

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



SEPTEMBER 2009

## Prevention Can Turn the Tide of Rising Healthcare Costs

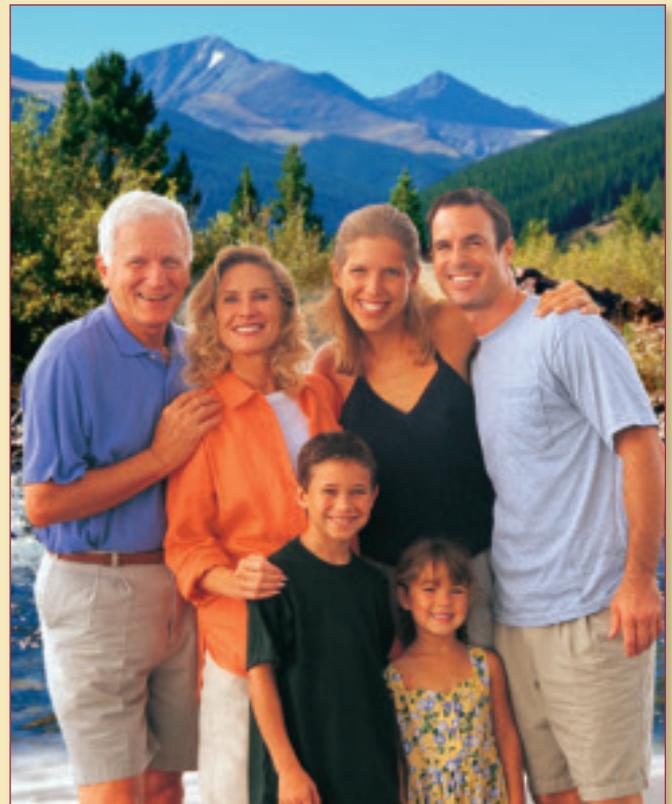
Business journals have chronicled the rise in healthcare costs for the past 30 years. The US spends more per capita than any other nation on the planet on its medical care, at 17.5 percent of the Gross Domestic Product. Individuals increasingly are looking for ways to cut their healthcare costs.

The old proverb states "an ounce of prevention is worth a pound of cure." But true preventive medicine is not the early detection screenings according to physician and journalist Abraham Verghese in the recent Wall Street Journal article "The Myth of Prevention." "If your preventive strategy is medical, if it involves us, if it consists of screening, finding medical conditions early, shaking the bushes for high cholesterols, or abnormal EKGs, then more often than not you don't save anything and you might generate more medical costs."

### What Is True Prevention?

True preventive medicine advises the individual to make lifestyle choices that establishes normal health and avoids chronic degenerative disease.

True preventive care is common sense, science-based lifestyle choices that can prevent and even reverse heart disease, diabetes, arthritis and other chronic degenerative disease. Individuals can make lifestyle and dietary choices that pay true health dividends. This is a practical first step to our nation's runaway healthcare costs.



Save On Future Health Care Costs

Feel Your Best With These ALTRUM Core Supplements

**The Best Healthcare**  
*The best healthcare always begins with the care you give yourself. Proven nutritional supplements provide a foundation for feeling your best and enjoying life.*

\*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.

ORDER #: 1-800-777-7094 To Fax Your Order : 1-715-392-5225 or 1-715-392-5267  
 Dealers and Preferred Customers can order at [www.altrumonline.com](http://www.altrumonline.com) or in the online store at [www.amsoil.com](http://www.amsoil.com).

# Improve Your Health and Your Bottom Line

Direct Jobbers Bill and Donna Durand of Superior, Wis. report ALTRUM supplements make up 33 percent of their monthly income from AMSOIL.

The Durands joined the AMSOIL Dealer network in its early days and have grown the largest organization in the company.

## ALTRUM Supplements Provide Cost-Effective Maintenance

They started using ALTRUM supplements more than 25 years ago.

Durand said he encourages all of his Dealers and customers to supplement their nutrition with ALTRUM supplements as preventive maintenance, much like they maintain their vehicles.

**“Just as we believe in good care of our cars, we believe in good care of our bodies,” Durand said. “Good maintenance is always cost effective.”**

## ALTRUM Bottles on Display

One way he increases sales of ALTRUM supplements is a large display of product bottles at his home warehouse. “We have every supplement in the line on display,” Durand said. It creates a perfect opportunity for him to talk with customers about the importance of safeguarding their health with supplements. **“If car maintenance is important, caring for our bodies is even more so.”**

Customers remark regularly about how good Durand’s vehicles look. He turns those remarks into an opportunity to talk about the importance of ALTRUM food supplements. “No matter how good your vehicle looks or performs, it eventually needs replacing,” Durand said. **“You can trade your vehicle, but you can’t replace your body.”**

## Personal Story Increases Sales

Durand said he’s proof of the benefits of ALTRUM supplements. He was nearly crippled with arthritis when he retired from his military career. He was in constant pain, and even shaking someone’s hand was nearly unbearable. Today, more than 20 years later, Durand works 70 hours a week on his AMSOIL business. He has no swollen or arthritic joints and has the energy of a much younger man.

