Rejuvenate Regenerate Renew

ALTRUM™

Health Division of AMSOIL

ALTRUM Nutritional Supplements
AGGRAND Organic Fertilizer

ALTRUM™

FEEL YOUR BEST

Good health is a priceless treasure. Secure your health with Altrum Nutritional Supplements.

SAVE NOW!

ALTRUM™

Preferred Customer Program

Start out right and become a Preferred Customer or AMSOIL/ALTRUM Dealer. Preferred Customers receive reduced rates on all AMSOIL/ALTRUM products for only $10 for six months or $20 annual fee.

Preferred Customer benefits include:

- Purchasing ALTRUM and AMSOIL products at a reduced AMSOIL Dealer price
- Receiving a subscription to the *ALTRUM News*

See page 27 for details

VISION POWER

Age-Defying Antioxidants for Your Entire Body

Your eyes are particularly vulnerable to free radical damage, but *Vision Power* provides protection you need. You get the combined eye-defending antioxidant power of *carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid* and much more.

VISION POWER

Nutritionally Supports Normal, Healthy Function that May Help:

- Night vision
- Keep eyesight strong, sharp and clear
- End eye strain, blurred vision & dry, irritated eyes
- Reduce free-radical damage
- Promote circulation & nourish eye tissue
- Strengthen and protect eyes from harmful UV radiation *

Strengthen Your Eyes With the Nutrients They Need

Your eyes need daily nutritional support for protection from aging, oxidative damage and environmental stresses including wind, extreme temperatures, vehicle exhaust, dust and dirt, everyday chemicals, UV light and much more. Every part of your eye; retina, lens, cornea, iris, optic nerve, tear duct and even the eyelid, is crucial for sharp vision and requires specific nutrients. *Vision Power* gives you the most advanced nutritional eye health support in one easy-to-use formula.*

PROTECT YOUR EYES

It's never too late to start improving your sight. The nutrients in *Vision Power* show promise to nutritionally help support lifelong protection of your vision. A study published in the *Journal of the American Medical Association* emphasizes the importance of proper nutrition for maintaining eye health.

Vision Power **(DVP)** ordering information

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Sugg. Retail	Dealer/Pref. Cust. Price
DVP01	EA	(1) **100**-count	0.2	45.60	31.00
DVP01	CA	(6) **100**-count	1.2	273.00	177.30

The most powerful eye formula available

What would you do to protect and maintain sharp vision for the rest of your life? *Vision Power* provides the most highly prized, essential nutrients that may potentially help to strengthen and protect your eyes and your entire body.

Vision Power gives you all the proven 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:

Bilberry extract (25% or 80 mg Anthocyanins) (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 help strengthen vision.)*	**321 mg**
Lutein (as Esters from Marigold)	15 mg
Alpha Lipoic Acid	60 mg
Quercetin (as Dihydrate)	300 mg
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)	1115 mg
Triphala Complex: (Terminalia belerica, Terminalia chebula, Emblica officinalis)	150 mg
Vision health proprietary blend: (l-Taurine; N-Acetyl Cysteine 250 mg; l-Glutamine; l-Glycine; Glutamate; l-Methionine; l-Glutathione 10 mg)	1360 mg
Vitamin A (Natural Carotenoids from D. salina)	2250 IU
Vitamin C (Ascorbic Acid)	75 mg
Vitamin E (d-Alpha Tocopherol Succinate)	37.5 IU

If you are pregnant, lactating or taking blood thinning drugs consult a health care professional before using this product.

For additional vision help, see back cover.

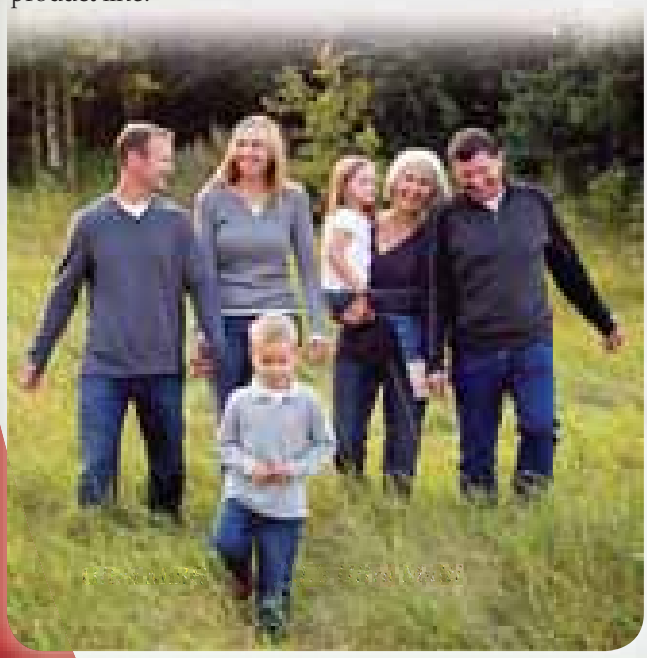
* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease.

