

Rejuvenate Regenerate Renew
ALTRUM[®]
Health Division of **AMSOIL**[®] INC.



"Success begins with good health."

Al Amatuzio President and CEO, AMSOIL INC.

The World's Best Multis
and Longevity Enzymes



APRIL 2013

Lifestyle, Diet Changes Help Restore Energy

Although the market is flooded with products that promise restored health and vitality quickly and easily, most people find there are no quick, easy fixes. Rather, slow and steady changes bring about lasting improvements.

About five months ago, Chad Kritzman joined AMSOIL in the new position of Automotive Service Program Manager. At 42, Kritzman has held a desk job throughout his career.

In recent years, a sedentary lifestyle, chronic stress and bad nutrition began to take a toll. His description of himself told the story. "They say 60 is the new 40, but I am just not seeing it, or for that matter, feeling it," Kritzman said. "I am in my early 40s and I look, act and feel like a much older man.

"I'm overweight. Although I've never smoked a day in my life, I find it hard to climb a flight of stairs without losing my breath. I have hypertension, sleep apnea and feel tired during the day."

"After about a week I felt fully awake and energized like I have not felt in a long time. These products really work."

Seeking an Easy Fix

About seven years ago, Kritzman sought medical help for ongoing problems with his health that started him on a path of trying several interventions.

He fell into the mind-set that "one miracle pill would change my life," Kritzman said. "We are consistently bom-



Chad Kritzman

barred by commercials promising a quick fix, and they had me hook, line and sinker."

Taking Charge of His Health

He took stock of his situation. "I stood looking in the mirror thinking there has to be a better way," Kritzman said.

He talked with ALTRUM Manager Greg Sawyer and learned about natural supplements that might help with some of his problems.

"I was most interested in solving my tiredness problem, so I started taking A.J.'s Super Energy and Daily Nutritional Support," he said. "It has been awesome. I noticed a change right away and after about a week I felt fully awake and energized like I have not felt in a long time. These products really work."

According to Kritzman, he has more energy. "I am no longer in a medicated fog, all I had to do was give my body the nutrients it needed all along. I also now have the energy to exercise and start changing my lifestyle," he said.

Those lifestyle changes include drinking more water, eating less sodium and sugar. "I have completely overhauled my diet," Kritzman said. "I cut out simple carbohydrates.

As a result, Kritzman already has seen a significant reduction in his blood pressure.

He joined a gym and now runs, walks and lifts weights.

"I'm making progress," he said. "I'm still working on it and plan to learn more so I can continue to take charge of my health."

*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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Probiotics May Bring Relief

Probiotics are helpful microorganisms that may promote intestinal health and reduce digestive problems caused by health conditions, stress or poor diet. Your intestines are normally occupied with helpful microbes, and using probiotics can maintain the balance of this normal microbial flora.

“Improving one’s digestion and immunity is a giant step in maintaining one’s health,” said ALTRUM Manager Greg Sawyer. “Probiotics help improve the digestion and absorption of food, plus stimulate and support the immune system.”

The word “probiotic” means “for life,” which is why these microflora are so important. The scientific definition of a probiotic is: A live microbial feed supplement that beneficially affects the host by improving its intestinal microbial balance.

Probiotics are a type of live bacteria that help balance and fight unhealthy bacteria in the gastrointestinal tract, often referred to as the gut. Probiotics work by colonizing the small intestine and crowding out disease-causing organisms, thereby restoring proper balance to the intestinal flora. * **

The nature of human digestion creates a daily battle between good bacteria (probiotics) and bad bacteria (pathogens, yeast and fungi) in the GI tract.



Probiotics May Help In Two Ways

Probiotics are believed to protect us in two ways. The first is the role they play in the digestive tract, where a healthy balance between good and bad bacteria is vital. What gets in the way of that healthy balance? It looks like lifestyle is both the problem and the solution. Poor food choices, emotional stress, lack of sleep, antibiotic overuse and environmental influences are among things that can shift the balance in favor of bad bacteria.

When the digestive tract is healthy, it filters out and eliminates things that can damage it, such as harmful bacteria, toxins, chemicals and other waste products. On the flip side, the digestive tract absorbs nutrients from food and water and helps deliver them to the cells where they are needed.

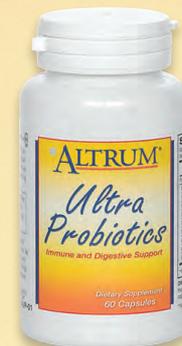
The idea is not to kill off all of the bad bacteria. Our body does have a need for the bad ones and the good ones. The problem is when the balance is shifted to have more bad than good. An imbalance has been associated with diarrhea, urinary tract infections, muscle pain and fatigue.

The other way that probiotics may help is the impact they have on the immune system. Some believe that this role is the most important. Our immune system is our protection against germs. When it doesn’t function properly, we can suffer from allergic reactions, autoimmune disorders and infections.

