

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



OCTOBER 2007

## You Can Stay Vital, Energetic



Direct Jobbers  
John and  
Shirley Alquist

What would you do with more energy?

Direct Jobbers John and Shirley Alquist use ALTRUM supplements to keep up their energy and stay on top of their busy schedules.

They get to the gym by 4:30 a.m., work out for nearly an hour, have breakfast and then start their work day of about 10 hours.

John and Shirley are in their 60s. He's 65, she's 63. But the "Real

Age" test reveals John is physically 53 and Shirley is physically 51. The Real Age test is an online tool that helps people calculate their physical condition based on a series of questions about lifestyle and habits.

They choose their food carefully, exercise regularly and take ALTRUM supplements daily. \*



The ALTRUM Multis are the most advanced all-in-one formulas and the flagship supplements of the ALTRUM nutritional product line.

### Benefits of ALTRUM Multis



- Increase your energy
- Look and feel younger
- Combat stress and fatigue
- Protect your heart • Keep your mind sharp
- Boost your immune system
- Improve your mood \*

The Alquists are proof that healthy diet, exercise and ALTRUM Nutritional Supplements promote robust energy and stamina. \*



### ALTRUM Multis Rev Your Body Engine

"I have been using the ALTRUM Daily Nutritional Support (DNS) multivitamins ever since they were formulated – and that's lots of years," Shirley Alquist said. "They're not as big as the Ultra Multis, they're 'lady-size.'"

John Alquist laughed when he said he takes ALTRUM Ultra Multis. "I can swallow three of them at a time," he said. John has studied nutrition and supplementation most of his adult life and tested many formulations.

"The greatest benefit in the Ultra Multis is the formulation," John said. "It's the best I've ever seen. It has everything. There's none that compares in completeness and value." \*



Direct Jobbers  
John and  
Shirley Alquist

Direct Jobbers John and Shirley Alquist are among the many AMSOIL Dealers who know the benefits of ALTRUM Nutritional Supplements.

Turn to page 2 to find out how you can revitalize your mind and body with ALTRUM Nutritional Supplements.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

ORDER #: 1-800-777-7094 To Fax Your Order : 1-715-392-5225 or 1-715-392-5267  
Dealers and Preferred Customers can order in the Dealer Orders section at [www.amsoil.com](http://www.amsoil.com).

# Vision Power Improves Your Eyesight



Direct Jobbers  
John and  
Shirley Alquist

## Renew Your Eyesight

Shirley Alquist developed a cataract in her right eye by the time she was 57. She had surgery on the right eye and before long the doctor said she had a fast-growing cataract in the left eye. "They told me I'd be back," Shirley said.

She started taking another brand of eye supplements because ALTRUM didn't have one at that time.

She met and married John during this time, began exercising and changing her diet. When ALTRUM introduced *Vision Power*, Shirley compared it to the formula she was taking and found ALTRUM was superior.\*

"ALTRUM put more (eye health blend) veggies in the formula, so I started taking it," Shirley said. "I especially like the kale and spinach that are in *Vision Power*. Kale is one of the most nutrient-dense foods available. We eat greens every day."\*



*"My vision had improved. The doctor had to change the prescription for my glasses, and there was no sign of a cataract. While a variety of things helped, I really feel the Vision Power nutrients made the difference."\**

– AMSOIL Direct Jobber Shirley Alquist

## Nourish Your Eyes

After six months of taking ALTRUM *Vision Power*, Shirley thought something was wrong with her glasses, so she visited the eye doctor.

"My vision had improved. The doctor had to change the prescription for my glasses, and there was no sign of a cataract," Shirley said. "While a variety of things helped, I really believe the *Vision Power* nutrients made the difference."

John's experience with *Vision Power* was even more dramatic.

During his last eye examination his eye doctor repeatedly looked into the back of his eye with a light. The doctor told John he had a detachment in his retina that had healed itself.

"The doctor had never seen it before except in a textbook," John said. "I was taking *Vision Power*. I know *Vision Power* works."\*

## Vision Power

- Keeps your eyesight sharp and clear
- Ends eye strain, blurred vision and dry, irritated eyes
- Improves your night vision
- Reduces free-radical damage to your eyes
- Promotes circulation and nourishes eye tissue
- Strengthens and protects your eyes from harmful UV radiation\*

## Vision Power

**The most powerful eye nutrition formula available**

*Vision Power provides your eyes with the vital nutrients needed to improve your eye health. This exclusive formula gives you all the sight-saving nutrients in one easy-to-use product.\**

