

Rejuvenate Regenerate Renew
ALTRUMTM
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



FEBRUARY 2011

'I've Seen an Increase in Energy'

Dealer Tracy Klinkner of Fenton, Mo. has lost weight and gained energy in the past five months. What's her secret? ALTRUM Nutritional Supplements.

"Ever since I started taking the ALTRUM *Ultra Multis* and *Ultra Daily Enzymes*, I've seen an increase in energy and a decrease in my food cravings," Klinkner said. "In fact, I have lost 24 pounds since I started taking them regularly for the past five months."*

Klinkner, 33, long has struggled to lose weight but always gained it back, she said. Diabetes runs in her family, and she is aware being overweight is a significant contributing factor.

Steps to Lasting Change

Like many people, Klinkner began changing her lifestyle slowly, she said.

Her husband, Brian, sells AMSOIL products and recommended she try ALTRUM supplements.

She started taking the full daily dose of *Ultra Multis* regularly and noticed within a short time she had more energy, and fewer food cravings. "It's awesome," Klinkner said. "ALTRUM *Ultra Multi* is such a complete vitamin you don't crave that bad stuff."*

She began eating healthier and shared her success with some friends. Together they are encouraging each other on a healthy food plan, Klinkner said. "Vitamins alone won't make you lose weight, but they help you stay on your plan," she said.



Dealers Tracy and Brian Klinkner and their baby, Kelly, 14 months.

Adding Exercise

She began exercising more regularly on a treadmill. Her weight-lifting is accomplished by lifting and carrying 14-month-old Kelly, who weighs just short of 25 pounds, Klinkner said.

"With the increased energy I am now able to keep up with our daughter," Klinkner said.

Sharing the Results

"After seeing the great results I decided to introduce three of my friends to the ALTRUM line and they have since joined me in my mission to lose weight. I am glad to see they have experienced the same benefits I have.

I am looking forward to being able to help others with their weight loss goals as I know what it's like to struggle with losing weight.

She started taking *Ultra Daily Enzymes* a couple of months ago to help her digestion as she introduced more vegetables and high fiber cereals into her daily food plan. She experienced better digestion right away. "They're pretty cool," she said. *

Tracy and Brian Klinkner now have a well-rounded business. Brian continues to sell AMSOIL products, while Tracy is beginning her own ALTRUM business, sharing her story with friends and learning more about the supplements for the future.



See page 3.

BestMadeVitamins.com

*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.

Dealers Gain Health, Wealth With ALTRUM



**Direct Jobbers
Bill and Donna
Durand**

'Buying From Ourselves'

Bill and Donna Durand of Superior, Wis. started their AMSOIL Dealership in 1976. Today, they rank among the largest organizations in the company and recently became 7-Star Regency Platinum Direct Jobbers.

The Durands report they earn as much as 33 percent of their sizable income from ALTRUM supplements.

"ALTRUM sales is a big part of our business," said Bill Durand. "And the money's not going to a competing company."

The Durands have taken ALTRUM supplements since their introduction to AMSOIL Dealers in 1985. In those days people were beginning to understand the benefits of supplementation for better quality of life and longevity, but the money Dealers spent on supplements went to competitors, Durand said. With the advent of ALTRUM supplements "we're buying from ourselves."

Purchases Earn Commission Credits

The Durands stock a large supply of ALTRUM supplements at their home warehouse. "We grab them off our shelves and we don't think about the cost because it's into our own pockets."

They earn commission credits with every bottle they use, he said.

He has taken other brands of supplements and knows from years of experience none compare to the quality of ALTRUM, he said.

Increased income is one major benefit of selling ALTRUM supplements. "We've got more and more people buying supplements."

Using ALTRUM Supplements is a Win-Win

The Durands focus their business-building on recruiting new Dealers.

"With our downliners, their health is important to us and we want them to stay healthy and robust because they're part of our financial organization."

While their contribution to the overall organization is important, Durand said, more important is their health and quality of life.

"We take them for health because we want to be alive. I would take ALTRUM supplements no matter what the price of them because they just make a difference."



ALTRUM Natural Source Ingredients

Each ALTRUM batch is tested with Infrared Spectroscopy to assure consistency and exact quality of the supplements to match the label's supplement facts. You may notice variations in color from one batch to the next. That's because of the natural pigment variations in natural food source ingredients. The labeled potency always remains the same.

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** Please check with your physician when using prescription medications in combination with food supplements.

