

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



SEPTEMBER 2012

## ALTRUM Supplements Help Dealer's Joints, Digestion and More

Dealer John Sturm of St. Paul, Minn. used ALTRUM *Vision Power* to help relieve blurred vision when he worked as an over-the-road truck driver.

At 32, Sturm recently turned his part-time AMSOIL business into full-time work.

About three years ago, however, he experienced blurred vision at night. He wears contacts, and sometimes also has problems with dry eyes.

"I have found that *Vision Power* reduces or eliminates those symptoms,"\* Sturm said.

**"I could do jumping jacks when I got out of the truck. Any time I'm going to do anything active, I take Joint Formula."**

### Disc Golf Easier Using Joint Formula

Sturm's initial interest in ALTRUM came when he realized the income potential of selling ALTRUM supplements as part of his Dealership.

"I don't ever recommend a product that I haven't tried, or at least have an eyewitness account about," Sturm said. "I had read what seemed to be hundreds of testimonials for *Joint Formula*. Although I was only 26 at the time, I had a weak shoulder. I thought, if this product's testimonials are accurate, I could see improvement. If the product doesn't work, however, I would have



little faith that any of the rest did.

"After testing out the product on the disc (frisbee) golf course, the testimonials were confirmed. My shoulder would normally hurt after only two or three holes, and after six or seven holes it was in so much pain that I would have to throw the rest of the course forehanded (which doesn't swing the shoulder). I would be sore for another day or two after that, so much so that I could not play again. With *Joint Formula*, I was able to go 12 holes, and 12 the next day with no problems."



Dealer John Sturm

*Joint Formula* also helped him on long trips in the truck. Sturm said he often made a seven-hour trip to Bismarck, N.D. and back to the Twin Cities.

"My back would be uncomfortable for days," he said. He started taking three *Joint Formula* tablets before the trip.

"I could do jumping jacks when I got out of the truck," he said. "Any time I'm going to do anything active, I take *Joint Formula*."

### ALTRUM Performance Changes Attitude

Sturm said he mistrusted what he saw as exaggerated claims about nutritional supplements. That attitude changed when he started using ALTRUM supplements.

"For a long time, I thought that overpriced, over-hyped specialty vitamins offered nothing different than the much cheaper retail products," Sturm said. "After seeing results with the *Joint Formula*, I knew there was something different about ALTRUM."

*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. 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."

# ALTRUM Supplements Earn Dealer's Respect

Continued from page 1

## Ultra Daily Enzymes Ease Digestion \*

Driving over the road, Sturm's nutrition was not always the best. Although he did pack most of his own food that included fruits, rice and beans, and tomatoes, he also ate a significant amount of pizza. He sometimes felt uncomfortable, had excess gas and experienced foods "going right through" him. He tried ALTRUM *Ultra Daily Enzymes* to help his digestion.

"*Ultra Daily Enzymes* made a world of difference in problems I didn't even know I had," Sturm said. "It was never big, but I realized I was having indigestion. Taking ALTRUM enzymes helped eliminate all of the problems I had from foods."

Sturm takes three capsules a day, and an extra capsule if he eats a heavy carbohydrate and protein meal. "It helps me not to feel like I swallowed a boulder," Sturm said.



## Super Energy Enhances Alertness \*

ALTRUM *Super Energy* helped Sturm stay alert during some of those long, late-night trips.

He developed good habits to stay alert on the road, he said. He tried to get the sleep he needed and sometimes took a power nap.

Still, he sometimes became sleepy while driving. Sturm learned that if he took one *Super Energy* when he first started feeling less energy, he could drive another two hours, sometimes up to four hours, without any side effects.



## Long-Time Customer Discovers New 'Favorite' ALTRUM Supplement

Dealer Carol Eaton Greene, Oklahoma City, Okla., has used ALTRUM supplements for a long time. Her favorite ALTRUM supplement has changed through the years right along with her nutritional needs. In the past, *Joint Formula* was her favorite when it helped her deal with discomfort in her knees, she said.

Greene works alongside her husband, Jack Greene, in their AMSOIL business. "I hoist cases of oil around every day like they're 5-pound bags of sugar," Greene said. "Furthermore, I'm 78 years of age and still have absolutely no signs of arthritis. I attribute this good news to *Joint Formula*."\*

At one time, potential cataract surgery led her to add *Vision Power* to her ALTRUM nutritional supplements program. The original story about improvements in her eyes while using *Vision Power* was detailed in the October 2008 issue of *ALTRUM News*. "I have continued taking a maintenance dose of three capsules of *Vision Power* daily," Greene said. "At my last checkup in May of this year, with the same doctor as before, there was no mention of cataract surgery."



Dealers Jack and Carol (Eaton) Greene

Today, her "absolutely most favorite product is *Nutritional Oils*," she said. "Upon becoming older, I have had extremely dry eyes with excessive tearing, itching, burning and stickiness. It's a misery. I had tried different brands of lubricating eye drops and lubricating eye gels — no luck." The doctor considered plugging her tear ducts to help.



