

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



JUNE 2013

Prevention Beats Prescription

Direct Jobbers Tom and Sheila Shalin of Greensboro, Ga. committed to a balanced, healthy lifestyle that included good nutrition, exercise and quality supplements early in their lives.

"We had no health crisis. We were attuned to the need for quality supplements," Tom Shalin said. "When AMSOIL first offered supplements, we jumped right to it."

"In our early 30s, it was just the idea of living a healthier lifestyle. We believe it's important to take care of yourself and be on the preventive end of things rather than the prescriptive end of things," Shalin said. "Be proactive versus reactive."

"We have no (health) issues. We have prescription plans but we don't have any prescriptions."

Exercise is part of their healthy lifestyle, Shalin said. He jogs more than two miles a day, and plays racquetball regularly. His physical condition and blood work are "like a person in his 40s," Shalin said.

Shalin believes their philosophy of informed self care is the reason they remain healthy and active in their late 60s.

"We have no (health) issues. We have prescription plans but we don't have any prescriptions," he said.

'Keep it Simple'

He said information he gains from reading ALTRUM publications has helped him continue to learn about nutrition and supplementation through the years. "Start with ALTRUM multis and enzymes, then see what else you need specifically," Shalin said. "You don't have to be a bionutritionist to develop a program. Keep it simple."

Shalin said he and Sheila exercise regularly, eat reasonable meals with a balance of nutrients and take the supplements they know their bodies need.



SHALIN FAMILY — Direct Jobbers Tom and Sheila Shalin (seated in front) at their lake home in Harbor Club on Lake Oconee, Greensboro, Ga., with their son and daughter-in-law, Dealers Thomas and Katie Shalin, with grandsons, Owen (seated) and Henry, along with Mr. Zoomy, the family dog.

"We eat regularly. There's no starving and binging," he said. "We pay attention, and if we know we're going to take in extra calories we compensate for that."

ALTRUM Supplements Fit Changing Needs

Just as their personal supplements programs have changed, so, too, have the dosages.

"We take the multivitamins — and metabolism changes through the years — so we don't take six of everything," Shalin 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.*

Enjoying Life Through the Years

Continued from page 1

ALTRUM supplements are formulated to meet a variety of nutritional needs. "The recommended usage directions are guidelines for consumers," said ALTRUM Manager Greg Sawyer. "I always recommend customers build their own individual ALTRUM programs based on their specific nutrition, lifestyle and overall health."

The Shalins built their individual supplement programs starting with the core group of *A.J.'s Ultra Multi (DWI)*, *Ultra Omega-3 (DUO)*, *Ultra Daily Enzymes (DEU)*, and *Ultra Probiotics (DUP)* when the product became available.

ALTRUM recommends this group of supplements for a powerful, well-rounded start to a nutritional supplement program that can help anyone maintain or improve energy and overall health.

Enzymes Unlock Benefits of Food

Ultra Daily Enzymes is among Shalin's favorite supplements.

"Enzymes are critical to unlock the nutrients in food," Shalin said. "If you aren't going to do anything else, at least take the enzymes so you get the benefits of the foods you eat."

They also use *Longevity Enzymes (DZM)*, *Vision Power (DVP)* and *Memory Focus (DMF)*.



Direct Jobbers
Tom and Sheila Shalin

Tom Shalin adds *A.J.'s Prostate Formula (DPF)* and *Roborant Energy (DRE)* to his daily regimen; Sheila's includes *Upliftment Formula (DUF)*, *Joint Formula (DJF)* and *Ultra Calcium Complex (DUC)*.

Tom credits *Ultra Probiotics* with helping Sheila overcome stomach problems. *Ultra Calcium Complex* was instrumental in stabilizing Sheila's bone density after she learned she had osteopenia, a precursor to osteoporosis, he said.

"We spend a significant amount of money," Tom Shalin said. "But what's the price of your health? We don't have any doctor bills to speak of. We just don't get sick. We want to be active and enjoy life as we age."

Shalin told a story about an unexpected benefit of using *Stress Management System*. "We used to make an annual pilgrimage to the BWCA (Boundary Waters Canoe Area) going in north of Tofte, Minn.," Shalin said. "I heard that doses of vitamin B can cause a skin odor mosquitoes don't like. So on one trip I loaded up on the vitamins B and C stress complex prior to and during the trip, and I only received one or two bites the entire week, which was a lot fewer compared to everyone else who was using a mosquito repellent. I didn't use any repellent. As everyone up there knows, mosquitoes are the state bird in Minnesota."

REORDER
AUTOMATICALLY
ALTRUM
AUTO-SHIP PROGRAM

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.