ALTRUM™

Nutritional Supplements

ALTRUM nutritional products bring you a powerful line-up of the "World's Best Multi's," the "World's Best Enzymes," Superfoods, A.J.'s Signature Formulas and the Technical Line.

ALTRUM Nutritional Supplements are your foundation for good health. The core trio of this product line are the *Ultra Multi,* an advanced multi-vitamin, mineral, herbal, superfood supplement, *Ultra Daily Enzymes,* an advanced digestive enzyme formula, and *Nutritional Oils,* a premium essential fatty acid formula featuring omega-3.These three ALTRUM products assure you a powerful start to your health program and a more vibrant life. Enhance your ALTRUM health program with any of the premium product formulas in the ALTRUM nutritional product line.



Supercharge Your Health!

The *Ultra Multis* incorporate the latest research in nutritional science, providing significant levels of every nutrient required for optimal health. More than 130 life-sustaining ingredients are in each of the *Ultra Multis* including vitamins, minerals, antioxidants, phytonutrients, enzymes, herbs, amino acids and more.

As experts have shown, the standard American diet is likely inadequate in supplying all of the nutrients needed for optimal health. ALTRUM's "World's Best Multis" are an exceptional way to ensure you are getting all of the nutrition you need in the most advanced, most effective form possible.

Compare the *Ultra Multis* to the best multi you can find at any health food store. You won't find a comparable formula anywhere else for less than $60.

"I feel one of the most important contributing factors to my excellent health is the vitamin supplements I take. Of course, I'm referring to our *Ultra Multis* and the rest of the ALTRUM Nutritional Supplements. They are truly superior products. Include them in your daily regimen along with exercise and a healthy diet. You'll feel a lot better, and chances are you'll live longer."

Al Amatuzio
President and CEO, AMSOIL INC.

To become a Preferred Customer and order at wholesale prices, turn to page 27.

'World's Best' Multis

Power Up Your Body's Energy

Ultra Multi (DNU)

Ultra Multi This premium multi-vitamin formula is comprised of more than 130 vital ingredients, reflecting the latest breakthroughs in nutritional science. A unique protein chelation of the minerals allows four to six times better absorption of essential minerals over unchelated minerals.

The foundation to the exclusive *"Ultra Multis"* is a superfood/herbal base of 1400 mg and a super antioxidant/bioflavonoid blend of 266 mg.

Multi-Vitamin, Mineral, Superfood, Herbal Supplement

Ultra Multi with Iron (DNU)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust./ Dealer ice	pr
DNU01	EA	(1) 180 tablets	0.8	41.60	28.20	
DNU01	CA	(6) 180 tablets	4.9	248.70	161.10	

What Can *Ultra Multis* Do For You?

No other multiple vitamins compare in the number of energy-supporting ingredients.

Ultra Multis Can Nutritionally Help

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

The Gold Standard for Nutritional Supplements

• State-of-the-art formula • Complete – 130 ingredients
• Correct Nutrient Balance • Protein Mineral Chelation
• Superfood Base 1400 mg. • Highest-quality standards
• Premium Potencies • "World's Best" Value

I Have a Lot More Energy

"There's absolutely no question I have extra energy with my *AMSOIL Ultra Multis*. Donna and I work our AMSOIL business about 70 hours a week. It's nice to be able to wake up and handle a call in the middle of the night and then lie right back down and go to sleep and feel good in the morning. If you asked me about the positive effects of AMSOIL *Ultra Multis*, I would say you not only feel good, you have a lot more energy."*

