



*"Success begins with good health."*

Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



JANUARY 2012

# Healthy Eyesight Helps Maintain Independence for Life

Being able to see means being able to do, however, good eyesight is increasingly under threat from several factors. Devices like smart phones and ipads proliferate seemingly every day. These many gadgets, while increasingly useful, place additional stress on the eyes.

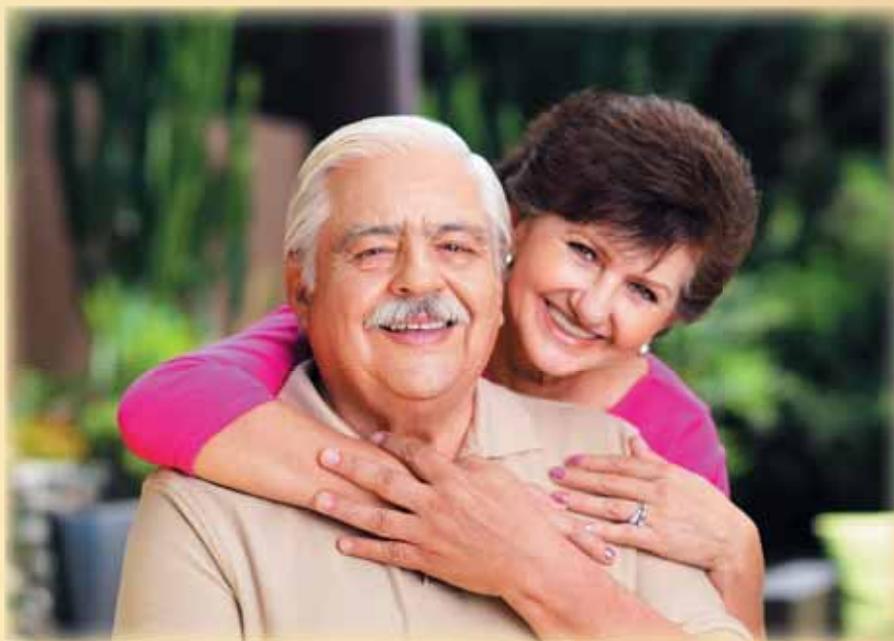
Aging is another stressor for eyesight. As one ages, vision problems may gradually destroy sharp, central vision that is needed to see objects clearly and for common daily tasks such as reading and driving. Many elderly folks lose their independence as they lose the ability to see clearly in certain situations.

Although vision problems can occur during middle age, studies show people over 60 years of age are at the greatest risk. With millions of Baby Boomers turning 60 in the next few years, age-related vision problems are adding to the list of growing concerns.

The need for vision health nutrition is growing rapidly because many conditions of eye health may only be avoided by proper diets rich in vital eye support ingredients or supplementation of these ingredients. Lutein and zeaxanthin are at the forefront for vision health ingredients.\*

- **Lutein** historically has been used to support good eye health. It is a carotenoid that is concentrated in the retina of the eye. It helps the retina and macular area function properly, and helps the eye process blue light. Lutein cannot be produced by the human body, but it can be found in a number of fruits and vegetables.

Nutritional supplementation plays a big role in eye health. Research shows that lutein deficiencies in youth



can lead to faltering vision in older age. Hence, early supplementation of lutein is essential.

People may need to get 10 mg to 15 mg of lutein daily to keep their eyes healthy, and most people just aren't getting enough.\*

- **Zeaxanthin** also is a carotenoid that is found in the retina. It protects the eye by absorbing blue light that can cause oxidative stress. While the body cannot produce zeaxanthin, it can be obtained by a number of food sources such as orange peppers, zucchini, celery, sweet potatoes and tangerines.

Unfortunately, many Western diets are low in both lutein and zeaxanthin, and while there is no recommended daily intake for lutein and zeaxanthin, studies show there is benefit in supplementing with them daily.\*

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\*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.

# Advanced Vision Formula

Most people experience vision loss with advancing age. However, the right nutrients may increase chances of beating vision loss. All of the essential eye-health nutrients listed below are in *Vision Power*. \*

**Lutein** 15 mg

Important nutrient for a healthy retina and macula. \*

**Zeaxanthin** 1110 mcg

This powerful carotenoid may help protect the lens of the eye from years of exposure to oxygen and light. \*

**Bilberry** 321 mg

Bilberry may help improve night vision and ease eye strain, nourish eye tissue and support healthy circulation in the eye. \*

**Schisandra berry** 240 mg

May help eyes adapt to the dark and reduce incidence of tired, inflamed eyes. \*

**Ginkgo biloba** 80 mg

A strong antioxidant that may promote healthy blood circulation to the eyes. \*

**Carrot root powder** 390 mg

Rich in natural carotenoids that may help fight free radicals that cause eye damage. \*

**Eyebright** 90 mg

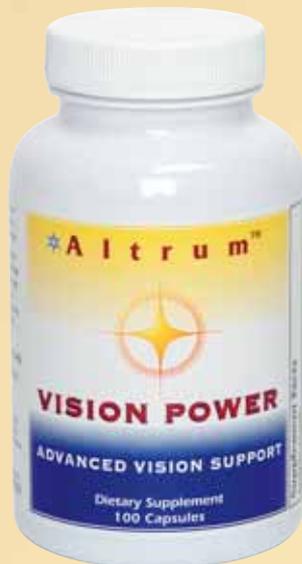
Folk tradition used for centuries to possibly help eye strain, relieve runny, sore, itchy eyes. \*

**L-Glycine** 90 mg

May help support healthy lenses by eliminating excess sugars in the eye. \*

**Lycopene** 4 mg

A potent carotenoid antioxidant, lycopene may be effective in protecting the eyes



from free radicals. Low levels of lycopene correlate with a higher risk of macular degeneration. \*