SUGGESTED USE: 6 capsules daily, preferably 3 capsules with each meal. For nutritional eye maintenance, take 3 daily. For highest premium nutritional eye support take 6 per day. Each 6 capsules provide:

<b>Bilberry extract (25% or 80 mg Anthocyanins)</b> . . . . .	<b>321 mg</b>
<i>(Bilberry, one of the most effective ingredients for eye health, is the foundation of Vision Power. It has been used by herbalists for centuries to strengthen vision. Bilberry offers targeted protection for the blood vessels of the eyes.)*</i>	
Lutein (as Esters from Marigold) . . . . .	<b>15 mg</b>
Alpha Lipoic Acid . . . . .	<b>60 mg</b>
Quercetin (as Dihydrate) . . . . .	<b>300 mg</b>
Lycopene/Eye health blend:	
(Carrot root; Schisandra berry; Ginkgo biloba extract 80 mg;	
Eyebright aerial parts; Spinach; Kale; Tomato; Broccoli floret extract;	
Lycopene 4 mg; Zeaxanthin 1100 mcg) . . . . .	<b>1115 mg</b>
Triphala Complex:	
(Terminalia bellerica, Terminalia chebula, Emblica officinalis) . . . .	
<b>150 mg</b>	
Vision health proprietary blend:	
(L-Taurine; N-Acetyl Cysteine 250 mg; L-Glutamine;	
L-Glycine; Glutamate; L-Methionine; L-Glutathione 10 mg) . . . . .	
<b>1360 mg</b>	
Vitamin A (Natural Carotenoids from D. salina) . . . . .	<b>2250 IU</b>
Vitamin C (Ascorbic Acid) . . . . .	<b>75 mg</b>
Vitamin E (d-Alpha Tocopheryl Succinate) . . . . .	<b>37.5 IU</b>
If you are pregnant, lactating or taking blood thinning drugs consult a	

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# ALTRUM Supplements Promote Your Overall Strength, Well Being



*Direct Jobbers  
John and  
Shirley Alquist*

## Enhance Your Mental Abilities

ALTRUM *Memory Focus* has bolstered Shirley's memory. "I taught school for 35 years and I always had trouble remembering names," Shirley said. "Now I can remember more quickly."



**"Now I can remember more quickly." \***

John takes *Memory Focus* for its value and effectiveness. "All those ingredients in the *Memory Focus* formula I was taking separately, so I



**"Nutritional Oils are excellent for the mind." \***

was able to combine them all in one product. I don't know of anything better on the market."

ALTRUM *Nutritional Oils* help Shirley with mental sharpness. "I think the nutritional oils are excellent for the mind," Shirley said.

John agreed that the *Nutritional Oils* add to his overall health and nutrition. "It's an assurance that I'm getting the omega-3s, that I need," he said. \*

## Build Your Nutritional Defenses

The Alquists also use ALTRUM *Longevity Enzymes*.

John takes ALTRUM *Longevity Enzymes* to fight inflammation in his lower back. "It's one problem that I have from an old injury," he said. "I'm a little stiff sometimes. The *Longevity Enzymes* help to keep me moving."



**"The Longevity Enzymes fight inflammation and help keep me moving" \***

"*Longevity Enzymes* are good for an overall sense of well being," Shirley said. "And the ALTRUM *Roborant Energy* is a good one for stamina. I can burn between 400 and 600 calories three days a week on the elliptical or arc trainer at the YMCA at 4:30 a.m. and I feel good. I take *Roborant Energy* every week."



**"Roborant Energy keeps my energy levels and stamina up, mentally and physically." \***

*Roborant Energy* provides energy for John. "I take it because it's an adaptogen," he said. "I get up early, exercise on an elliptical machine for at least half an hour three times a week and then work up to 12 hours. The *Roborant Energy* keeps my energy levels and stamina up, mentally and physically." \*



**"A.J.'s Prostate Formula is a success story for me. It works for sure." \***

## Protect Male Health

John also has put *A.J.'s Prostate Formula* to the test. "The *Prostate Formula* is a success story for me," John said. A blood test at a physical once came back with an elevated level for potential prostate problems. "It wasn't serious, my doctor just wasn't comfortable with it," John said.

He took *A.J.'s Prostate Formula* for the next year and his subsequent test results came back with a low normal score. "It's a great product," John said. "The results speak for themselves." \*

Get complete information about the full line of ALTRUM products, as well as health and nutrition tips and facts. Subscribe to ALTRUM *focus* at [www.altrumonline.com/newsletter/subscribe.aspx](http://www.altrumonline.com/newsletter/subscribe.aspx) or visit the ALTRUM website at: [www.altrumonline.com](http://www.altrumonline.com).