Ultra Multi Provides Missing Nutrients

Lack of proper nutrition may be linked to 90 percent of all physical ailments. *



Ultra Multi Provides Missing Nutrients

“The Ultra Multi alone has made me feel much better. I feel healthier and more energetic. I just feel like my body is finally running the way it should. My body was starved for nutrition and the ALTRUM supplements have made up for what I was lacking.” *

— Customer Marty Johnson

Ultra Multis Can Nutritionally Help:

- Boost your energy
- Protect your heart
- Keep your mind sharp
- Look and feel younger
- Beat stress and fatigue
- Strengthen immune system
- Improve your mood *

Gold Standard for Nutrition

- State-of-the-art formula
- Complete – 130 ingredients
- “World’s Best” value

A.J.'s Ultra Multi (DWI) is the same great formula as Ultra Multi (DNU) but without the iron.

Daily Nutritional Support (DNS) is our original multi formula in smaller tablets.



SUPPLEMENT FACTS			6 Tablets Provide % DV			6 Tablets Provide % DV		
Serving Size 6 Tablets			OTHER DIETARY INGREDIENTS			ENZYMES		
	6 Tablets Provide	% DV						
Vitamin A (50% Beta-Carotene, 50% Palmitate)	10,000 I.U.	200	Bioflavonoids (mixed citrus, acerola cherry)	60 mg	*	Bromelain (Pineapple)	30 mg	*
Vitamin C (Ascorbic Acid, Rosehips)	500 mg	833	Coenzyme Q10	500 mcg	*	Papain (Papaya)	30 mg	*
Vitamin D-3	400 I.U.	100	Propolis	10 mg	*	1400 mg. Superfood - Herbal Base		
Vitamin E (Natural)	100 I.U.	333	Pine Bark Extract	10 mg	*	Tomato Concentrate (1% Lycopene)	110 mg	*
Vitamin K-1	30 mcg	37	Green Tea	90 mg	*	Sea Vegetable Complex (Nori, Wakame, Kelp, Bladderwrack)	80 mg	*
Thiamine (Vitamin B-1)	22 mg	1500	Grapeskin	10 mg	*	Gingko Biloba	50 mg	*
Riboflavin (Vitamin B-2)	25mg	1500	Grapeseed Extract	20 mg	*	(leaf) extract equivalent to Siberian Ginseng	50 mg	*
Niacin - Niacinamide (1:1 mix) (Vitamin B-3)	80 mg	400	Quercetin	20 mg	*	(root) extract equivalent to American Ginseng	50 mg	*
Pyridoxine (Vitamin B-6)	30 mg	1500	Rutin (Eucalyptus)	30 mg	*	SUPERFOODS		
Folic Acid	800 mcg	200	Hesperidin Complex	16 mg	*	Bee Pollen, Spirulina, Chlorella, Barley Grass, Alfalfa, Parsley.	300 mg	*
Cyanocobalamin (Vitamin B-12)	90 mcg	1500	MSM (Methylsulfonylmethane)	300 mg	*	PHYTONUTRIENT VEGETABLE CONCENTRATES		
Biotin	300 mcg	100	Boron (Citrate)	1 mg	*	Broccoli, Spinach, Carrot, Cauliflower, Kale, Beet, Brussel Sprout, Celery.	298 mg	*
Pantothenic Acid	80 mg	800	Silica (Silicon dioxide)	10 mg	*	HERBS		
Calcium (Aminoate/Carbonate/ Citrate blend, Dicalcium phosphate)	480 mg	48	Vanadium (Aminoate)	30 mcg	*	Gotu-Kola (herb), Fo-Ti (He Shou Wu)	262 mg	*
Iron (Aminoate)	18 mg	100	Choline	60 mg	*	(root), Sarsaparilla (root), Ginger (rhizome), Dandelion (root), Peppermint (leaf).	120 mg	*
Iodine (from Kelp)	200 mcg	133	Inositol	60 mg	*	HERBAL EXTRACT BLEND		
Magnesium (Aminoate, Oxide)	200 mg	50	PABA	60 mg	*	Equivalent to Herbal Powder	200 mg	*
Zinc (Aminoate)	30 mg	200	(Para-aminobenzoic acid)	60 mg	*	Astragalus (root), Schizandra (fruit), Licorice (root), Rehmannia (root)		
Selenium (L-Selenomethionine)	85 mcg	120	L-Glutamic Acid (HCl)	60 mg	*	* Daily Value (DV) not established		
Copper (Aminoate)	1 mg	50	Betaine (TMG - Trimethylglycine)	60 mg	*			
Manganese (Aminoate)	16 mg	800	Octacosanol (from vegetables)	1000 mcg	*			
Chromium (Aminoate, Polynicotinate)	120 mcg	100	Rice Bran	60 mg	*			
Molybdenum (Aminoate)	50 mcg	67	Amino Acid Complex (18 Amino Acids)	1200 mg	*			
Phosphorus (Aminoate)	50 mg	6.25	Fiber (Vegetable)	360 mg	*			
Potassium (Aminoate)	90 mg	2.25	Special plant fiber (pine or eucalyptus)	120 mg	*			
			Vegetable cellulose	900 mg	*			
			Lecithin	100 mg	*			
			(includes the following Fatty Acids)					
			Linoleic 58 mg, Palmitic 18 mg, Stearic 4 mg, Oleic 10 mg, Linolinic 6 mg					
			Trace Minerals (Ancient Sea Minerals)	25 mg	*			

