

Rejuvenate Regenerate Renew

# ALTRUM™

Health Division of AMSOIL® INC.



"Success begins with good health."

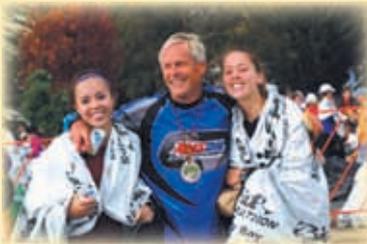
Al Amatzio President and CEO, AMSOIL INC.

The World's Best Multis and Longevity Enzymes



JUNE 2012

## Vision Power Helps Dealer's Sight



Ron Dinsmore and his daughters, Shannon, right, and Brittany at the end of a half-marathon in 2011.

prescription for glasses was getting stronger with no end in my future."

Direct Jobber Ron Dinsmore of Le Grand, Calif. is a retired computer teacher whose eyes were affected by the hours he spent teaching. "I had troubles with my small-print vision getting worse and worse," Dinsmore said. "So my

Dinsmore became an AMSOIL Dealer during his last few years as a teacher. He knew the homework had been done on the formulations for AMSOIL motor oils.

"I was hoping that homework carried over to the ALTRUM division as well," Dinsmore said.

### Knowledge of Nutrients in Vision Power

Dinsmore is a self-described health food enthusiast. "I knew when I read the ingredients in the *Vision Power* that the formulation expertise did carry over because *Vision Power* has great ingredients," Dinsmore said.

He bought some of the product to give it a try. "By the end of the bottle I noticed my fine-print vision was improving," he said.

Dinsmore ordered a case of *Vision Power*. "While waiting for my next order to come, my vision started to regress to where I couldn't read the fine print on the vitamin bottles without my reading glasses," he said. "The lesson I learned is to be consistent and not run out of *Vision Power*."

About six months later, Dinsmore returned to his eye doctor hoping the doctor would notice an improvement.

"He did notice my eyes were stronger and asked me what I had done," Dinsmore said. "I told him and asked if he would be interested in stocking *Vision Power* in his office.



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. 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."

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# Multis are 'Important Insurance'

Continued from page 1

The doctor explained he is prohibited from promoting any vitamins for patients.

"Like all AMSOIL products, if you don't use the supplements, they won't work. *Vision Power* works if you are consistent and had good eyesight to start. I am 64 years old and I do not wear glasses to read. I did wear glasses during college and as a computer teacher, and *Vision Power* is worth the small price compared to buying glasses at \$600 a pop," Dinsmore said.

## 'Good Insurance'

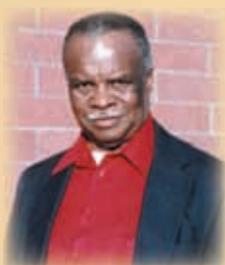
Dinsmore also uses *A.J.'s Ultra Multi* and *Ultra Probiotics*. "The multi I use as a back-up to all my other health products," Dinsmore said. "In case I miss something, the multi,

with more than 130 ingredients, pretty well has it covered. I'm not a big fan of pills but AMSOIL has done the homework when it comes to formulation.

"As for actual effects or results, I use the multi like I use a seat belt: It is there if my body needs it. The time to deal with health is before the doctor tells you something is wrong rather than after. It is just good insurance."



# Dealer Gets Relief From Joint Stiffness



Dealer Norvel Willis

Dealer Norvel Willis of Harpers Ferry, W.Va. started using ALTRUM *Joint Formula* when it was introduced in the late 1990s. Willis drove a tool truck route, delivering tools to area shops.

"I averaged 20 stops per day servicing the auto shops in the area," he said. "Before using *Joint Formula*, my joints ached in the afternoon and evening runs because of the dozens of times I had to get up and down from my seat all morning. When I started taking the *Joint Formula*, along with *A.J.'s Ultra Multis*, I noticed the discomfort left my knees and ankles.\*

Willis also is a basketball referee. He makes sure to take *Joint Formula* a couple of hours before the game. "Those floors are hard," Willis said. "I find I have a quicker recovery the morning after the game when I take *Joint Formula*.\* It works for me. *Joint Formula* has brought big relief in recovering from stiffness which often occurred for me when getting up in the morning. Three cheers for *Joint Formula*."

