

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



NOVEMBER 2012

Dealer Counts on ALTRUM Supplements for Better Mobility, Comfort in Joints



Dealer Steve Gruber

Getting out of bed is easier for Dealer Steve Gruber since he started using ALTRUM nutritional supplements.

"I used to take half an hour to get out of bed," said Gruber. "Now I pop right up out of bed."

At 36, Gruber, of Stillwell, Okla. has had several surgeries and recovered from a number of injuries. "I have had lots of

different structural things," Gruber said. "I've got issues all over the place."

"The convention is a confidence-builder and really inspirational. It is a life-changing event."

He lives with a degenerative disc problem in his spine, had surgery on his shoulder from a work accident and sprained his medial collateral ligament (MCL) an injury that takes significant healing time.

Gruber works a 150-acre ranch near the foothills of the Ozarks. The terrain is hard and rocky. The hard work and hard surfaces were instrumental in causing a lot of discomfort in his knees. "My knees were killing me," Gruber said.

He became an AMSOIL Dealer in 2007 and began using ALTRUM supplements a couple years later.

He started taking *Joint Formula* and *Longevity Enzymes* and the combination helped mediate some of the uncon-

trolled inflammation in his system. "After about a month, the symptoms were all gone," Gruber said. "I take them every day."

Nutritional Support for Healing

An incident last fall gave Gruber even more confidence in the benefits of ALTRUM supplements.

The Gruber ranch has horses, chickens, dogs and cats. The veterinarian came to work on one of the dogs — a 120-pound female mixed breed. She was off her leash and attacked the veterinarian's wife. Gruber got his hand in the dog's mouth to break her hold on the woman, knocked the dog down and held her down.

It wasn't long before Gruber realized the bite was infected. He sought emergency care at the hospital. Even though tests failed to show anything in his system, Gruber was given a medication to which he had an allergic reaction.

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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."

Antioxidants Help Overall Health

Antioxidants repair cellular damage caused by “free radicals” — unstable molecules in the body.

Free radicals come from smoking, pollution, poisons, fried foods and as a by-product of normal metabolism. Free radical damage is associated with an increased risk of many chronic health problems.

The Role of Antioxidants

Antioxidants such as vitamin C, carotenes and vitamin E reduce the damage caused by free radicals. Other dietary antioxidants include selenium, vitamin A and the related carotenoids, plus various phytochemicals such as lycopene, lutein and quercetin.

Where are Antioxidants Found?

Since antioxidants may protect the cells in the body from damage, consuming foods rich in antioxidants may be the best way to protect against health problems.

The best way to increase antioxidant intake is by eating more nuts, seeds, legumes, fruits and vegetables. Foods that are high in antioxidants are usually rich in other nutrients and fiber and they're usually low in calories.

A diet rich in the various forms of antioxidants will maintain overall good health, and could even impact serious health problems. For instance, the American Cancer Society encourages people to eat five servings of fruits and vegetables per day, and emphasizes the benefits of getting antioxidants through foods.

Supplements Can Fill Nutritional Gap

While food is thought to be the best source of antioxidants, just about any antioxidant found in food also is available as a dietary supplement. In today's fast-paced world, many individuals find it necessary to increase their nutrient intake with supplements. ALTRUM nutritional supplements provides a variety of natural products that contain vital antioxidants.

Scientists at the USDA have developed a rating scale that measures the antioxidant content of various natural plant foods. The scale is called ORAC, which stands for Oxygen Radical Absorbance Capacity. In the table below, the food's antioxidant power is given according to serving size.

Rank	Antioxidant Food	Serving size	Total antioxidant capacity
1	Red Beans	(dried) 1/2 cup	13727
2	Wild blueberry	1 cup	13427
3	Red kidney beans (dried)	1/2 cup	13259
4	Pinto beans	1/2 cup	11864
5	Blueberry	1 cup	9019
6	Cranberry	1 cup (whole)	8983
7	Artichoke (cooked)	1 cup (hearts)	7904
8	Blackberry	1 cup	7701
9	Prune	1/2 cup	7291
10	Raspberry	1 cup	6058
11	Strawberry	1 cup	5938
12	Red Delicious apple	1	5900
13	Granny Smith apple	1	5381
14	Pecan	1 ounce	5095
15	Sweet cherry	1 cup	4873
16	Black plum	1	4844
17	Russet potato (cooked)	1	4649
18	Black beans (dried)	1/2 cup	4181
19	Plum	1	4118
20	Gala apple	1	3903

USDA recommends to eat foods containing at least 3,000 ORAC units a day.



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ALTRUM Provides Variety of Antioxidant Formulas

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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 ^At time of manufacture

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	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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Dealer: 'I Started Getting Better'

Continued from page 1

He went to the emergency room repeatedly over the course of several days. Antibiotics failed to stop a systemic infection in his blood stream.

Finally, Gruber's physician recommended he try supplements. Gruber added ALTRUM Vitamin C-600 and Ultra Probiotics to the A.J.'s Multi and the other ALTRUM supplements he already was taking.

"After a few days, I started getting better," Gruber said. "I think things started coming around on these supplements."

ALTRUM supplements nutritionally support the body's ability to function normally.

Overall Health Improved

Gruber also has noticed generally improved health since he started using ALTRUM supplements. "I haven't been sick



Dealer
Steve Gruber

since I started taking the supplements," he said. "I'm not getting bugs that are going around. I used to always get a spring and fall cold. Now I don't. It has been a real treat taking these supplements."

AMSOIL Convention Inspires Confidence

Gruber became an AMSOIL Dealer in 2007. "I had a heck of a time at the 35th convention," he said. "It is a life-changing event."

He said attending the large gathering, seeing the diversity of the Dealers, the quality of AMSOIL products and corporate employees gave him a sense of belonging to something bigger than he had known existed. It gave him incentive to build his business. "The convention is a confidence-builder and is really inspirational," he said.

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