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Renew Your Body

Longevity Enzymes™

Provide nutritional support for aging and for balancing inflammation. A perfect complement to the *Joint Formula* because it provides joint discomfort relief.*



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.*



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	Pref. Cust. Dealer Price	Sugg. Retail
DZM01	EA	(1) 90 ct.	24.15	25.35	35.85
DZM01	CA	(6) 90 ct.	144.90	144.90	214.50
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
DUC01	EA	(1) 90 ct.	12.05	12.65	18.05
DUC01	CA	(6) 90 ct.	72.30	72.30	107.70
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
DBE01	EA	(1) 120 ct.	9.60	10.05	14.60
DBE01	CA	(6) 120 ct.	57.60	57.60	87.00

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.



Ultra Calcium Complex

Multiple source high-quality calcium.

Superfood Bee Pollen

with propolis and royal jelly. Potent source of natural nutrition.



When ordering, have your ZO#, shipping address and VISA/Mastercard information ready.

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** 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.*



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 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	Pref.Cust. Dealer Price	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
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

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.*



Save on 6-packs!



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Good News for Your Joints



Alecia Lavacot with her Shi tzu, Phoebe.

ALTRUM Preferred Customer Alecia Lavacot of Wood Dale, Ill. works for a computer software company and has a growing home-based online business. She uses the computer a lot, she said.

About five years ago, Lavacot, 45, began experiencing inflammation and discomfort in the joints of her hands that increased with changes in the weather, she said.

'Joint Formula Made a Difference'

About five months ago, AMSOIL Dealer Michael Sparks suggested she try *Joint Formula*. She had tried other joint

health supplements and "never saw any help," she said.

She started taking *Joint Formula* and noticed a difference in about three weeks. "I just all of a sudden one day realized I could make a fist or write with a pen without hurting," she said. "I really do believe the *Joint Formula* has made a huge difference for me."

As soon as she felt better, however, she grew lax in taking the supplements, she said, and her hands started bothering her again. "I went back on them right away."

Developing Personal Nutrition Program

Lavacot also takes *Ultra Daily Enzymes* to help digestion and *Longevity Enzymes* to help balance inflammation. "I just love them," she said.

Lavacot also takes the *Children's Chewables*. "I like them because I hate to take big pills," she said. "And they taste great."*



New Lease on Life With *Joint Formula*



Dealers Monty and Janet Osborne

Dealer Monty Osborne of Beardstown, Ill. has an ongoing story of improvement in his physical comfort while using ALTRUM *Nutritional Supplements*.

He first told ALTRUM two years ago how the out-of-control inflammation in his joints significantly improved at the same time he started using *Joint Formula*.

'Anything But Routine'

Osborne, who has Rheumatoid Arthritis (RA), recently visited his physician and reported the results to ALTRUM.

"It was a routine quarterly visit," Osborne said. "The outcome was anything but routine. Two years ago when I started taking the *Joint Formula* my RA factor was 122 and I was taking 10 (prescription) tablets on Mondays. After six months of taking *Joint Formula*, the doctor reduced my

medication to five tablets on Mondays. RA factor is a measure of specific proteins in the blood. The higher the number, the more RA affects the body's systems.

"Four months later he decreased my medication to three tablets." Osborne has taken three tablets weekly since May 2009.

"All of this time I have been taking *Joint Formula* morning and evening," Osborne said. His recent visit with the doctor reveal his RA factor is greatly improved.

'No Swollen Joints'

"My RA factor is down to 93," he said. "The doctor wants me to wean myself off the medication completely over the next couple of weeks. The reason I only take them on Mondays is so my liver has six days to recover from the damage the medicine does.

"So in a few weeks I will no longer be taking the liver-damaging drug that I have had to take for the last 15 years.

"Also, when the doctor examined me he found no swollen joints."*

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