continued on page 2

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Exercise Goal Spurs Recovery

Continued from page 1



Dealers Don and Priscilla Dawson

It takes more than simple nutrition to keep the body healthy. ALTRUM has always recommended good nutrition, regular exercise and nutritional supplementation together to keep the body running at top potential. Genetics also plays a role.

Despite Dawson's care for his health, in December 2009, long-term narrowing of the arteries necessitated triple bypass heart surgery to replace three restricted vessels.

During the recovery from this major event, Dawson made a number of changes in his lifestyle.

Why Hiking?

He had it in the back of his mind for a number of years that someday he'd like to do some long distance hiking.

"A lot of things changed," he said. "Serious hiking was moved to the top of my now 'bucket list,'" he said. "Recovery from major heart surgery to full strength was over nine months. I started researching hiking on the Appalachian Trail, 2,180 miles Georgia to Maine. I was born and raised in Virginia and picked Virginia as where I would like to go back and hike. I found a friend who loaned me his gear so I could make a first shake-down hike without having to make a large investment to start."

In June this year, Dawson joined a group for a hike on the Appalachian Trail. The hike was set for 65 miles in four full days and two partial days. He knew it was an ambi-



REST BREAK — Hikers stop to filter and refill water bottles during their walk on the Appalachian Trail in June. Dogs also have to carry their own pack with water, food and bowl.



VIEW FROM THE TOP — Looking out over the vista from the Appalachian Trail at 3,700 feet at Kelly Knob in June of this year.

tious undertaking, he said, especially when nine of 20 in the group were rookies.

While he didn't make the entire hike, Dawson completed a 1,500-foot climb that was steeper than 45 degrees, he said. However, the heat was too much for him when faced with another 1,700-foot climb that same day.

He plans to tackle the trail again next year with specific planning to take into account high temperatures and the number of miles planned for the five- to six-day hikes. He has no desire to hike the entire trail.

"My hike is to get out and enjoy it at my pace," he said. While dealing with the heat in Florida this year, Dawson has continued to exercise regularly, walking three to five miles at least three days a week.

He learned the value of living each day and the need to include exercise as part of his healthy lifestyle.

Walking and hiking are Dawson's choices for ways to promote a healthier, stronger, more efficient body. There are many ways to move the body regularly to increase overall health and well-being. All it takes is a little investigation and follow-through to improve one's health.

Advice to Others?

"Get out and enjoy life," Dawson advises. "Take the ALTRUM supplements you need to keep yourself in good shape to be able to do it."

ALTRUM Nutritional Supplements can be one part of the equation to help support maximum performance and energy for a lifetime. *

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Why Take Supplemental Enzymes?

Why do I need enzymes?

Two types of enzymes power the systems of the body: metabolic enzymes, that run the body; and digestive enzymes that help assimilate nutrients from food. Research indicates the digestive system borrows from the body's metabolic enzymes to help digest food. This diversion may weaken the entire body. Daily use of oral enzyme supplements may lessen the burden on metabolic enzymes and help increase the body's energy and overall health.

Oral digestive enzymes may help —

- Optimize digestion for greater nutritional benefits
- Reduce gas, flatulence and bloating
- Enhance normal tolerance to foods
- Slow the aging process
- Attain optimal weight

Systemic enzymes are similar to digestive enzymes, but primarily are used throughout the bloodstream rather than the gastrointestinal tract. Supplementing with systemic enzymes can help replace valuable lost enzymes. As the body ages, the need for enzymes increases significantly. *



Systemic enzymes may help —

- Promote joint comfort and ease of mobility
- Balance the inflammation process
- Promote normal, youthful recovery after stress and trauma
- Maintain cleansing of the body
- Maintain healthy circulation *

What is the difference between Ultra Daily Enzymes and Longevity Enzymes?

ALTRUM *Ultra Daily Enzymes* (DEU) are digestive enzymes and can be taken with meals or sprinkled on food. They are full-spectrum broad-range enzymes to support key digestive needs of protein, starch, fat, lactose, sugar, fiber and more. *

ALTRUM *Longevity Enzymes* (DZM) are systemic enzymes and are beneficial between meals, so the enzymes can easily absorb into the bloodstream. Suggested use is to take them two hours before or after a meal. When taken with meals, systemic enzymes digest protein. *

*Do not use Daily Longevity Enzymes if you are a hemophiliac or on prescription blood thinners without direct medical supervision. ***

News You Can Use . . .

Zinc Levels Control Memory, Learning Functions

By regulating the level of zinc in the brains of test animals, researchers found that increasing levels of the mineral significantly restored enhanced communications and improved learning and memory capabilities.

The results of this study conducted on mice can be extrapolated to humans because zinc is known to play a similar role in the brain of both species.

Zinc deficiency in the typical western diet is rapidly becoming a serious problem that threatens human health. Because of poor farming practices and the abundance of nutrient-deprived processed foods, many children and adults suffer from a chronic insufficiency of the mineral.

Over time, lack of zinc from dietary sources can result in immune system depression, decline in sexual health and increased risk of dementia and cognitive decline.

Dietary sources of zinc include organic liver, beef and lamb. Vegetarians can include nuts, seeds and peas to obtain the micronutrient. Alternatively, zinc supplements are available to help maintain healthy systemic levels that improve memory, learning and cognition. *

Zinc Reduces Duration, Severity of Common Cold

A new study of 1,360 individuals concludes that zinc supplementation may reduce the severity of symptoms and duration of the common cold. When taken within 24 hours of cold onset, zinc was linked with reduced severity and duration of cold symptoms.

Long-term zinc supplementation has been associated with fewer school absences, developments of colds, and prescriptions of antibiotics. *

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Renew Your Body

Ultra Probiotics

Probiotics play an essential role in maintaining overall health.



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



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.*



Stock#	Unit 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

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.*



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

Save on 6-packs!



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American Diet Missing Key Nutrients

A three-year study of more than 16,000 Americans has found that a large portion of the population consistently fails to meet even the minimal intakes recommended for many key nutrients.

The study, published in the *Journal of Nutrition* (August 2011), concluded, "Without ... supplementation, many Americans did not achieve the recommended micronutrient intake levels set forth in the Dietary Reference Intake."

What the Science Reveals

The National Health and Nutrition Examination Surveyed 16,110 people from 2003 to 2006 and reviewed the average intake of key vitamins including 19 micronutrients. The majority of the population showed a sufficient minimum intake of the following nutrients: vitamin B-6, folate, zinc, thiamin, riboflavin, niacin, vitamin B-12, phosphorus, iron, copper and selenium.

The study notes that vitamin/mineral supplementation are the reasons the majority of these daily requirements are met. In other words, food is clearly deficient in key nutrients.

On the down side, an average of 45 percent of the population showed intakes of other key nutrients clearly below the minimum daily requirements. These nutrients are calcium, magnesium and vitamins A, C, D and E.

Minimum Daily Requirement

The minimum daily requirement for a nutrient is usually defined as the lowest amount that can be taken in order to avoid a "deficiency" and an associated disease. These daily requirements were never designed with "optimal health" in mind, only the avoidance of disease. However, health is much more than just the absence of disease. Optimal health requires optimal nutrient intake. * **



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"Secure your health with ALTRUM Nutritional Supplements."



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