–Direct Jobber Bill Durand

SUPPLEMENT FACTS
Serving Size 6 Tablets

	6 Tablets Provide	% DV
Vitamin A (50% Beta-Carotene, 50% Palmitate)	10,000 I.U.	200
Vitamin C (Ascorbic Acid, Rosehips)	500 mg	833
Vitamin D-3	400 I.U.	100
Vitamin E (Natural)	100 I.U.	333
Vitamin K-1	30 mcg	37
Thiamine (Vitamin B-1)	22 mg	1500
Riboflavin (Vitamin B-2)	25mg	1500
Niacin - Niacinamide (1:1 mix) (Vitamin B-3)	80 mg	400
Pyridoxine (Vitamin B-6)	30 mg	1500
Folic Acid	800 mcg	200
Cyanocobalamin (Vitamin B-12)	90 mcg	1500
Biotin	300 mcg	100
Pantothenic Acid	80 mg	800
Calcium (Aminoate/ Carbonate/ Citrate blend, Dicalcium phosphate)	480 mg	48
Iron (Aminoate)	18 mg	100
Iodine (from Kelp)	200 mcg	133
Magnesium (Aminoate, Oxide)	200 mg	50
Zinc (Aminoate)	30 mg	200
Selenium (L-Selenomethionine)	85 mcg	120
Copper (Aminoate)	1 mg	50
Manganese (Aminoate)	16 mg	800
Chromium (Aminoate, Polynicotinate)	120 mcg	100
Molybdenum (Aminoate)	50 mcg	67
Phosphorus (Aminoate)	50 mg	6.25
Potassium (Aminoate)	90 mg	2.25

OTHER DIETARY INGREDIENTS	6 Tablets Provide	% DV
Bioflavonoids (mixed citrus, acerola cherry)	60 mg	*
Coenzyme Q10	500 mcg	*
Propolis	10 mg	*
Pine Bark Extract	10 mg	*
Green Tea	90 mg	*
Grapeskin	10 mg	*
Grapeseed Extract	20 mg	*
Quercetin	20 mg	*
Rutin (Eucalyptus)	30 mg	*
Hesperidin Complex	16 mg	*
MSM (Methylsulfonylmethane)	300 mg	*
Boron (Citrate)	1 mg	*
Silica (Silicon dioxide)	10 mg	*
Vanadium (Aminoate)	30 mcg	*
Choline	60 mg	*
Inositol	60 mg	*
PABA (Para-aminobenzoic acid)	60 mg	*
L-Glutamic Acid (HCl)	60 mg	*
Betaine (TMG - Trimethylglycine)	60 mg	*
Octacosanol (from vegetables)	1000 mcg	*
Rice Bran	60 mg	*
Amino Acid Complex (18 Amino Acids)	1200 mg	*
Fiber (Vegetable)	360 mg	*
Special plant fiber (pine or eucalyptus)	120 mg	*
Vegetable cellulose	900 mg	*
Lecithin (includes the following Fatty Acids) Linoleic 58 mg, Palmetic 18 mg, Stearic 4 mg, Oleic 10 mg, Linolinic 6 mg	100 mg	*
Trace Minerals (Ancient Sea Minerals)	25 mg	*

ENZYMES	6 Tablets Provide	% DV
Bromelain (Pineapple)	30 mg	*
Papain (Papaya)	30 mg	*
1400 mg. Superfood - Herbal Base		
Tomato Concentrate (1% Lycopene)	110 mg	*
Sea Vegetable Complex (Nori, Wakame, Kelp, Bladderwrack)	80 mg	*
Gingko Biloba (leaf) extract equivalent to	50 mg	*
Siberian Ginseng (root) extract equivalent to	50 mg	*
American Ginseng (root)	50 mg	*
SUPERFOODS	300 mg	*
Bee Pollen, Spirulina, Chlorella, Barley Grass, Alfalfa, Parsley.		
PHYTONUTRIENT VEGETABLE CONCENTRATES	298 mg	*
Broccoli, Spinach, Carrot, Cauliflower, Kale, Beet, Brussel Sprout, Celery.		
HERBS	262 mg	*
Gotu-Kola {herb}, Fo-Ti (He Shou Wu) {root}, Sarsaparilla {root}, Ginger {rhizome}, Dandelion {root}, Peppermint {leaf}.		
HERBAL EXTRACT BLEND	200 mg	*
Equivalent to Herbal Powder Astragalus {root}, Schizandra {fruit}, Licorice {root}, Rehmannia {root}		