“Many people may not understand that probiotics are more than something you find just in yogurt,” said Dr. Michael Roizen, Chief Wellness Officer at the Cleveland Clinic. “Taking probiotics is a good habit that can really benefit your digestive system, which is intricately connected to your overall health, yet most Americans are still unfamiliar with them and the good they can do.” **

What Probiotics Can Do

- Help improve digestion and absorption of vitamins
- Help stimulate the body’s natural defense mechanism — the immune system
- Help manufacture vitamins needed by the body
- Help inhibit the growth of harmful bacteria that cause digestive stress * **

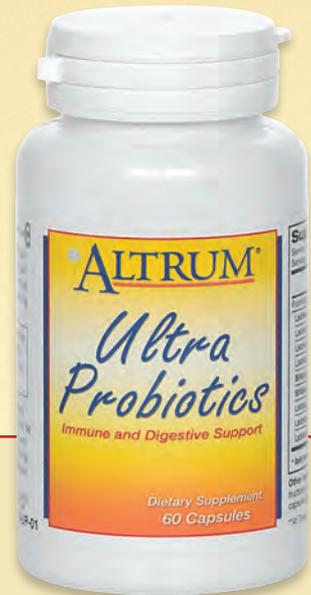


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Ultra Probiotics' Unique Formula

What Makes Ultra Probiotics Unique?

ALTRUM *Ultra Probiotics* is a universal probiotic formula providing 26.5 billion live cells ^ of beneficial microflora cultures *. These probiotic cultures help renew and maintain healthy intestinal microflora. Decades of clinical research demonstrate that ingesting probiotics can help improve body functions.*



- **High-potency formula**
- **Nine premium strains of probiotics**
- **Supports healthy microflora of the small and large intestine ***

Ultra Probiotics high-potency formula features nine premium strains of probiotics including lactobacillus bulgaricus.

Lactobacillus bulgaricus is ranked as the “king of probiotics” – the universal intestinal and immune health flora rejuvenator. It conditions the GI tract and is the key to supporting healthy cultures of the other probiotics.

The digestive system is the first line of defense against toxins that try to invade the GI tract. As harmful bacteria such as E. coli move through the intestine, the natural defense system is alerted and helpful probiotics, such as L. bulgaricus, are called into play.

Ultra Probiotics™ (DUP) ordering information					
Stock#	Unit of Meas.	Pkg./Size	Wt. lbs.	Wholesale	Sugg. Retail
DUP01	EA	(1) 60-count	0.2	24.95	38.60
DUP01	CA	(6) 60-count	1.1	142.50	231.00

Your Key to Renewal!

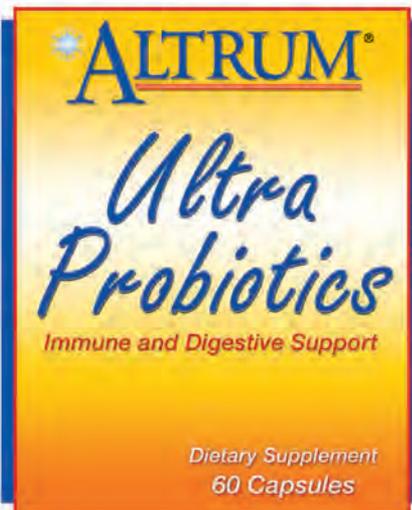
Ultra Probiotics (DUP) is a universal probiotic providing 26.5 billion live cells** of beneficial microflora cultures. Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems.†

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

SUGGESTED USE: To support 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 of 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		
Servings per Container 30		
	Amount per Serving	% Daily Value
Proprietary Probiotic Blend	26.5 billion CFU**	*
Lactobacillus bulgaricus		*
Lactobacillus acidophilus		*
Lactobacillus rhamnosus		*
Lactobacillus plantarum		*
Bifidobacterium bifidum		*
Bifidobacterium longum		*
Lactobacillus salivarius		*
Lactobacillus gasseri		*
Lactobacillus helveticus		*

* Daily Value not established.
Other ingredients: Maltodextrin, fructooligosaccharides (FOS), inulin, gelatin capsule (gelatin and water).

**At Time of Manufacture

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^ At time of manufacture

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

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.



Orange Juice Chewable Vitamin C

Tastes great! 500mg vitamin C plus lemon bioflavinoid complex and orange juice. **Promotes healthy connective tissue and cellular health.***

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
VB075	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
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 C-600 with Rosehips

Controlled release, good for cellular health, healthy connective tissue and for fighting colds and infections.*



Coenzyme Q10

Highest quality 60mg softgels supports cardiovascular function, energizes cells and boosts stamina.*



"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

Save on 6-packs!



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The ALTRUM Auto-Ship program makes sticking to your healthy lifestyle easy. Get what you need, when you need it.

You can control the items you have on Auto-Ship and the credit card you want to be charged for each reorder.

Set up a schedule in your shopping cart when you order online. Your credit card will be charged when the items ship.

Choose from one of the convenient reorder schedules to get started.

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