

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



APRIL 2012

ALTRUM Manager: 'Eat Right, Live Right, Take Your Supplements'

Dealers will get an opportunity to gain in-depth information about ALTRUM Nutritional Supplements at AMSOIL University. This year's event is May 20-24.

ALTRUM Manager Greg Sawyer will present Dealers the latest information on the benefits of food supplementation.

ALTRUM News sat down with Sawyer to discuss his background and give Dealers a hint at some of the information that will be covered at AU 2012

Q: ALTRUM: How did you get involved with nutritional supplementation?

A: Greg Sawyer: It was a natural progression for me. Nutritional health was very much part of my course study during my time in chiropractic school, and became more important during my career working with severe burn patients. I also married a medical doctor who later became a natural medicine physician.

Q: ALTRUM: Why do you believe in nutrition?

A: Sawyer: Because it is paramount to your health and longevity. Taking care of yourself from an early stage can give you a step up in maintaining your health and energy over the long term.

Q: ALTRUM: Why is self care the best health care?

A: Sawyer: There really is nobody who knows how you feel and how you take care of yourself better than you. Eat right, live right and take your supplements. It is pretty easy when you follow these few simple rules.

Q: ALTRUM: What do you find ALTRUM Dealers are most concerned with regarding their health?



A: Sawyer: Dealers want to stay healthy. In these times when there are so many questions with food, air and water quality, Dealers know that maintaining a healthy lifestyle is challenging. They realize there are no magic bullets or quick fixes to health problems. For many, taking nutritional supplements has become a daily routine in maintaining their health, along with changing their diets and exercising more.

Q: ALTRUM: What are the top selling ALTRUM products and why?

A: Sawyer: Ultra Probiotics — Probiotics provide a daily supply of beneficial bacteria for the gut. Health begins in the gut. *

Continued on page 2

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

ALTRUM Supplements Supply Important Nutrients for Good Health

Continued from page 1

Ultra Multis — There is not a finer multi on the market, according to our research of comparable supplements. It provides all the daily requirements of vitamins, super foods, minerals and herbs to help maintain a healthy constitution. *

Ultra Daily Enzymes — As we age we have a diminishing capability to produce enough enzymes for all of our bodily functions. *Ultra Daily Enzymes* can help replenish vital digestive enzymes to help people get the most out of the foods they eat. *

Ultra Omega 3 — These are important because the body does not produce essential fatty acids. Omega-3s must come from foods such as fish, nuts and seeds. *Ultra Omega-3* is a premium product to supply these vital fatty acids. *

Vision Power — A fabulous product that can help protect the eyes and support eyesight. *Vision Power* also may support sharp, clear eyesight, reduce eye strain, blurred and irritated eyes. Its powerful antioxidant ingredients also may benefit the entire body. *

Joint Formula — This is a natural formula that may help bring joint and muscle comfort to the entire body. *

Prostate Formula — A formula of known ingredients that may help men reduce the potential problems of benign prostrate hypertrophy and help preserve male function. *

Q: ALTRUM: If you were to recommend just three products to begin with what would they be?

A: Sawyer: A.J.'s *Ultra Multi*, *Ultra Daily Enzymes* and *Ultra Omega 3*. These supplements provide the nutrients and enzymes the body needs daily.

Q: ALTRUM: Why choose ALTRUM supplements over other brands in the marketplace?

A: Sawyer: Because they work. I've worked with other vitamins and supplement formulas throughout my career, as has my wife in her medical practice, and ALTRUM has proved simply to be the best. As a Dealer, it only makes sense to look at the ALTRUM supplements line before looking elsewhere.



*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 given 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.

Dealers Customize Their ALTRUM Supplements Programs

'Can Tell a Difference With ALTRUM'

"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. I take *AJ's Ultra Multis* because of the extensive list of nutritional ingredients in them."*

Dealer Charles Peters



Help With Digestion *

"I find I can eat anything I want. My wife Priscilla had to have her gall bladder removed several years ago; without *Ultra Daily Enzymes* almost all protein would be impossible for her to digest."

Dealers Don and Priscilla Dawson



Aids Concentration *

"I have so many irons in the fire. I'm a full-time mom, and I work full time at the storefront. *Memory Focus* helps me stay organized."*

Dealer Jen Swanson



Age is More Than a Number

Research has shown that how people feel inside, and their expectations of their capabilities, can have a greater impact on health, happiness and even longevity than the date on their birth certificates.

Men and women older than 50 with more positive self-perceptions of aging lived 7.6 years longer than those with negative perceptions, according to a 2002 study led by Yale University epidemiology and psychology professor Becca Levy.

Other studies reveal that feeling younger than you are is linked to better health, life satisfaction and cognitive abilities.

More important than reversing the clock is to be optimistic about it, according to Laura Carstensen, founding director of the Stanford Center on Longevity. When asked in studies how old they'd like to be, most people say they wish to be 10 years younger because they'd be healthier. No one wants to be 20 years old, according to Carstensen.

And aging does have its upsides.

Emotional satisfaction and stability tend to improve as people get older, despite sad events like losing friends or social status. Because time seems short, elderly people focus on what matters most to them, such as personal relationships, rather than flailing about in the uncertain what-ifs of youth, according to Carstensen. It's not a happy-go-lucky happiness, but a deeper sense of gratitude.

'Best Ever'

"I believe I am still in the best physical and mental state ever. I owe it primarily to the ALTRUM supplements."

Dealer Laurie Serba

Combo Increases Joint Comfort *

"Ever since I started taking *Joint Formula* and *Longevity Enzymes* together it just seems to really help."*

Dealer Richard Koehler



Provides Needed Nutrients

"I am taking *Ultra Omega 3*. I like using this oil because it gives me the fatty acids I need without any aftertaste."*

Dealer Barbara Kerr



Dealership Brings Lasting Gains

"Last year was the best year we ever had, and this year we're way ahead of that. (ALTRUM) has been a good business for us."

Dealer Don Reichert

*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 given 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.

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.

*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.

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.***



"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 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

For more information on these products go to 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.*



*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.



Dealers Learn About ALTRUM Health Supplements at AMSOIL University

AMSOIL University is the premier Dealer training event of the year. It provides AMSOIL Dealers with direct access to corporate staff and first-class training in multiple areas.

ALTRUM Manager Greg Sawyer's presentation highlights the use of ALTRUM food supplements as a natural way to maintain health for every member of the family.

"The AU Dealers always have many questions about ALTRUM Nutritional Supplements," Sawyer said.

"They're interested primarily in information about how to start using the products and combinations that are beneficial."

Sawyer provides in-depth presentations on ALTRUM supplements, the highest-quality natural food supplements offered through AMSOIL INC. for more than 25 years.

AMSOIL University is a vital part of building a successful AMSOIL business. This five-day event is held at the Duluth Entertainment and Convention Center (DECC) in Duluth, Minn., May 20-24, 2012.



The ALTRUM supplements health presentation at AMSOIL University 2011.

*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.



"Secure your health with ALTRUM Nutritional Supplements."



Contact Us

To submit a testimonial or question, write to:

ALTRUM News
AMSOIL Building
Superior, WI 54880

CHANGE SERVICE REQUESTED

PRSR STD
US POSTAGE
PAID
AMSOIL



ALTRUM is published by the ALTRUM Division of AMSOIL INC. ALTRUM product and Dealer Information is available from your independent AMSOIL/ALTRUM Dealer, or write to AMSOIL INC., 925 Tower Ave., Superior, WI 54880. Order ALTRUM products quickly and easily. Call 1-800-777-7094 and use your VISA/MASTER/DISCOVERCARD.



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