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ALTRUM Core Nutrition Program Provides Support, Balance for Health

The Core Nutrition Program of ALTRUM *Ultra Multis*, *Ultra Daily Enzymes*, *Ultra Probiotics* and *Ultra Omega-3* is a balanced nutritional approach to help maintain or improve your energy and overall health.

Good nutrition is the cornerstone of good health. Begin with a healthy diet full of whole foods, add these select ALTRUM supplements and don't forget to get the daily exercise you need.



ALTRUM *Ultra Multis*

ALTRUM *Ultra Multis* (DNU01) is a premium herbal-formula multi-vitamin, superfood comprised of more than 86 vital ingredients that reflect the latest breakthroughs in nutritional science including antioxidants, phytonutrients, enzymes, herbs and amino acids.

The key, natural food foundation to the exclusive *Ultra Multi* is the 1450 mg superfood/herbal base and a 450 mg super antioxidant/bioflavonoid blend of 450 mg. It provides a broad spectrum of the nutritional factors known to be beneficial.



A.J.'s *Ultra Multi*

A.J.'s *Ultra Multi* (DWI01) provides all of the same nutrients without the iron for men who eat red meat and for women past child-bearing age.



ALTRUM *Ultra Daily Enzymes*

ALTRUM *Ultra Daily Enzymes* (DEU01) helps your body absorb nutrients from food for more energy and better immune function.

Prebiotics in this formula improve healthy bacteria in the digestive tract, another way to aid digestion.



ALTRUM *Ultra Probiotics*

ALTRUM *Ultra Probiotics* is a universal probiotic formula that provides 26.5 billion live cells[^] of beneficial microflora cultures. *

These probiotic cultures may help renew and maintain a healthy GI tract and support healthy cultures of the other probiotics that also enhance intestinal health. *



ALTRUM *Ultra Omega-3*

ALTRUM *Ultra Omega-3* (DUO01) supplies the body with good fats that escort artery-clogging fats out of the body.

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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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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

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
VB075	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 60mg softgels supports cardiovascular function, energizes cells and boosts stamina.*



Save on 6-packs!



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Get Important Health Information at AU

Dealers who attend the 40th Anniversary Convention in Duluth, Minn., July 18-20, also have the opportunity to attend AMSOIL University Core Training on July 16 and 17.

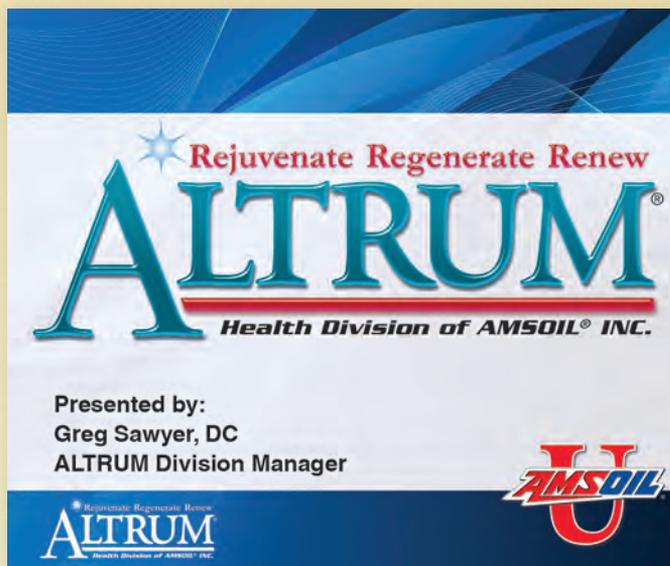
It's not too late to register for this special celebration of 40 years of AMSOIL going Beyond Conventional with the AMSOIL Dealer network.

For costs and registration information go to www.amsoil.com.

ALTRUM Manager Greg Sawyer will give his ALTRUM nutritional supplements presentation on both days of AMSOIL University.

"As always, I look forward to AU because it gives me the opportunity to talk about the ALTRUM vitamins and supplements," Sawyer said. "I do my best to convey the message of prevention and how ALTRUM supplements can help Dealers and their customers live a healthier lifestyle."

Dealers get an opportunity to learn the specifics of nutritional supplements for overall health and wellness, as well as which ALTRUM supplements may help with specific needs of the body. Not only is the presentation informative, Sawyer is a long-time nutrition expert who can answer questions about the supplements that may help with specific needs.



Sawyer's presentation is a no-nonsense examination of the components that help people live healthier, more energetic lives — good nutrition, exercise and nutritional supplementation.

ALTRUM Offers a Full Line of Supplements for Your Journey to Good Health



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^ At time of manufacture