* Daily Value (DV) not established

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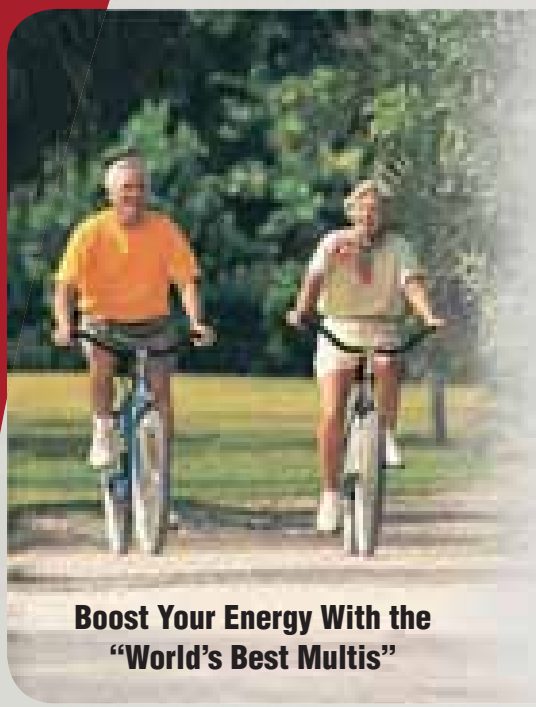

Boost Your Energy With the "World's Best Multis"

A.J.'s Ultra Multi (DWI)

Multi-Vitamin, Mineral, Superfood, Herbal Supplement

Same great formula as the Ultra Multi but without the iron.

The *Ultra Multis* are your foundation for great nutritional support in this age of fast food and on-the-go lifestyles. ALTRUM *Ultra Multis* are the best all-in-one multi supplements on the market today. They are a great way to ensure you are getting all the nutrients you need in the most advanced, effective form possible.

A.J.'s Ultra Multi without Iron (DWI)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust./ Dealer price
DWI01	EA	(1) 180 tablets	0.8	41.60	28.20
DWI01	CA	(6) 180 tablets	4.9	248.70	161.10

"No other premium multi on the market gives you so much value in an all-in-one, convenient-to-use formula."

-Al Amatuzio

"When my sister moved to California, she ran out of ALTRUM *Ultra Multi* vitamins and decided to go to the local health store and get some one-per-day vitamins," said Direct Jobber Shirley Alquist. "It wasn't long before she e-mailed me and said she had to have her ALTRUM Multis. The others just don't hack it or have the energizing effect of the ALTRUM Multis. It was good to know she wasn't satisfied with any other product on the market."

DID YOU KNOW?

Six ALTRUM Ultra Multi tablets are recommended for ultimate nutrition, but even one tablet of the Ultra Multis contains more nutrition than best-selling one-per-day multis.

Daily Nutritional Support (DNS)

SMALLER TABLETS

Daily Nutritional Support (DNS) is the original formula of the *Ultra Multis.* DNS is equivalent to one dozen supplements in one premium formula. It provides significant levels of every nutrient considered important for human health, all in a balanced form to work together for optimum effectiveness.

More than 100 life-sustaining ingredients are in the DNS Multi including vitamins, minerals, antioxidants, phytonutrients, enzymes, herbs and amino acids.

Daily Nutritional Support (DNS) (economy multi)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust./ Dealer price
DNS01	EA	(1) 180 tablets	0.6	31.80	21.50
DNS01	CA	(6) 180 tablets	3.8	189.95	123.00

Children's Chewable Multi (DCC)

Children's Chewable Multi contains ingredients from the *Ultra Multis* which are suitable for children 1½ years and older or for adults who prefer a chewable multi.

According to experts, children are lacking important vitamins and minerals. *Children's Chewable Multi* was specifically designed and formulated to help parents ensure that their children reach their full developmental potential.