**“I feel good about supplements because of the way I feel.** What good is the money if you can’t bend down to tie your own shoes? That’s how it was for me before I started taking ALTRUM supplements. I would have been



horizontal a long time ago without ALTRUM supplements. I only wish I could have started taking them sooner.”

## Introduce Products Right Away

Durand is building an AMSOIL museum in northwestern Wisconsin. The museum includes AMSOIL memorabilia from the beginning of the company, historical information of Durand’s organization and today’s products.

Customers at the museum find a small John Deere 4-wheel vehicle decked out with the ALTRUM logo and a built-on display of ALTRUM bottles. “It’s the first thing they see from the door,” Durand said.

He tells new Dealers that ALTRUM supplements are part of the AMSOIL opportunity when they sign up and introduces them to the product line right away.

## Tips for Selling ALTRUM Supplements

*Most people use supplements.*

*Why not the best?*

- **Use and feel the benefits**
- **Share your experience**
- **Prominently display the products**
- **Introduce new Dealers to the products**
- **Distribute ALTRUM catalog**
- **Develop your unique sales approach**

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## Health News You Can Use



# MSM Helps Relieve Joint Discomfort

Osteoarthritis (OA), and its accompanying joint pain, is a common part of aging. More than 40 million Americans have some form of degenerative joint disease, including 80 percent of people more than 50 years old. By the seventh decade, OA is nearly universal, producing the highest rate of morbidity of any disease.

Joints affected by OA suffer from uneven loading, which leads to altered lines of weight bearing. Cartilage begins to build up to compensate for the uneven load, which forms roughening and deformities in the joint surface. The joints inflame and no longer operate smoothly, but instead the ball and socket rub unevenly from the friction of the outgrowths of cartilage and bone. These changes cause irritation, which triggers more cartilage growth and inflammation — and the cycle of degeneration is set into motion. Science has been unsuccessful in finding a cure for OA. Instead, treatment focuses on the pain.

### The Role of MSM in Joint Pain

MSM\*\* is thought to deliver sulfur to the body in a useable way. Sulfur is critical to good joint health. It helps maintain structure and strengthens the tissues that make up the joint, making cartilage firm and resilient. Cartilage integrity is thus a sulfur-dependent state.

Though the pain relieving properties of MSM are well known, mechanisms by which it accomplishes this are still under investigation. Evidence shows MSM most likely inhibits inflammatory hormone-like substances that create inflammatory cascades in the body associated with pain production.

### MSM Also Improves Skin, Hair and Nails

MSM's effects on connective tissue are well known. It is presumed the beneficial clinical effects noted in humans on skin, hair, nails and joint cartilage has to do with MSM's sulfur content. Sulfur is abundant in connective tissue, and sulfur depletion in connective tissue is known to lead to problems.\*

\*\*MSM is the abbreviation for methylsulfonylmethane

## ALTRUM MSM Sources

Science is still researching how the body absorbs the sulfur it needs from MSM, but preliminary studies suggest the sulfur in MSM is incorporated into joint tissues.

ALTRUM *Joint Formula* contains 1,800 mg of MSM in the optimum daily usage of six tablets. The *Ultra Multis* also contain a daily nutritional amount of 300 mg of MSM in the suggested daily usage of six tablets.\*



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# Recharge Your Health



**Longevity Enzymes™** provide nutritional support for aging and for balancing inflammation. A perfect complement to the *Joint Formula* because it provides joint discomfort relief.\*



**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 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#	Pkg./Size	Comm. Credits	Pref. Cust. Dealer Price	Sugg. Retail
DZM01	(1) 90 ct.	24.15	25.35	35.85
DZM06	(6) 90 ct.	144.90	144.90	214.50
DMF01	(1) 100 ct.	27.35	28.70	40.60
DMF06	(6) 100 ct.	164.10	164.10	243.00
DRE01	(1) 60 ct.	28.00	29.35	41.55
DRE06	(6) 60 ct.	168.00	168.00	248.70
DUO01	(1) 60 ct.	13.60	14.25	19.20
DUO06	(6) 60 ct.	81.60	81.60	114.60
DNO01	(1) 90 ct.	20.40	21.40	30.35
DNO06	(6) 90 ct.	122.40	122.40	181.50
DNU01	(1) 180 ct.	24.00	25.20	37.15
DNU06	(6) 180 ct.	144.00	144.00	222.30
DNS01	(1) 180 ct.	17.65	18.50	27.35
DNS06	(6) 180 ct.	105.90	105.90	163.50
DEU01	(1) 90 ct.	23.70	24.85	35.35
DEU06	(6) 90 ct.	142.20	142.20	210.90
DVP01	(1) 100 ct.	29.55	31.00	45.60
DVP06	(6) 100 ct.	177.30	177.30	273.00
DES01	(1) 90 ct.	12.55	13.15	18.05
DES06	(6) 90 ct.	75.30	75.30	107.70
DGS01	(1) 120 ct.	12.20	12.80	18.00
DGS06	(6) 120 ct.	73.20	73.20	107.40
DUC01	(1) 90 ct.	12.05	12.65	18.05
DUC06	(6) 90 ct.	72.30	72.30	107.70
DUF01	(1) 60 ct.	11.30	11.85	16.20
DUF06	(6) 60 ct.	67.80	67.80	96.60
DCC01	(1) 90 ct.	9.45	9.90	14.70
DCC06	(6) 90 ct.	56.70	56.70	87.60
DBE01	(1) 120 ct.	9.60	10.05	14.60
DBE06	(6) 120 ct.	57.60	57.60	87.00

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.



