

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



OCTOBER 2011

A.J.'s Prostate Formula Adds to Smart Wellness Plan for Men

"Most men give little thought to the role the prostate gland plays in their bodies. Prostate complications are among the most common health problems affecting men worldwide. In fact, close to 85 percent of men develop some type of prostate problem by the age of 60. This statistic is even more acute in the United States, where 90 percent of men have, or will have, prostate-related problems at some point in their lifetime.

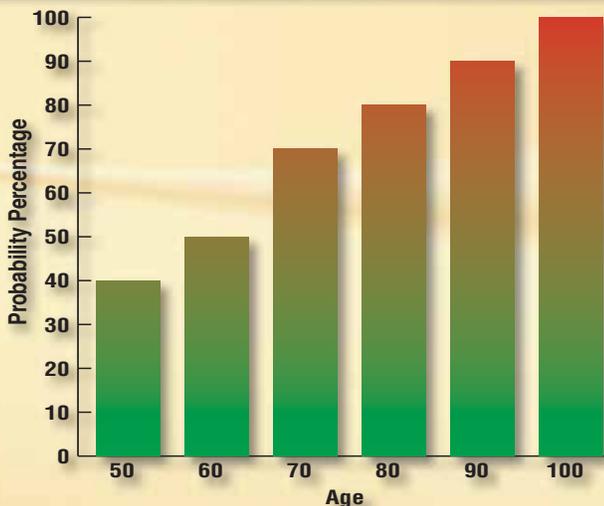
"Men with prostate problems may face surgery, standard radiation, hormone therapy or radioactive seeds – all of which lead to potential sexual, urinary or other problems.

"Vigilant self care with better nutrition and prompt medical attention when necessary are the best defenses for health."*

– Greg Sawyer
ALTRUM manager



Doctors say that 100% of men will eventually experience prostate problems unless they take preventative action!



The most common prostate problem for men over the age of 50 is prostate enlargement, known as benign prostatic hyperplasia (BPH.) Some of the annoying symptoms are: frequent urination (especially at night), leaking, urgency and reduced sexual function.

A.J.'s Prostate Formula (DPF) contains 14 powerful nutrients that may nutritionally support prostate function.* Studies reveal nutritional supplements are effective in preventing the onset of BPH. Because they are food, there are no known side effects.*

A.J.'s Prostate Formula is the most complete prostate supplement available. It contains the highest quality natural ingredients that provide important nutritional support for the prostate gland, which is directly involved with male function.*

See page 2 for more information on this product.

*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.

Top Nutrients for Good Health



- **Saw palmetto** is an herbal extract from ripe berries of the saw palmetto tree. Americans have used saw palmetto for more than 200 years as food and to maintain a healthy urogenital system. *

Studies published in the *Journal of the American Medical Association* found that saw palmetto produces improvements in urine flow in a significant percentage of men. A recent survey indicates more than two million U.S. men use saw palmetto. *

- **Pygeum africanum** is derived from an African evergreen. It has been used as a nutrient for BPH in Europe since the early 1970s. Studies show it may help support normal size, promote urination and help rid the prostate of cholesterol deposits that can occur with BPH. *

- **Stinging nettle root** studies indicate nettle root helps balance enlarged prostate (BHP) for normal/ useful prostate size, ease and comfort; and even greater results when combined with pygeum. The best results to normalize prostate size often combine these two herbs with saw palmetto. *

- **Vitamin B6** is crucial for a healthy immune system and essential for zinc metabolism. *

- **Lycopene** is a potent antioxidant. The largest, most comprehensive study evaluating prostate health and lycopene revealed men with more lycopene in their diets displayed potentially better prostate health. *

- **San-Qi ginseng** is an adaptogen that may support the nervous and circulatory systems and promote blood flow. *

- **Pumpkin seed powder** contains essential fatty acids needed for proper immune and prostate function, as well as being a good source of zinc, potassium and magnesium. *

- **L-glycine, L-glutamic acid and L-lysine** are amino acids that nutritionally support the prostate and may help reduce nightly urination. *

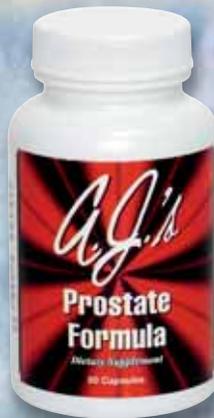
- **Zinc** is so vital to healthy male function it has been called the "male mineral." No other gland or organ in the body has as much zinc as the prostate. Therapeutic doses have been shown to bring prompt improvement in BPH. Zinc should be taken with vitamin B6 for maximum effectiveness. *

- **Vitamin E** and selenium may enhance protection of prostate health. *

A.J.'s Prostate Formula – For Complete Male Support

A.J.'s Prostate Formula supplies vital nutrients that support healthy, normal function that may help:

- **Reduce the number of nightly trips to the bathroom ***
- **Promote normal, comfortable urination***
- **Balance (BPH), renewing ease and comfort ***
- **Enhance male function ***



Feel the full benefits in six to eight weeks of daily use.

