

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



MAY 2013

Shooting the Whitewater

As people age, whitewater rafting, kayaking, swimming and hiking become activities they imagine — or remember.

Direct Jobbers Pat and Donna Grady of Broken Arrow, Okla. continue to enjoy those activities.

At 63, Pat Grady said he has a hard time thinking of himself as part of the older generation. "We rarely are sick and have virtually no health issues," Grady said.

"The last time I was too ill to work was 1991."

That's their story. "With our active lifestyle, we are staying young by exercising, eating right and using ALTRUM products," Grady said. "Last year, we were away from home 22 weekends. Of those weekends, 16 of them were at the lake where we boat, swim, kayak and hike. I am the second oldest on the dock and the youngsters can't keep up with me."

Their diet consists of grass-fed beef, free-range chicken and wild-caught fish, fruits, vegetables and whole grains. "We are not perfect in all of our choices, and we eat out frequently," Grady said. "It is difficult, if not impossible, to stay on a perfect diet, and that is where ALTRUM comes in."

They have used the supplements since they were introduced to the AMSOIL Dealer network. Today, they take a wide variety of ALTRUM supplements. "The list of products we don't use is shorter than the list of the ones we do use," Grady said.

It pays off for the Gradys in terms of energy, stamina and strength to enjoy their busy lives.



WHITewater RAFTING — Direct Jobbers Pat (right front) and Donna (left front) Grady "conquer" the Flathead River outside of West Glacier, Mont. in 2012.

"While many of the ALTRUM products work to keep you healthy with a strong immune system, a few of the products give you noticeable change in your health," Grady said. "With the use of A.J.'s Ultra Multis, Vitamin C, Bee Pollen, Coenzyme-Q10 and Daily Garlic Support, neither Donna nor I have had the flu in years. The last time I was too ill to work was 1991. I have had zero sick days in more than 22 years. When we do get a common cold, it doesn't hang on for long and doesn't put us in bed. We don't have time for it."

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.

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Reduce Inflammation to Gain Health

Inflammation is the normal response of the body to injury and infection and a major component of healing. The redness, warmth, swelling and pain that characterize inflammatory reactions, such as that of a sprained ankle or a cut that is healing, all are evidence that the immune, circulatory and hormonal systems are at work to boost the body's defenses and speed the repair of damaged tissue.

However, research shows unchecked inflammation in the body wreaks havoc throughout when it continues beyond its normal limits or serves no purpose. An increasing body of research reveals inflammation may be the root cause of just about every chronic ailment in humans.

A primary cause of inflammation is a diet high in omega-6 fats, which suppress natural immunity while dramatically increasing inflammation.

— The Blaylock Wellness Report

Causes of Inflammation

Diet is at the top of the list for possible causes of excess inflammation in the body. It's true that we are what we eat.

The typical Western diet that includes highly processed convenience or fast foods and excessive consumption of sugars and fats takes a heavy toll on the body.

It sets the stage for obesity. Americans increasingly are overweight or obese. Obesity leads to insulin resistance, a condition that can become Type II diabetes in the human body. Insulin resistance triggers the body to store more fat, especially around the waist, which leads to the most dangerous type of obesity. Studies show that people who carry extra weight around their waist are at increased danger for heart problems and Type II diabetes.

This condition lays the foundation for chronic inflammation to occur, which can lead to problems with the heart, abnormal cholesterol levels and other chronic health problems.

According to Russell Blaylock, MD, inflammation measures are better guides for predicting both heart attack and stroke risk than cholesterol levels — even LDL cholesterol. (Source, the Blaylock Wellness Report)

Other contributing factors to inflammation include lack of exercise; lack of sun during the winter; chronic stress; chronic infestations of viruses, bacteria, yeasts or parasites; hidden allergens from food or the environment; and mold toxins.

It's easy to see how inflammation, a normal part of the processes of the body, can become an out-of-control fire burning in the human body.



Foods Impact Degree of Inflammation

A major step toward lowering the risk of most health problems is to get a handle on inflammation. The question remains: Is your diet rich in inflammation enhancers or busters?

Inflammation enhancers:

- omega-6 fats, such as corn, safflower, sunflower, canola, peanut and soybean oils
- excessive consumption of meat that is high in iron and glutamate
- soybean products
- trans-fats

Inflammation busters:

- some white meats like chicken and turkey
- a diet rich in vegetables with some fruits
- nutritional supplements

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Products to Help Stop Inflammation

ALTRUM offers several products that, combined with a nutritious diet, exercise, and identifying and eliminating food allergies, provide anti-inflammatory relief and help in the prevention of many physical problems.

Prevention is a huge part of being healthy and ALTRUM supplements can help individuals maintain or improve their health.



- ALTRUM *Longevity Enzymes* (DZM01) — contains bromelain and papain — two anti-inflammatory enzymes
- ALTRUM *Ultra Daily Enzymes* (DEU01) — contains prebiotics to improve healthy bacteria in the digestive tract to help digestion, which reduces inflammation
- ALTRUM *Phytonutrients* (DPN01) and ALTRUM *Alfalfa* (VBO01) — help eliminate the nutritional deficiencies that can develop as the body ages
- ALTRUM *Ultra Omega-3* (DUO01) and ALTRUM *Daily Nutritional Oils* (DNO01) — supply the body with good fats
- ALTRUM *Ultra Multis* (DWI01 or DNU01) — to help reduce inflammation with curcumin, quercetin, hesperidin, magnesium, omega-3, vitamin C, natural vitamin E



*REORDER
AUTOMATICALLY*
ALTRUM
AUTO-SHIP PROGRAM

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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 ^ 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.***



"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 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.*



Save on 6-packs!



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ALTRUM Supplements Fuel Energy, Stamina in Busy Life

Continued from page 1

"I have always taken *Ultra Daily Enzymes*, and it is amazing how well they work." Grady said.

Since Grady started taking *Ultra Probiotics* he rarely experiences indigestion, he said.

Although they have fun, they also work hard. "Donna has been busy this school year helping take care of three grandchildren five days a week," Grady said. "Keeping up with three grand-kids would tire out the average grandma, but she also finds time to volunteer at a non-profit organization (that helps disadvantaged women get back into the workplace), and helps me with paperwork, deliveries and taking care of customers when I can't be in the office. We just traveled to Florida for the Super Chevy Show and took a day for deep sea fishing before starting our trip home."

Joint Formula is one of their go-to supplements. "Because we are so active, sometimes we overdo ourselves and the *Joint Formula* gives us relief," Grady said. "We try to take it ahead of time, but sometimes you just don't know how tough running the rapids might be. I thought my arms were



NATIONAL FOREST — Direct Jobbers Pat and Donna Grady in the Banff National Forest in Alberta, Canada in 2012.

going to fall off, and we doubled up on the *Joint Formula* and then we were off to climbing a mountain or something else the next day."

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