

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



DECEMBER 2012

Dealer Makes New Choices to Regain Health

Air traffic controller — a profession known to be the epitome of stress.

Research shows habitual stress, long hours and varied shifts cause long-term fatigue that may promote unhealthy lifestyle choices. People who are chronically fatigued and whose adrenal systems continuously pump extra stress hormones into their bodies also tend to make unhealthy lifestyle choices.

AMSOIL Dealer Matt König of North Babylon, N.Y. retired as an air traffic controller in 2006. He lived that lifestyle throughout his career.



Dealer Matt König

"My cardiologist is totally amazed."

"I ate the greasy burgers," König said. "I lived in the stress, the crazy eating, excessive coffee. I did the shift work. The body is not designed for it, but you think you're invincible."

König eventually developed Type II diabetes, high blood pressure and heart disease.

At 63, the aortic valve from the left ventricle of his heart needed replacement. "It has been four years since my open heart surgery," König said.

His full-bore lifestyle had led to the onset of chronic illness.

Turned His Health Around

He started on a journey toward better health. "I changed my diet considerably," he said. The greasy burgers have been replaced by wild salmon and other fish. He has reduced his intake of beef, rice

and bread. "I eat smaller meals more often," König said. He works out at the cardiac rehabilitation center three days a week.

König has developed an ALTRUM nutritional supplements program that helps manage his health.

His daily regimen includes *A.J.'s Multis*, *Superfood Lecithin*, *Ultra Omega-3*, *Coenzyme Q-10*, *Stress Management System*, *Vitamin C-600*, *Ultra Probiotics* and *Longevity Enzymes*.

"My heart is now stronger than before the surgery," König said. "My cardiologist is totally amazed."

His health has improved enough that he takes fewer medications, he said.

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*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."

Heart is the Body's Engine

Your heart is your body's engine. The average heart beats 100,000 times a day, pumping 2,000 gallons of blood through 60,000 miles of circulatory system, enough to circle the Earth twice.

So when the cardiovascular system has a problem, people take notice. There is simply no getting around the life-altering reality of circulatory distress; however, when this same system seems to be functioning properly, it is all too often neglected.

In July this year, *Datamonitor* published a report that illuminates this stark point. Only one third of the respondents said they pay "high" or "very high" attention to heart health.

Cardiovascular System Runs the Body

This is anything but a small slight. The cardiovascular system — the heart, blood and blood vessels — is in every way the life support of the human body. It transports all of the body's nutrition to the cells along with oxygen to the tissues and returns carbon dioxide to the lungs for removal. It also carries the white blood cells needed to protect the body from invading organisms.

So when disease ravages the components of this system, it is literally crippling the body at its core. Cardiovascular disease (CVD) is even more of a threat because symptoms tend to be minor, if they occur at all, right up until the cardiovascular event.

Heart disease accounts for about 27 percent of all deaths in this country every year. However, many people still underestimate the prevalence of CVD.

Although there is greater acceptance of the message of health coming from the nutrition industry, two-thirds of Americans are overweight or obese — factors that contribute to CVD.

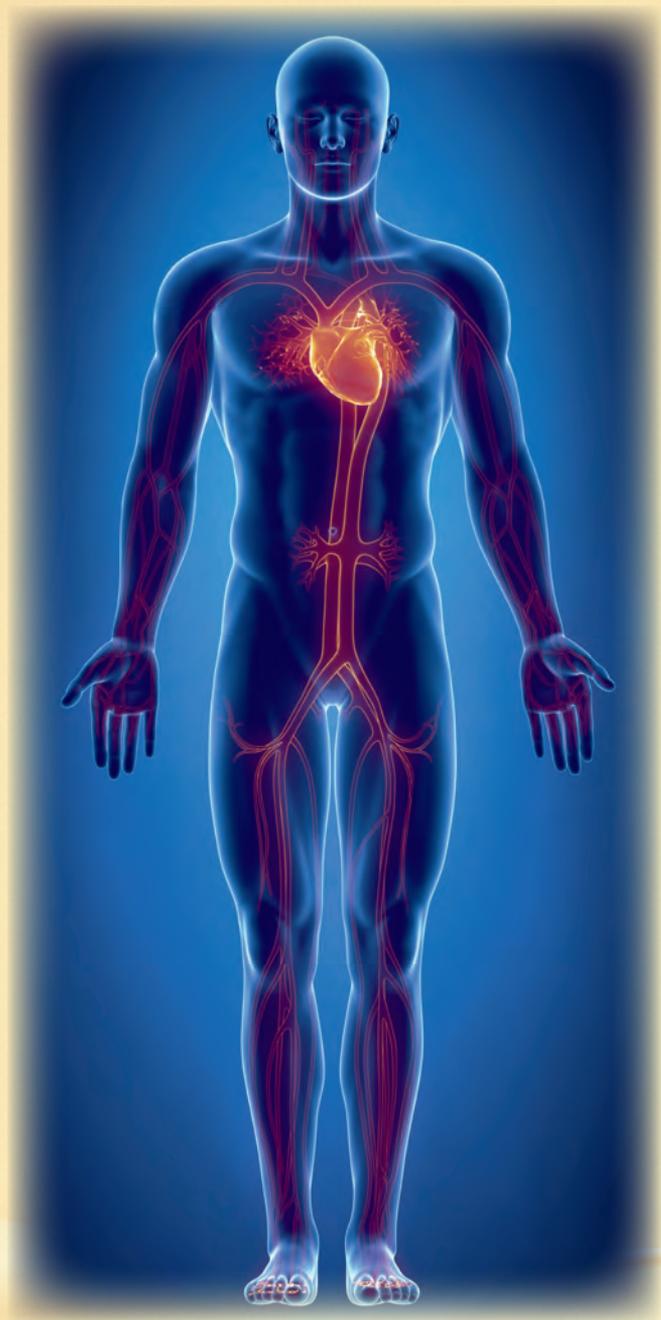
The National Coalition on Health Care estimates the cardiovascular crisis is a huge factor in the country's rising healthcare costs.

