

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



JANUARY 2013

Sales Manager Gets Relief With ALTRUM Supplements



Peter Markham

"When I started at AMSOIL in 2005, a major part of my training as a sales manager was to become familiar with all of the products that AMSOIL had to offer, as well as the natural fertilizers and supplements offered by AGGRAND and ALTRUM," said Eastern Regional Sales Manager Peter Markham.

Like many consumers, Markham took a popular multi-vitamin and believed he was protecting his health and supplementing his nutrition.

The nutrients not only eased the discomfort in his shoulder, but Markham soon experienced other benefits. "Before long, I discovered I was more alert, had better focus and had more energy in the afternoons after lunch," he said.

Nutritional Needs Change With Time

Markham, 46, also takes advantage of ALTRUM supplements formulated for changing nutritional needs as he gets older. "I have added some of the ALTRUM products that can help with age-related changes, such as *Memory Focus*, *CoQ-10*, *Prostate Formula* and *Nutritional Oils*," Markham said.

"I shed the cold within a couple of days ... I was amazed."

As time went on, he became more curious about the ALTRUM line. He continued to read ALTRUM publications and discuss the supplements with coworkers who had their own experiences with a number of ALTRUM supplements.

'I Have Not Looked Back'

One day during a conversation with ALTRUM Manager Greg Sawyer, Markham rubbed his aching shoulder, the effects of an old sports injury. Sawyer urged him to try some ALTRUM products.

"Greg recommended *Ultra Multis*, *Longevity Enzymes* and *Joint Formula*," Markham said. "I have not looked back. The combination of those vitamins and supplements had me and my shoulder feeling great. No more shoulder aches."



Continued on page 6

*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."

What Influences Aging?

People have a variety of wish lists for improving their health, but everyone wants to age well.

Aging well — or, at least, aging better — doesn't have to be that hard. To start with, it is important to know what causes aging, and that means knowing what happens inside the cells, where aging begins.

Scientists are finding that most of the cellular processes that cause the body to gradually decline with age are affected by diet, lifestyle, exercise, stress and other outside influences.

For example, food influences the production of harmful free radicals during metabolism. These are unstable, unpaired electrons that cause tremendous damage as they flail around inside the cells. Although research on this subject is far from complete, damage from free radicals (called oxidative stress) is widely considered one of many factors that cause cells to age and malfunction in various ways.

So, lifestyle can affect the microscopic processes going on in the cells day in and day out. But scientists also are finding that even small amounts of healthful behavior can retard these processes and slow the aging process.

One researcher, Bahram Arjmandi, chair of the Department of Nutrition, Food and Exercise Sciences at Florida State University, said, "one bite is better than none." This scientist, who has studied the anti-aging properties of numerous foods has documented notable benefits from daily consumption of apples (cholesterol), prunes (bone density) and watermelon (blood pressure).

The idea is to frequently, or even daily, eat a little bit of the foods that have the benefits. The message from science is that even small changes in diet and exercise can make a difference in how long and how healthy one will be.

Here are six simple things to improve the odds of healthy aging:

Bake Foods Rather Than Broil

Foods cooked with high heat develop toxic compounds called advanced glycation end products, or AGEs, which accelerate aging. AGEs generate huge numbers of free radicals that build up in blood and tissue, activating the immune system and causing chronic inflammation. And they contribute to hardening of the arteries, stiff joints, wrinkles and more, according to Helen Vlassara, director of the Diabetes and Aging Division at Mount Sinai School of Medicine in New York.

AGEs are found in high quantities in processed foods such as American cheese, fast food and dark colas, in part



because they are manufactured using high heat. Try substituting alternatives such as low-fat cheese, dried fruit or juice and air-popped popcorn. Also, cook food at lower temperatures.