**Alpha lipoic acid** 60 mg

This “Universal Antioxidant” shows promise to regenerate other antioxidants that may help protect the eyes. \*

**Quercetin** 300 mg

Nutritional support that may protect eyes from harmful UV radiation. \*

**Carotenoids** 2,250 I.U. of Vitamin. A. (from *D. salina*, natural source of beta-carotenoids) May help promote night vision, keep macular tissue healthy. \*

**N-acetylcysteine** 250 mg

Possible immune system support antioxidant that filters out UV light. \*

**L-taurine** 750 mg

Possible support to help strengthen retina cells, shield the lens against oxidation and protect the eyes from harmful UV light. \*

**Vitamin C** 75 mg

Studies suggest vitamin C may help delay age-related macular degeneration. \*

**Triphala complex**

150 mg

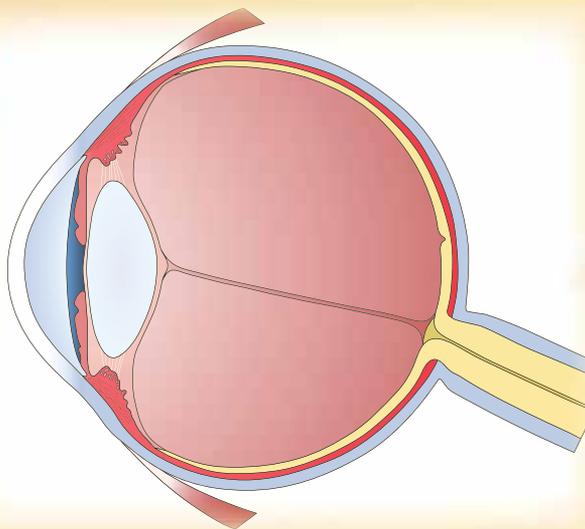
Widely used to improve eye health. \*

**L-glutathione** 10 mg

The primary antioxidant of the eye’s lens that may help protect against oxidative damage. \*

**Spinach, kale, tomato, broccoli** 1115 mg

Whole food eye-health blend providing nature’s source of eye nutrients including carotenoids. \*



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# Strengthen Your Eyes With the Nutrients They Need\*

Eyes need daily nutritional support for protection from aging and environmental stresses. Every part of your eye — retina, lens, cornea, iris and optic nerve — is crucial for sharp vision and requires specific nutrients. *Vision Power* gives you advanced nutritional eye health support including lutein, lycopene, zeaxanthin in one easy-to-use formula. \*

## 'Difference in Vision Like Night and Day'

Is it a coincidence or not?

"Since I started using *Vision Power*, the difference in my vision is like night and day. My night vision has improved since I started using *Vision Power*. It's truly amazing."\*

— Direct Jobber Tom Santell

## Doctor: 'Best Formula I've Ever Seen'

After delaying cataract surgery for several years, and taking *Vision Power*, Direct Jobber Carol Eaton returned to the doctor only to find she had no need of the surgery.

Her doctor said: "Wow. Where did you get this? This is the best (formula) I've ever seen."\*

— Direct Jobber Carol Eaton

## 'Vision Power Made the Difference'

The prospect of diminishing eyesight prompted Direct Jobber Connie Luczak to try *Vision Power*. She reports unexpected improvement in her eyesight. "I know the *Vision Power* made the difference in my eyes."\*

—Direct Jobber Connie Luczak



## VISION POWER

Nutritionally Supports Normal, Healthy Function that May Help —

- Night vision
- Keep eyesight sharp and clear
- End eye strain, blurred vision, dry, irritated eyes
- Reduce free-radical damage
- Promote circulation and nourish eye tissue
- Protect eyes from harmful UV radiation \*



## PROTECT YOUR EYES

It's never too late to start improving your sight. The nutrients in *Vision Power* show promise to nutritionally help support lifelong protection of your vision. A study published in the *Journal of the American Medical Association* emphasizes the importance of proper nutrition for maintaining eye health.

### Vision Power (DVP) ordering information

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Sugg. Retail	Dealer/Pref. Cust. Price
DVP01	EA	(1) 100-count	0.2	45.60	31.00
DVP01	CA	(6) 100-count	1.2	273.00	177.30

\*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.

All testimonials given 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.

# 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.\*



**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](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.



## 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 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](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!**



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# These Nutrients May Save Sight\*

Continued from page 1

## Study: Lutein, Zeaxanthin Improve Vision

A study published in the *Journal of Optometry* suggests that supplementation with zeaxanthin and lutein may help improve vision and protect the eyes.

Individuals older than 55 years of age have an increased risk of developing age-related vision problems marked by decreased visual acuity at night, blind spots, color degradation and problems reading in low light. \*

But Stuart Richer, PhD, OD, at the Veterans Administration Hospital in Chicago, suggests zeaxanthin may help prevent loss of sight and reverse sight problems by restoring this vital pigment in the retina macula. Participants in the study took lutein, zeaxanthin or a combination of both over the course of a year and many experienced improved vision.

Zeaxanthin and lutein occur in the back of the eye. Zeaxanthin in particular protects the cones of the eye, also known as photoreceptors, that are responsible for maintaining central vision, color perception and fine detail. This powerful nutrient occurs naturally in various fruits and



vegetables, but the average American does not ingest enough of it to acquire optimal amounts in the eye.

Supplementing with zeaxanthin and lutein may ensure individuals are protecting their vision. \*

*Excerpts from "Seeing is Believing" Nutrition Industry Executive November, 2011*

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*"Secure your health with ALTRUM Nutritional Supplements."*



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