Nutrition Industry Leads the Way

The nutrition industry joins the challenge for better heart health, yet is unable to make any direct heart-health claims on its products.

"It isn't easy to sell a product when all that can be written on the label is that the product supports heart health," said Deanne Dolnick, director of sales for a nutrition company in Salinas, Calif.

"Patients tend not to think about what they eat or maintaining an exercise regimen if they are on drug



therapy for elevated cholesterol levels, or have elevated risks for heart disease and stroke," said Steve Holtby, president and CEO of a nutritional supplements company in Los Angeles. "Nobody can 'eat anything they want' and stay heart healthy."

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Nutrition is Key in Heart Health

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Searching for Alternative Solutions

One bright spot is that aging Baby Boomers are searching for natural solutions as an alternative. "This population in particular is more open to looking beyond drugs," said Mike Smith, vice president of a nutrition company in Chino, Calif. "While there is no substitute for healthy food and regular physical activity, the natural products industry can provide additional resources."

Ingredients for Healthy Change

While high cholesterol is one of the markers for an increased risk of CVD, science shows inflammation may play an even greater role. C-reactive protein (CRP), which is produced by the liver and considered a marker for inflammation, has shown to be a stronger predictor of cardiovascular events. In addition to inflammation, high levels of CRP also are associated with obesity, infection, injury and other health conditions.

Omega-3 fatty acids play an important role as an anti-inflammatory and appear in a growing number of supplements across the industry. Studies show dietary supplementation with omega-3 fatty acids can significantly reduce the risk of cardiovascular deaths, sudden cardiac death and nonfatal cardiovascular events. More than 10 years ago, the FDA recognized its role in heart health with a qualified health claim for dietary supplements containing EPA and DHA omega-3 fatty acids and the reduced risk of coronary heart disease. *

The Antioxidant Advantage

With oxidative stress being a critical player in cardiovascular disease, the natural products industry has been using an assortment of antioxidant ingredients in condition-specific products to fight free radicals. "We feel that a growing trend within this category is the use of antioxidants for supporting the healthy structure and function of hearts," said Matt Phillips, president of a nutrition company in Irvine, Calif.

ALTRUM Heart Nutrition Program

These products, along with one of the Ultra Multis, provide the most proven nutrients that help maintain a healthy heart.



Nutritional Oils provide omega-3 essential fatty acids from 1,200 mg each of flax, borage and fish oils per daily recommended dose. *



Vision Power provides the most advanced antioxidant advantage formula to support not only your eyes, but especially your heart and circulatory system. You get the combined antioxidant power of carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid and much more to defend your body against the effects of free radical damage. *

Ultra Daily Enzymes help your digestive system extract nutrients from food. They also contain a probiotic blend of "friendly" flora (1.5 billion per daily dose) needed for a healthy digestive system. *



Studies suggest people at risk for heart disease are in danger from higher levels of inflammation (C-reactive protein). Systemic enzymes balance inflammation.

Longevity Enzymes, taken between meals, may nutritionally help support the body's own systemic enzymes. * **



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^At time of manufacture

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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.



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.*



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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Register for the ALTRUM Auto-Ship Program at www.altrumonline.com

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
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
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 30mg softgels supports cardiovascular function, energizes cells and boosts stamina.*



Save on 6-packs!



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Nutrients Help Improve Eyesight

Continued from page 1

He uses *Vision Power* and *Superfood Phytonutrient Support* to help with damage to his eyes from diabetes.

"The phytonutrients is a super product," Konig said. "I don't think we can get too much of it."

He had been experiencing blurry vision, watering eyes, the appearance of "floaters" in his vision and increased pressure in his eyes, Konig said.

He sees the eye doctor every six months. "At my last check-up, the doctor said the diabetes is no longer affecting my eyes," Konig said.

Konig also occasionally takes *Daily Garlic Support*, *Joint Formula* and *Memory Focus*.



Dealer Matt Konig

'Best Thing I Ever Did'

Konig became an AMSOIL Dealer in 1978. "I believed in AMSOIL (products)," he said. "I had to get out and promote this. It was the best thing I ever did." He worked the race-show circuit in those days — sometimes putting in 80 hours a week between his regular job and his AMSOIL business.

Ultra Multis

- Superfood, herbal base provides rich mixture of antioxidants
- Complete with 130 ingredients
- Correct nutrient balance



Vision Power

- Age-defying antioxidants for your entire body
- Nutritionally supports normal, healthy function
- Provides proven nutrients for optimal eye health



Superfood Phytonutrient Support

- Nutrient-rich, concentrated vegetables
- Deep greens
- Helps improve overall nutrition



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