Children's Chewable Multi (DCC)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust./ Dealer price
DCC01	EA	(1) 90 tablets	0.4	18.35	12.35
DCC01	CA	(6) 90 tablets	2.3	108.95	70.50

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Ultra Probiotics

Ultra Probiotics (DUP)

Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems. *

PRODUCT FEATURES

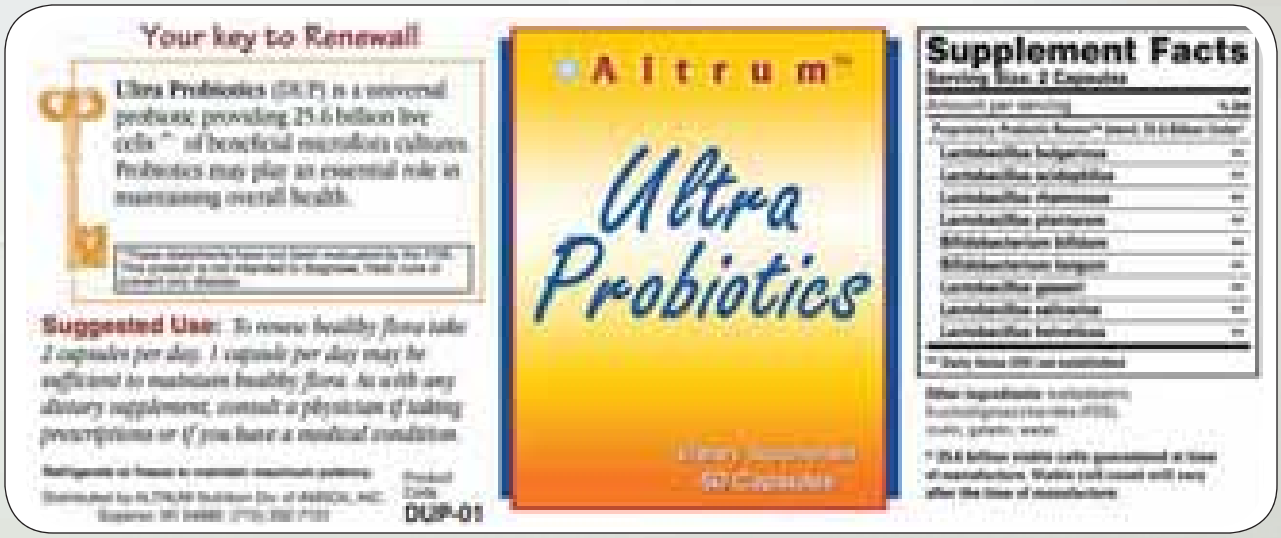
ALTRUM Ultra Probiotics is a universal probiotic formula providing 25.6 billion live cells^ of beneficial microflora cultures*. These probiotic cultures may help renew and maintain healthy intestinal microflora. Ultra Probiotics features nine premium strains of probiotics with 3.2 billion viable units^ of Lactobacillus bulgaricus. L bulgaricus is known as the "king of probiotics" – the universal intestinal flora rejuvenator. It conditions the GI tract and is the key to supporting healthy cultures of the other probiotics.

WHAT PROBIOTICS CAN DO

- May help improve digestion and absorption of vitamins
- May help manufacture vitamins needed by the body
- May help inhibit the growth of harmful bacteria that cause digestive stress*

Ultra Probiotics **(DUP) ordering information**

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Dealer/Pref. Cust. price	Sugg. retail
DUP01	EA	(1) 60-count	0.2	24.95	38.60
DUP01	CA	(6) 60-count	1.1	149.70	231.00



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** Check with your physician when using prescription medications along with food supplements.

^At the time of manufacture.

A Superior Digestive Formula

Ultra Daily Enzymes (DEU)

Too Few Enzymes

Enzymes are the keys to cell life; they power every biological process. In fact, these metabolic enzymes are so important to the human body that any malfunction of even one enzyme can lead to severe disease.

In addition to metabolic enzymes, our bodies require specific digestive enzymes for normal digestion. A deficiency of digestive enzymes causes the body to divert metabolic enzymes to the work of digestion, and robs the body of the benefits of those enzymes. This process depletes energy stores and ages the body ahead of its time.

Most adults don't have enough digestive enzymes in their systems because cooking and processing food destroys the natural enzymes present in raw foods.

Moreover, our bodies produce fewer digestive enzymes as we age. This lack of enzymes leads to poor digestion. As the digestive process deteriorates, energy decreases while fatigue, lethargy, infection and disease increases. *

Poor Digestion Leads to Poor Energy

Food provides the basic nutrients required for energy, growth and healing. However, even eating a perfectly balanced, healthy diet won't do any good unless your body has the digestive enzymes to break down what you eat into absorbable nutrients.