Willis has added other supplements through the years. He uses *Ultra Daily Enzymes*, *Longevity Enzymes* and *Ultra Probiotics*, and takes *Cold Season Zinc Lozenges* at the first sign of a cold as part of his personalized nutritional supplements plan.



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# Omega-3 Studies Show Reduction in Mortality Rate\*

It's not news that omega-3 fatty acids have a wide range of benefits, including potential for helping the cardiovascular system.

Far beyond the benefits to the heart, scientists have discovered new data that omega-3 fatty acids reduce the overall risk of early mortality. Research results reveal that reduction not only in people with known cardiovascular problems, but even in those who are apparently healthy. Published studies show that maintaining optimal levels of omega-3 fats in the body can significantly reduce the risk of dying prematurely.

A Norwegian study on a large number of men and an Australian study on a group of women found a reduction in deaths of 47 percent and 44 percent, respectively, when using omega-3 supplements daily compared to a placebo group.



## Omega-3 Fatty Acids

- **Promote cardiovascular health \***
- **Reduce risk of premature death \***
- **Slash risk of many conditions \***
- **Promote overall health, longevity \***
- **Reduce effects of chronic stress \***

## Many Factors Play a Role

What is the explanation of this remarkable and consistent reduction in "all-cause mortality?" There are many factors at work, but one of the most important is related to the ways in which dietary fat intake affects the body's inflammatory status. A high intake of omega-3s from cold-water fish, flax seed oil and fish oil supplements can push the body from a dangerous pro-inflammatory condition to a healthier, lower-inflammation state. And that has direct impact on the chances of living longer.

The typical Western diet contains a vast excess of omega-6 fats largely derived from poultry products and certain vegetable oils. Omega-3s come from ocean fish and plant foods such as nuts and flax seeds.

The optimum ratio of omega-6 to omega-3 fats in the diet is roughly 4 to 1, though some proponents claim the ratio should be two omega-6s for each omega-3. The Western diet often is out of balance in ratios as high as 25 omega-6s to only one omega-3.

The resulting increase in inflammation from insufficient omega-3 intake creates chronic, low-grade inflammation that directly aggravates aging and may contribute to early death from innumerable chronic conditions.\* In other words, inflammation is aging at a very primary level.

Much research shows high consumption of omega-3s, particularly EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) found in fish oil, has a remarkable impact on the risk of dying.\*

## What to Do

Simple actions can help reduce excess inflammation in the body. Nudging omega-6 to omega-3 ratios toward the optimum can significantly reduce the body's inflammatory burden.

Reducing the intake of saturated fat (from meat and dairy), reducing omega-6s (from poultry and certain vegetable oils) and increasing intake of omega-3s (from fish, fish oil and flax seed oil) also will help balance inflammation.

Supplementing with omega-3s can increase chances of living longer and better by cutting the risk of a host of age-related, longevity-stealing chronic conditions that originate with inflammation.\*



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^At time of manufacture

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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	142.50	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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**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](http://www.altrumonline.com)

**Save on 6-packs!**



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ALTRUM Nutritional Oils and Ultra Omega-3 provide the healthy fat found in essential fatty acids (EFAs) such as omega-3s and omega-6s to maintain normal function in the body.

These fats are well-studied, essential nutrients that help balance every system of the body. \*

Turn to page three for the newest information on the importance of these essential fatty acids.



### Canadian Price Adjustment Effective July 1, 2012

Canadian prices for ALTRUM nutritional supplements will undergo a price adjustment effective July 1, 2012. A new price list will be available in the ALTRUM Dealer Zone at [www.altrumonline.com](http://www.altrumonline.com)

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^At time of manufacture



"Secure your health with ALTRUM Nutritional Supplements."



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