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# Recharge Your Health



**Longevity Enzymes™**  
Renew our bodies, provide nutritional support against aging and inflammation. A perfect complement to the *Joint Formula* because it provides joint pain 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.\*



**Daily Nutritional Support**  
Our **Original Premium Multivitamin** formula in an economy price.



**Vision Power**  
Revitalize and protect 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. Fights chronic depression.\*



**Children's Chewable Multi**  
Great tasting for raising healthy kids, or adults who prefer a chewable.



## Receive Commission Credits on all ALTRUM Products

Stock#	Pkg./Size	Comm. Credits	Prof. Cust. Dealer Price	Sugg. Retail
DZM01	(1) 90 ct.	22.80	23.95	33.85
DZM06	(6) 90 ct.	136.80	136.80	202.50
DMF01	(1) 100 ct.	26.00	27.30	38.60
DMF06	(6) 100 ct.	156.00	156.00	231.00
DRE01	(1) 60 ct.	27.30	28.65	40.50
DRE06	(6) 60 ct.	163.80	163.80	242.40
DUO01	(1) 60 ct.	12.95	13.60	18.25
DUO06	(6) 60 ct.	77.70	77.70	108.90
DNO01	(1) 90 ct.	19.25	20.20	28.60
DNO06	(6) 90 ct.	115.50	115.50	171.00
DNU01	(1) 180 ct.	22.85	23.95	35.35
DNU06	(6) 180 ct.	137.10	137.10	211.50
DNS01	(1) 180 ct.	16.70	17.50	25.80
DNS06	(6) 180 ct.	100.20	100.20	154.50
DEU01	(1) 90 ct.	22.40	23.50	33.30
DEU06	(6) 90 ct.	134.40	134.40	199.20
DVP01	(1) 100 ct.	27.95	29.35	43.10
DVP06	(6) 100 ct.	167.70	167.70	258.00
DES01	(1) 90 ct.	11.95	12.50	17.50
DES06	(6) 90 ct.	71.70	71.70	102.30
DGS01	(1) 120 ct.	11.40	11.95	16.80
DGS06	(6) 120 ct.	68.40	68.40	100.20
DUC01	(1) 90 ct.	11.40	11.95	17.05
DUC06	(6) 90 ct.	68.40	68.40	101.70
DUF01	(1) 60 ct.	10.95	11.35	15.70
DUF06	(6) 60 ct.	65.70	65.70	93.60
DCC01	(1) 90 ct.	8.75	9.25	13.60
DCC06	(6) 90 ct.	52.50	52.50	81.00
DBE01	(1) 120 ct.	8.95	9.35	13.60
DBE06	(6) 120 ct.	53.70	53.70	81.00

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 for:

- **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 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 longevity supplement.\*** Includes 13 powerful digestive enzymes plus probiotics.



**Daily Enzyme Support** Experience our original premium enzyme formula in an economy price.



**Ultra Calcium Complex** One-month supply, multiple source high-quality calcium. Promotes healthy bone and connective tissue development.\*



**Superfood Bee Pollen** with propolis and royal jelly; it's the world's most perfect food. Called a potent "rejuvenator."\*



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

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**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 economy multi.



**A.J.'s Male Power**  
For natural libido enhancement and male potency. Twelve super nutrients for increased male vigor.\*



**A.J.'s Prostate Formula**  
Most advanced prostate formula with 14 powerful prostate supporting ingredients, including lycopene and 100% pure saw palmetto berry, all research-proven for male function and prostate health.\*



*\*Boost Joint Nutrition*  
**Superfood Phytonutrient Support**  
9 super-vegetable concentrates loaded with sun-nutrient deep greens needed for arthritis control, healthy joints and more.\*



**Superfood Lecithin**  
Loaded with natural nerve and brain nutrients, promotes memory and concentration, fat control and protection against arteriosclerosis and cardiovascular disease.\*



**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.\***



*"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, 5-Star Regency Platinum Direct Jobber