As digestive enzyme levels decrease, digestive problems can lead to nutrient deficiencies, obesity, gas, bloating, indigestion, acid reflux, sluggishness, chronic fatigue, candida, parasites, high cholesterol and a host of other health problems. *

How To Use Ultra Daily Enzymes

ALTRUM *Ultra Daily Enzymes* contain proven, powerful, digestive enzymes. Regular use can help eliminate digestive problems and supply your body with better absorption of nutrients from the food you eat. *

Take one capsule per meal, or break open a capsule and sprinkle on food or mix in water for even faster digestive action to help you feel better faster. Take an extra capsule to help digest heavier meals or to combat indigestion, heartburn or bloating. *

- ***Relieve indigestion***
- ***Increase stamina and energy***
- ***Strengthen the immune system***
- ***Dissolve fats***
- ***Eliminate gas and toxins***
- ***Slow aging ****

Enzymes unlock food's nutrients and turn the food we eat into energy that our bodies can use.

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To become a Preferred Customer and order at wholesale prices, turn to page 27.

Enzymes Are the Spark of Life

Raw foods contain the enzymes to aid in the digestion of everything eaten. However, cooking destroys those enzymes, forcing the enzymes secreted in the body to do all the work. For proper digestion of nutrients to occur, these primary enzymes are required:

LIPASE: Breaks down fat in butter, cheese and meat

LACTASE: Breaks down lactose in milk sugars

PROTEASE: Breaks down protein in meats, nuts and cheese

AMYLASE: Breaks down carbohydrates, starches and sugars that are prevalent in potatoes, fruits, vegetables and snack foods

CELLULASE: Breaks down fiber, helping to absorb nutrients from fruits and vegetables.

ALPHA-GALACTOSIDASE: Breaks down legumes (beans) and cruciferous vegetables.

Ultra Daily Enzymes supplies these five primary enzymes and several additional enzymes that assist the digestive process.

Ultra Daily Enzymes (DEU) is a superior digestive aid including more enzymes per capsule than other enzyme supplements, allowing you to use fewer capsules per meal, saving you money while you grow healthier. *Ultra Daily Enzymes* is an advanced reformulation of our original enzyme formula, *Daily Enzyme Support. Ultra Daily Enzymes* contains higher potencies of the original premium digestive enzymes, along with seven new health enhancing enzymes.

Ultra Daily Enzymes (DEU)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DEU01	EA	(1) 90 capsules	0.2	35.25	24.85
DEU01	CA	(6) 90 capsules	1.1	210.90	142.30

Amazing Enzyme Facts

- Tests have shown that a 70-year-old has approximately 10 percent of the cellular enzymes found in infants. Aging is directly linked to enzyme depletion.
- Studies have shown that lab rats live 30 percent longer with supplemental enzymes.
- Enzymes are the primary missing nutritional component in processed and cooked foods. They are removed from food to extend shelf life. Cooking over 118 degrees destroys these vital enzymes.
- Scientists say the major reason for illness is the lack of important enzymes.*

Ultra Daily Enzymes, when used with one of the Ultra Multis, provides unparalleled nutritional support, supplying nutrients from both food and supplementation.

"My favorite ALTRUM supplement is the Ultra Daily Enzymes. Within days of first taking them I could tell the enzymes were improving my digestion. I had less gas production and no heartburn. I was immediately happy with the product. I have just never had an enzyme product that worked so well."

- Preferred Customer Jake Dale

The Most Advanced and Complete Digestive Enzyme Formula on the Market Today

Your key to unlocking the nutrients in food!

The **Ultra Daily Enzymes (DEU)** contain a potent blend of 13 broad spectrum, highly active, concentrated, plant-derived enzymes to assist in the digestion of all food groups. This formula also contains a special probiotic blend of "friendly" flora necessary for a healthy digestive system.

Suggested Use: 1 or more capsules three times daily with meals, or as otherwise desired. This product is best when used as a part of a total nutritional program including the *ALTRUM Ultra Multis*.

Distributed by ALTRUM Nutrition Div. of AMSOIL INC.
Superior, WI 54880 (715) 392-7101

Product Code **DEU-01**

Store in a dry place at room temperature or refrigerate to extend shelf-life.