"I began taking the *Nutritional Oils*," Greene said. "What a blessed relief. No more dry eyes. It's wonderful."

She told her doctor about it and he said there is a "hint" in recent research that omega-3 oils change the formulation of the natural tears the eyes produce as people age.

"I don't know whether this is true or not," Greene said. "All I know is that ALTRUM *Nutritional Oils* are the answer for me and are truly my most favorite product. Of course, all of these products are enhanced with ALTRUM *Ultra Multis*."

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# Why CoQ10 is an Important Supplement

Coenzyme Q10 is a naturally occurring compound found in every cell in the body. Coenzyme Q10's alternate name, ubiquinone, comes from the word ubiquitous, which means "found everywhere."

CoQ10 plays a key role in producing energy in the part of a cell responsible for the production of energy. It is known as the "energy-boosting antioxidant," and is responsible for increasing energy production, known as cellular metabolism, in the mitochondria ("cellular power plants") of the cell. In addition, CoQ10 is found in especially concentrated amounts in the cell's membrane, where it is needed to protect the cell from free-radical, or oxidative, damage.

## Some Reasons People Use Coenzyme Q10

- *Heart health \**
- *High blood pressure \**
- *CoQ10 may counter some effects of statin drugs \**

Essential for a healthy heart, those who take CoQ10 supplements to improve cardiovascular health may also receive benefits of lowered blood pressure levels. \*

People with heart problems often are given prescription medications, known as statins, that lower their blood cholesterol. Those statin medications also lower CoQ10 levels, which may cause dry skin. Supplementing the diet with CoQ10 may counter this effect and provide the heart with protection from further oxidative damage. \*

## How Much to Take?

Typically, CoQ10 dosage is 30 mg to 90 mg per day, taken in divided doses, but the recommended amount can be as high as 200 mg per day. \*

## CoQ10, Selenium Combination Shows Good Results

A four year trial of coenzyme Q10 (CoQ10) and selenium reveals a significant reduction in the risk of dying from cardiovascular disease among supplemented men and women, according to a study published online in the *International Journal of Cardiology*, May 22, 2012.

The study included 228 Swedish citizens between the ages of 70 and 88 who received a placebo or 200 micrograms of selenium per day plus 100 milligrams CoQ10 twice daily for 48 months. Echocardiographic changes were assessed at regular intervals. During the course of 5.2 years of follow-up, that included the four-year treatment period, participants showed a 54 percent adjusted risk reduction, according to the article.



CoQ10 is fat-soluble, so it is better absorbed when taken with a meal that contains oil or fat.

## How to Safely Use CoQ10

Consult your doctor before trying CoQ10, especially if you have heart disease, kidney failure or cancer.

CoQ10 is taken in combination with standard treatment, not to replace it.

Studies show supplemental CoQ10 has a wide variety of potential benefits among which are such things as greater stamina during exercise, better immune function and slowing the aging process. \*

These potential benefits can be enhanced by a healthy eating plan, regular exercise and inclusion of a balanced multivitamin and omega-3 fatty acids. \*

Analysis of deaths from all causes revealed a lower risk of mortality among those who received CoQ10 and selenium compared to the placebo group; however, the difference was not considered significant. Those in the treatment group also had better cardiac function as determined by echocardiography.

"Supplementation with selenium and coenzyme Q10 resulted in a significant reduction of cardiovascular mortality in a cohort of Swedish elderly persons," according to the study's authors. They recommend further studies in larger populations involving diverse age groups.

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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](http://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.

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**Register for the ALTRUM Auto-Ship Program at [www.altrumonline.com](http://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.



**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 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
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](http://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 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.\*



*"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

**Save on 6-packs!**



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## Nutrient Combinations May Provide Multiple Benefits

As ALTRUM users develop their personal nutritional supplements plan, many discover that combining some of the products creates benefits that one supplement alone does not. These products taken together can offer wide-ranging benefits as part of a daily heart-healthy supplement program.



Ultra Multis contains selenium

See page 3 for more information on CoQ10

## ALTRUM Auto-Ship Program Delivers Easy Ordering



The ALTRUM Auto-Ship program makes sticking to your healthy lifestyle easy. Get what you need, when you need it.

You can control the items you have on Auto-Ship and the credit card you want to be charged for each reorder.

Set up a schedule in your shopping cart when you order online. Your credit card will be charged when the items ship.

Choose from one of the convenient reorder schedules to get started.

## ALTRUM Discontinues Vitamin E Supplement

Because of rising manufacturing costs, ALTRUM has discontinued production of its Vitamin E-400 with Selenium (VBO30). The product is available while supplies last.

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^At time of manufacture



"Secure your health with ALTRUM Nutritional Supplements."



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