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Nutrients Fuel Your Body

ALTRUM customers who take these ALTRUM products report improved prostate and male health. *



A.J.'s Ultra Multi (DWI) offers superior nutritional support with optimal amounts of every known nutrient for the body. Users of *Ultra Multis* report **increased energy and stronger overall health.** *



Nutritional Oils (DNO) contain essential fatty acids (EFAs) **to keep the body finely tuned and running smoothly.** The essential fatty acids in *Nutritional Oils* are EPA, DHA, ALA and GLA.*



Ultra Daily Enzymes (DEU) contains the proven, powerful digestive enzymes that **turn foods into nutrients the body can readily digest for better energy.**



A.J.'s Male Power (DMP) is a breakthrough product designed for men who want to increase their male potency and stamina. * This unique formulation of **nutritional ingredients provides support for masculine function.** *



More information is available online at www.altrumonline.com

ALTRUM Dealers – Make Sure to Test Your Websites

Online sales of ALTRUM products is one of the best ways Dealers earn income and commission credits, so it's vital Dealers provide accurate links from their websites to the ALTRUM website.

Using the correct computer code on the links to www.altrumonline.com, and its pages, is the only way Dealers can be sure to receive credit for their customers' orders.

Dealers using an outdated linking code do not receive credit for their customer's orders.

Dealers will benefit by periodically checking to make sure the links they provide from their websites to AMSOIL, ALTRUM and AGGRAND are correct.

Last year's links no longer work from Dealers' websites and Dealers should update the links they provide immediately to make sure they are receiving credit when their customers order ALTRUM products.

The link Dealers need to provide on their own websites must contain their ZO number in order to receive credit for customers' orders.

INCORRECT (Past) LINK:

<http://www.altrumonline.com/redirect.cgi?zo=XXXXXXX&page=store>
(where XXXXXX = Dealer's ZO)

CORRECT LINK:

<http://www.altrumonline.com/catalog.aspx?zo=XXXXXXX>
(where XXXXXX = your ZO)

Comparison of the two links shows "/redirect.cgi?" is the portion of the link that is not valid. The correct link now goes directly to the specific corporate catalog "/catalog.aspx?"

With the correct linking code, Dealers can link to any page on the ALTRUM website and their ZO transfers to AMSOIL INC. as the referring Dealer.

The correct linking code can be found in the AMSOIL INC. Dealer Zone by clicking in the "Services" tab, "Dealer Websites," then click on "Link your site." Here Dealers find the specific linking code for each of the corporate websites to assure they receive credit for their customers' purchases. Dealers can check to make sure their links are sending customers to the website by clicking on the link on their websites and looking at the address when they arrive at www.altrumonline.com. If the link is correct, the page should contain the Dealer's ZO number in the page address.

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**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 or in the online store at www.amsoil.com.

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.



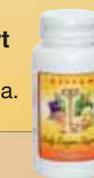
Ultra Daily Enzymes

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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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!



"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

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Earn More With ALTRUM

Purchases Put Money in Dealers' Pockets

Direct Jobbers Bill and Donna Durand stock a large supply of ALTRUM supplements at their home warehouse in Superior, Wis. "We grab them off our shelves and we don't think about the cost because it's into our own pockets," said Bill Durand.

Increased income is one major benefit of selling ALTRUM supplements. "We've got more and more people buying supplements," Durand said.

Using ALTRUM Supplements is a Win-Win

The Durands focus their business-building on recruiting new Dealers.

"With our downliners, their health is important to us and we want them to stay healthy and robust because they're part of our financial organization."

While their contribution to the overall organization is important, Durand said, more important is their health and quality of life.

"We take them for health because we want to be alive. I would take ALTRUM supplements no matter the price because they just make a difference."



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"Secure your health with ALTRUM Nutritional Supplements."



Contact Us

To submit a testimonial or question, write to:

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Superior, WI 54880

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