

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



AUGUST 2011

Energy for the Whole Day



Direct Jobbers Charlie and Donna Meyer

Direct Jobber Charlie Meyer of Cleveland, Minn., has been an ALTRUM supplements user since their introduction.

"It was the best news I ever heard," Meyer said. "I can buy from myself and earn commission credits."

'I Have No Health Issues'

Meyer retired from his day job a little more than two years ago at the age of 65. "I still sell AMSOIL full time," he said. "I have no health issues."

Meyer takes a variety of ALTRUM supplements. He takes the core nutrients of A.J.'s *Ultra Multis*, *Nutritional Oils* and *Ultra Daily Enzymes*. His personal nutrition pro-

I feel that because of these supplements I can continue to work long hours with increased energy. I enjoy good health and do not take any prescription medications.

Direct Jobber Charlie Meyer

gram includes *Joint Formula*, *Vision Power*, *Prostate Formula*, *Memory Focus* and *Male Power* and other products that help meet specific nutritional needs.

"It might be more than I need, but I feel that because of these supplements I can continue to work long hours with increased energy," Meyer said. "I enjoy good health and do not take any prescription medications."

Enjoying Good Health

At a recent doctor's appointment, Meyer's physician was surprised he takes no medications. "They couldn't believe at my age that I take nothing," he said. "All I take are my ALTRUM vitamins. It seems funny to me that all of my friends tell me about all the pills they take. All I can say is I wouldn't be without my ALTRUM vitamins."

Meyer added *Ultra Probiotics* to his program after attending AMSOIL University in May. *

Ultra Probiotics is an easy-to-use supplement that can be taken before or with any meal of the day. The recommended daily dosage is two capsules.



*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 Fax: 1-715-392-5225

Dealers and Preferred Customers can order at www.altrumonline.com or in the online store at www.amsoil.com.

World's Most Complete Multis

A.J.'s Ultra Multi 'Makes a Difference'



Dealer Charles Peters

"I take A.J.'s *Ultra Multis* because of the extensive list of nutritional ingredients that are in them. I don't remember the last cold or flu I had. I've jumped from brand to brand. It wasn't until I became an AMSOIL Dealer and tried the ALTRUM line that I actually could tell a difference in the way I felt."*

Ultra Multi Provides Missing Nutrients



Marty Johnson

"The *Ultra Multi* alone has made me feel much better. I feel healthier and more energetic. I just feel like my body is finally running the way it should. My body was starved for nutrition and the ALTRUM supplements have made up for what I was lacking."*

Feel Stronger, Healthier



Laurie Serba

"The results have been tremendous, I just feel generally better. I feel stronger, healthier overall. I just couldn't believe what a difference the *Multis* and other supplements made for me.*

Performance is Most Important Factor



Dealer Curtis Bird

"I've taken bottles of ALTRUM supplements to a high-end store and found I would have to spend three and four times more to get the same nutrients. There are 25 to 50 more ingredients in the ALTRUM *Multi* and at a significantly better price. Performance is the most important factor."*



Nutrition May Help Lessen Food Cravings



Dealers Tracy and Brian Klinkner and daughter, Kelly

Dealer Tracy Klinkner takes the full daily dose of *Ultra Multis* regularly and has found she has more energy and fewer food cravings. "It's awesome. ALTRUM *Ultra Multi* is such a complete vitamin you don't crave that bad stuff."*

*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.

^ At time of manufacture.

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" and consuming the nutrients contained in the products described. Results are individual and will vary from person to person.

Ultra Multi Provides Missing Nutrients

Lack of proper nutrition may be linked to
90 percent of all physical ailments. *



Ultra Multis May Nutritionally Help:

- Boost your energy
- Look and feel younger
- Beat stress and fatigue
- Improve your mood
- Protect your heart*

A.J.'s Ultra Multi (DWI) is the same great formula as Ultra Multi (DNU) but without the iron.

Daily Nutritional Support (DNS) is our original multi formula in smaller tablets.