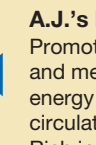
Stock#	Pkg./Size	Comm. Credits	Pref.Cust. Dealer Price	Sugg. Retail
DWI01	(1) 180 ct.	22.85	23.95	35.35
DWI06	(6) 180 ct.	137.10	137.10	211.50
DZL01	(1) 100 ct.	6.95	7.35	10.45
DZL06	(6) 100 ct.	41.70	41.70	62.10
DBP01	(1) 60 ct.	13.85	14.50	20.75
DBP06	(6) 60 ct.	83.10	83.10	123.90
DMP01	(1) 60 ct.	13.30	13.95	18.65
DMP06	(6) 60 ct.	79.80	79.80	111.30
DSE01	(1) 60 ct.	11.40	11.95	16.80
DSE06	(6) 60 ct.	68.40	68.40	100.20
DPF01	(1) 60 ct.	26.00	27.30	38.60
DPF06	(6) 60 ct.	156.00	156.00	231.00
VB001	(1) 160 ct.	3.20	4.75	7.10
VB601	(6) 160 ct.	19.20	27.00	42.00
DPN01	(1) 75 ct.	11.40	11.95	16.75
DPN06	(6) 75 ct.	68.40	68.40	99.90
DJF01	(1) 60 ct.	16.00	16.75	25.85
DJF06	(6) 60 ct.	96.00	96.00	154.50
VB075	(1) 90 ct.	6.10	8.25	11.60
VB675	(6) 90 ct.	36.60	47.40	69.00
VB010	(1) 120 ct.	6.65	8.50	12.20
VB610	(6) 120 ct.	39.90	48.60	72.60
VB020	(1) 120 ct.	4.55	5.90	8.35
VB620	(6) 120 ct.	27.30	33.60	49.50
VB030	(1) 120 ct.	14.50	16.95	21.80
VB630	(6) 120 ct.	87.00	96.90	130.20
DOJ01	(1) 150 ct.	7.50	7.95	11.50
DOJ06	(6) 150 ct.	45.00	45.00	68.40
DEQ01	(1) 60 ct.	16.60	17.50	24.75
DEQ06	(6) 60 ct.	99.60	99.60	147.90

For more information on these products go to [www.altrumonline.com](http://www.altrumonline.com)

**Save on 6-packs!**



**Cold Season Zinc Lozenges**  
Contains echinacea, propolis, slippery elm, vitamin C and vitamin A. High zinc ion availability when absorbed under the tongue. Reduces duration of colds.\*



**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.

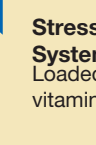
*\*Boost Joint Nutrition*  
**Superfood Alfalfa**  
Super green food supporting arthritic control, asthma, high blood pressure and infection control.\*



**Customer Favorite!**



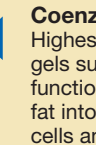
**Joint Formula Nutritional Joint Support**  
For healthy joints, cartilage and connective tissue, with glucosamine, chondroitin, MSM and boswellia.\* Shellfish free!



**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. Antioxidant supports cardiovascular function, cellular health, proper blood flow and male and female function.\*



**Coenzyme Q10**  
Highest quality 30mg soft-gels support cardiovascular function by helping convert fat into energy. Energizes cells and boosts stamina. Maintains gum tissue health and weight control. Promotes a healthy immune system.\*

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KEEP UP YOUR ENERGY  
INSIDE

# ALTRUM Products Keep You Strong, Healthy



*Direct Jobbers John and Shirley Alquist are proof that healthy diet, exercise and ALTRUM Nutritional Supplements promote robust energy and stamina.*

Direct Jobbers  
John and  
Shirley Alquist

Together they run a thriving, growing AMSOIL/ALTRUM business.

They sell AMSOIL Synthetic Motor Oils, along with ALTRUM Nutritional Supplements.

Inside this issue you'll find products that can help you remember better, boost your energy, improve stamina, renew vision and rev your body engine. \*

**ALTRUM is derived from the word "altruism," to help one's neighbors help themselves.**

## Your Financial Health Benefits

In addition to the health benefits they enjoy, John and Shirley increase their income by helping their friends and neighbors improve their health with ALTRUM supplements.

"AMSOIL Dealers can promote ALTRUM products for their own health and well being," Shirley said. "That way they can be healthy, energetic and successful independent AMSOIL business owners.

"Because of our busy lifestyles, everyone needs the energy and stamina they can get from these products. We help our friends and neighbors improve their health by providing ALTRUM information and nutritional products so they can have a better quality of life."



Financial benefits of selling ALTRUM supplements are especially good for AMSOIL Dealers, Shirley said.

"Each product's commission credit value is very close to the wholesale price. So the total commission credits add up faster. Besides the benefits from the ALTRUM products, it just makes good business sense to make money easier using these excellent health and energy boosters." \*

**PRICE ADJUSTMENT:**  
Effective November 1, 2007, ALTRUM and AGGRAND products will be subject to a price adjustment.

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*"Secure your health with ALTRUM Nutritional Supplements."*



## Our Address

To submit a testimonial or question, write to:

ALTRUM News  
AMSOIL Building  
Superior, WI 54880

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