**Ultra Calcium Complex** Multiple source high-quality calcium.

**Superfood Bee Pollen** with propolis and royal jelly. Potent source of natural nutrition.



**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.\*



**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, 5-Star Regency Platinum Direct Jobber

Stock#	Pkg./Size	Comm. Credits	Pref.Cust. Dealer Price	Sugg. Retail
DWI01	(1) 180 ct.	24.00	25.20	37.15
DWI06	(6) 180 ct.	144.00	144.00	222.30
DZL01	(1) 100 ct.	7.50	7.85	11.30
DZL06	(6) 100 ct.	45.00	45.00	67.20
DBP01	(1) 60 ct.	14.85	15.55	22.25
DBP06	(6) 60 ct.	89.10	89.10	132.90
DMP01	(1) 60 ct.	14.00	14.70	19.65
DMP06	(6) 60 ct.	84.00	84.00	117.30
DSE01	(1) 60 ct.	12.00	12.55	17.70
DSE06	(6) 60 ct.	72.00	72.00	105.60
DPF01	(1) 60 ct.	26.90	28.20	39.95
DPF06	(6) 60 ct.	161.40	161.40	239.10
VB001	(1) 160 ct.	4.85	5.05	7.65
VB001	(6) 160 ct.	29.10	29.10	45.30
DPN01	(1) 75 ct.	12.10	12.70	17.80
DPN06	(6) 75 ct.	72.60	72.60	106.20
DJF01	(1) 60 ct.	16.80	17.60	27.15
DJF06	(6) 60 ct.	100.80	100.80	162.30
VB075	(1) 90 ct.	8.30	8.70	12.20
VB075	(6) 90 ct.	49.80	49.80	72.60
VB010	(1) 120 ct.	8.60	9.00	12.95
VB010	(6) 120 ct.	51.60	51.60	77.10
VB020	(1) 100 ct.	6.10	6.40	9.10
VB020	(6) 100 ct.	36.60	36.60	54.00
VB030	(1) 120 ct.	16.15	16.95	21.80
VB030	(6) 120 ct.	96.90	96.90	130.20
DOJ01	(1) 150 ct.	8.10	8.50	12.45
DOJ06	(6) 150 ct.	48.60	48.60	74.10
DEQ01	(1) 60 ct.	16.70	17.50	24.90
DEQ06	(6) 60 ct.	100.20	100.20	148.30

**For more information on these products go to [www.altrumonline.com](http://www.altrumonline.com)**

**Save on 6-packs!**

**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.\*



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# DJ Gets Great Score While Using Prostate Formula

Direct Jobber Gerry Reid has added *Prostate Formula* to his personal story of the benefits of ALTRUM supplements.

At 74, Reid understands the importance of taking care of his body for a healthy, long life. "In the past 10 years, when I have had a physical my PSA numbers would be in the 3.7 range, getting close to the unwanted 4.0 when the urologist gets involved," Reid said. "I took *Prostate Formula*, but not consistently."

An extremely high PSA score during a physical about four years ago sent Reid to a urologist.

A complete work-up was conducted, and Reid was given a prescription for a potent antibiotic. "I have always tried to stay away from antibiotics because of the negative effect on my immune system, so I waited until my follow-up appointment to discuss the lab results," Reid said. He learned the initial report was inaccurate.

"It turned out that my reading was actually 3.6. I immediately began taking *Prostate Formula*



Direct Jobbers Gerry and Patricia Reed

religiously, and my last reading was 2.8, a score that is well within the normal range." \*

## 'I Never Would Have Endured ...' Without ALTRUM Supplements

Dealer Gary Bailes of Orlando, Fla. relies on ALTRUM Nutritional Supplements to help him in his tough work schedule.

"I work in the nuclear power industry in Florida part of the year," Bailes said. "I never would have endured the long 12-hour days, seven-day weeks for months at a time without A.J.'s *Ultra Multis* and A.J.'s *Roborant Energy*. As a foreman it was very demanding since I am more than 55 years old."

He ordered the supplements after the first week of 12-hour days. "I was worn out already," Bailes said. "After beginning a regimen of the *Ultra Multis* and *Roborant Energy*, I was able to endure the long days and constantly being on my feet."



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"Secure your health with ALTRUM Nutritional Supplements."



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