A Little Exercise Goes a Long Way

It doesn't take a lot of exercise to dramatically improve the way one ages. Even moderate exercise helps neutralize free radicals, boost the immune system and even grow new brain cells. A recent study looked at data on 650,000 adults (including some who were obese) and found that walking just 15 minutes a day was associated with living two years longer. Looking at normal-weight individuals only, the data showed that walking 30 minutes a day, five days a week was associated with an increase in life span of more than seven years. (online journal *PLoS Medicine*)

Seven Hours of Sleep is Key

While scientists still don't understand what happens during sleep, studies are piling up that show how harmful it is not to get enough sleep.

Continued on page 3

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How to Age Better

Continued from page 2

“People who are sleeping less than six hours a night are at risk for more cardiovascular events, more likely to develop diabetes, more likely to die sooner,” according to Aric Prather, a research psychologist at the University of California at San Francisco.

However, people who get seven hours of sleep or more have better immune systems, less stress and lower body weight, among other benefits.

Reduce the Amount of Stress

Scientists have found that how people deal with their stress is key. People who handle stress well do more of the things that non-stressed people do, such as eat well, sleep enough and exercise.

Of course, stress can kill motivation to do health-promoting things, so it’s important to try techniques to divert feelings of stress, such as practicing mindfulness meditation, which has been linked to greater activity of the enzyme that controls and protects systems in the body.

Activities, Interests Slow Aging, Decline

Researchers have studied the link between better health and a person’s participation in an outside interest or activity. A study in Japan of almost 2,000 people ages 65 to 84 found that, compared with people who did not have hobbies, those who participated in a hobby had a significantly lower mortality and a lower likelihood of becoming bedridden during the period studied.



ALTRUM Price Adjustments Effective February 2013

Some ALTRUM products will see price adjustments in February 2013. Prices will increase for *Cold Season Zinc Lozenges, Orange Juice Chewable, Vitamin-C 600* and *Superfood Lecithin*. Prices will decrease for *A. J.'s Upliftment Formula, Daily Garlic Support* and *Daily Enzyme Support*.

Product	Product Code	Price
Zinc Lozenge	DZL01-EA	\$9.95
	DZL01-CA	\$57.00
Orange Juice Chewable	DOJ01-EA	\$9.95
	DOJ01-CA	\$56.70
Vitamin-C 600	VBO01-EA	\$7.50
	VBO01-CA	\$42.60
Superfood Lecithin	VBO75-EA	\$9.20
	VBO75-CA	\$52.50
A. J.'s Upliftment Formula	DUF01-EA	\$9.95
	DUF01-CA	\$56.70
Daily Garlic Support	DGS01-EA	\$13.80
	DGS01-CA	\$78.60
Daily Enzyme Support	DES01-EA	\$14.10
	DES01-CA	\$80.70

Prices remain the same for the other products in the ALTRUM line.

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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 30mg 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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Page 6 January 2013 ALTRUM



Vitamin C Helps Beat Lingering Colds

Continued from page 1

Markham continued to be plagued with several colds during the cold and flu season. "Last Thanksgiving I was in the throes of one of the multiple colds I seemed to get every winter," Markham said. "They start in my sinuses, make their way through my throat and linger several weeks in my lungs. I was sick of these types of colds lingering."

After another discussion, Sawyer provided Markham with a research article about the benefits of high doses of vitamin C, especially at the onset of cold symptoms but even in the midst of one.

"I was miserable, so I tried it," Markham said. "Within a day of jacking up my ALTRUM Vitamin C-600 consumption to the dosage recommended in the article, I was feeling

better. In fact, I shed the cold within a couple of days, not a couple of weeks as in the past. I was amazed. The rest of that winter whenever I felt like something was coming on, I began the vitamin C mega-dosing and never had a cold again last winter. I became a believer.

"This fall, I put the vitamin C mega-dosing to the test again. I shared a camper during hunting season with a friend who was miserable with a cold. Not much room in a camper at night to keep your distance from someone who sounds like death warmed over. I made it through without catching his bug. What a relief."



Peter Markham

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