Gold Standard for Nutrition

- State-of-the-art formula • Complete – 130 ingredients • “World’s Best” value

| SUPPLEMENT FACTS | | | 6 Tablets Provide % DV | | | 6 Tablets Provide % DV | | |
|--|-------------------|------|---|----------|---|---|--------|---|
| Serving Size 6 Tablets | | | OTHER DIETARY INGREDIENTS | | | ENZYMES | | |
| | 6 Tablets Provide | % DV | | | | | | |
| Vitamin A (50% Beta-Carotene, 50% Palmitate) | 10,000 I.U. | 200 | Bioflavonoids (mixed citrus, acerola cherry) | 60 mg | * | Bromelain (Pineapple) | 30 mg | * |
| Vitamin C (Ascorbic Acid, Rosehips) | 500 mg | 833 | Coenzyme Q10 | 500 mcg | * | Papain (Papaya) | 30 mg | * |
| Vitamin D-3 | 400 I.U. | 100 | Propolis | 10 mg | * | 1400 mg. Superfood - Herbal Base | | |
| Vitamin E (Natural) | 100 I.U. | 333 | Pine Bark Extract | 10 mg | * | Tomato Concentrate (1% Lycopene) | 110 mg | * |
| Vitamin K-1 | 30 mcg | 37 | Green Tea | 90 mg | * | Sea Vegetable Complex (Nori, Wakame, Kelp, Bladderwrack) | 80 mg | * |
| Thiamine (Vitamin B-1) | 22 mg | 1500 | Grapeskin | 10 mg | * | Gingko Biloba (leaf) extract equivalent to | 50 mg | * |
| Riboflavin (Vitamin B-2) | 25mg | 1500 | Grapeseed Extract | 20 mg | * | Siberian Ginseng (root) extract equivalent to | 50 mg | * |
| Niacin - Niacinamide (1:1 mix) (Vitamin B-3) | 80 mg | 400 | Quercetin | 20 mg | * | American Ginseng (root) | 50 mg | * |
| Pyridoxine (Vitamin B-6) | 30 mg | 1500 | Rutin (Eucalyptus) | 30 mg | * | SUPERFOODS | | |
| Folic Acid | 800 mcg | 200 | Hesperidin Complex | 16 mg | * | Bee Pollen, Spirulina, Chlorella, Barley Grass, Alfalfa, Parsley. | 300 mg | * |
| Cyanocobalamin (Vitamin B-12) | 90 mcg | 1500 | MSM (Methylsulfonylethane) | 300 mg | * | PHYTONUTRIENT | | |
| Biotin | 300 mcg | 100 | Boron (Citrate) | 1 mg | * | VEGETABLE | | |
| Pantothenic Acid | 80 mg | 800 | Silica (Silicon dioxide) | 10 mg | * | CONCENTRATES | | |
| Calcium (Aminoate/Carbonate/ Citrate Blend, Dicalcium phosphate) | 480 mg | 48 | Vanadium (Aminoate) | 30 mcg | * | Broccoli, Spinach, Carrot, Cauliflower, Kale, Beet, Brussel Sprout, Celery. | 298 mg | * |
| Iron (Aminoate) | 18 mg | 100 | Choline | 60 mg | * | HERBS | | |
| Iodine (from Kelp) | 200 mcg | 133 | Inositol | 60 mg | * | Gotu-Kola (herb), Fo-Ti (He Shou Wu) (root), | 262 mg | * |
| Magnesium (Aminoate, Oxide) | 200 mg | 50 | PABA (Para-aminobenzoic acid) | 60 mg | * | Sarsaparilla (root), Ginger (rhizome), Dandelion (root), Peppermint (leaf). | | |
| Zinc (Aminoate) | 30 mg | 200 | L-Glutamic Acid (HCl) | 60 mg | * | HERBAL EXTRACT BLEND | | |
| Selenium (L-Selenomethionine) | 85 mcg | 120 | Betaine (TMG - Trimethylglycine) | 60 mg | * | Equivalent to Herbal Powder | 200 mg | * |
| Copper (Aminoate) | 1 mg | 50 | Octacosanol (from vegetables) | 1000 mcg | * | Astragalus (root), Schizandra (fruit), Licorice (root), Rehmannia (root) | | |
| Manganese (Aminoate) | 16 mg | 800 | Rice Bran | 60 mg | * | * Daily Value (DV) not established | | |
| Chromium (Aminoate, Polynicotinate) | 120 mcg | 100 | Amino Acid Complex (18 Amino Acids) | 1200 mg | * | | | |
| Molybdenum (Aminoate) | 50 mcg | 67 | Fiber (Vegetable) | 360 mg | * | | | |
| Phosphorus (Aminoate) | 50 mg | 6.25 | Special plant fiber (pine or eucalyptus) | 120 mg | * | | | |
| Potassium (Aminoate) | 90 mg | 2.25 | Vegetable cellulose | 900 mg | * | | | |
| | | | Leithin (includes the following Fatty Acids) | 100 mg | * | | | |
| | | | Linoleic 58 mg, Palmitic 18 mg, Stearic 4 mg, Oleic 10 mg, Linolic 6 mg | | | | | |
| | | | Trace Minerals (Ancient Sea Minerals) | 25 mg | * | | | |

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** Please check with your physician when using prescription medications in combination with food supplements.

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 | 149.70 | 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.



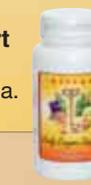
Ultra Daily Enzymes

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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** Please check with your physician when using prescription medications in combination with food supplements.

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

Save on 6-packs!



*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.



The Future of Probiotics

Americans increasingly understand probiotics are a "good bacteria" their bodies need. While probiotics have been gaining popularity in Europe and Asia for some time, Americans are only recently catching on.

With health care costs rising rapidly, some consumers are looking for preventative measures that may help them avoid too many doctor visits.

Growing Benefits

Probiotics are most well-known for their potential to help balance the digestive system. The standard American diet (i.e., SAD), age and stress all factor in to the array of digestive issues Americans face. But in recent years, studies have found a connection between digestive and immune health. In fact, 70 percent of the immune system is located in the digestive tract. Probiotics may help restore healthy bacterial levels in the gut while regulating the digestive system.*

"Beyond the Gut," Shari Barbanel, Nutrition Industry Executive, June 2011



Sales of Ultra Probiotics Take ALTRUM by Storm

ALTRUM introduced *Ultra Probiotics* in April and sales have surpassed all predictions. *Ultra Probiotics* is a unique blend of nine active probiotic strains that includes *Lactobacillus bulgaricus*, the reigning "king of probiotics." For complete information on this hot new product, visit the ALTRUM website at www.altrumonline.com.

Your key to Renewal

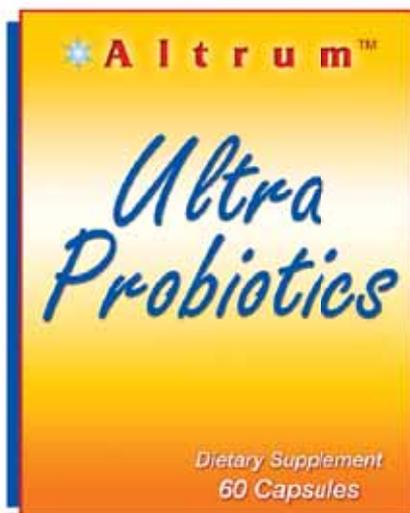
Ultra Probiotics (DUP) is a universal probiotic providing 25.6 billion live cells ^ of beneficial microflora cultures. Probiotics play an essential role in maintaining overall health.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Suggested Use: *To renew 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 or 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 | |
|---|------|
| Amount per serving | % DV |
| Proprietary Probiotic Renew™ blend: 25.6 Billion Units [^] | |
| Lactobacillus bulgaricus | ** |
| Lactobacillus acidophilus | ** |
| Lactobacillus rhamnosus | ** |
| Lactobacillus plantarum | ** |
| Bifidobacterium bifidum | ** |
| Bifidobacterium longum | ** |
| Lactobacillus gasseri | ** |
| Lactobacillus salivarius | ** |
| Lactobacillus helveticus | ** |
| ** Daily Value (DV) not established | |

Other ingredients: maltodextrin, fructooligosaccharides (FOS), inulin, gelatin, water.

[^] 25.6 billion viable cells guaranteed at time of manufacture. Viable cell count will vary after the time of manufacture.

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