Supplement Facts

Serving Size: 1 Capsule

One Capsule Provides	% DV
MVzimes™ (proprietary blend) 270 mg	
Amylase 8,500 DU	**
Lipase 1,000 FCCLU	**
Protease/Peptidase pH 3-9 30,000 HUT	**
Glucoamylase 12 AGU	**
Invertase 250 SU	**
alpha-Galactosidase 100 GaLU	**
Grainzyme™ blend 125 MU	**
Malt Diastase 150 DP*	**
Lactase 500 ALU	**
Cellulase 150 CU	**
A Probiotic Blend 15 mg	
Bifidobacterium longum 100 mil c.f.u.	**
Lactobacillus acidophilus 400 mil c.f.u.	**

** Daily Value (DV) not established

Other ingredients: plant fiber, gelatin, water

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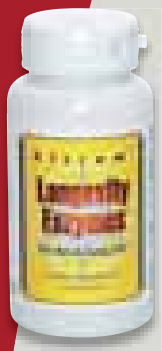
Longevity Enzymes™ (DZM)



Renew the Body, Extend Youthfulness*

What is the benefit of a long life without youthfulness? The enzymes in *Longevity Enzymes*™ are known as "systemic enzymes" that aid the body in staying youthful and energetic.

Our natural supply of metabolic enzymes that run our bodies is limited, and if we do not take in additional enzymes the resulting deficit may cause chronic health problems and accelerated aging.

Systemic enzymes help promote joint comfort *Longevity Enzymes*™ is an exceptional complement to the *Joint Formula* for its ability to help control inflammation and **bring comfortable, normal joint and muscle movement and mobility.**

Longevity Enzymes™ also assists the body in a multitude of areas including speeding recovery from injury; reducing stiffness; restoring healthy autoimmune conditions; aiding detoxification; improving the efficiency of blood circulation; and slowing aging.

Both *Longevity Enzymes*™ and our digestive enzyme formulas preserve the body's precious life-supporting metabolic enzymes. Both ALTRUM enzyme formulas help you fully maximize and conserve these precious metabolic enzymes that run, renew and revitalize the body.*

Longevity Enzymes™ Support Metabolic Enzymes That:

• Renew the body • Slow the aging clock • Extend productive lifespan • Control inflammation • Strengthen the immune system • Bring joint and muscle comfort*

Store in cool, dry place out of sunlight.

Supplement Facts

Serving Size: 2 Capsules
Servings per container: 45

Two Capsules Provide		%DV
Proprietary blend	**323 mg**	
Papain	9,000,000 FCCPU	**
Bromelain	4,050,000 FCCPU	**
Protease 6.0	3750 HUT	**
MVzimes PA™ (proprietary blend)	**(150 PAU) 150 mg** Lipase AN, Protease 4.5, Amylase	**
Rutin	**150 mg**	**

**Daily Value (DV) not established

"The Key to Long Life!"

Longevity Enzymes™ are life-supporting enzymes providing nutritional defense against inflammation and aging. **Longevity Enzymes**™ (DZM) support *metabolic enzymes* which run our bodies. **Ultra Daily Enzymes** (DEU) support *digestive enzymes* which digest our foods. Use both *ALTRUM Enzyme Formulas* to fully maximize your body's life-supporting enzymes.*

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

Enzymes are your "Life Spark."
"You are dealing with an extremely powerful genie in a bottle when dealing with enzyme supplements."
- Dr. Anthony Cichoke

Supplementing With Longevity Enzymes™

Take two capsules twice daily on an empty stomach between meals with a glass of water. This is the easiest way to get systemic enzymes into the bloodstream to go about their remarkable cleansing and anti-aging duties. **To bring joint comfort, one can double the daily dosage.** The key to using *Longevity Enzymes*™ or any nutritional supplement is to recognize that benefits come gradually through daily use. Allow 90 days for results.* **

Make a Health Change for the Better with Longevity Enzymes™

Longevity Enzymes™ supports metabolic enzymes that run and renew our bodies, providing nutritional defense against aging and inflammation. **Also a perfect complement to the *Joint Formula* because it helps bring comfortable and youthful joint and muscle movement.* ****

Longevity Enzymes™ (DZM)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref.Cust./ Dealer price
DZM01	EA	(1) 90-count	0.2	35.85	25.35
DZM01	CA	(6) 90-count	1.2	214.50	144.90

Note: If you are presently using blood-thinning drugs please consult with your physician before supplementing your diet with systemic enzymes.
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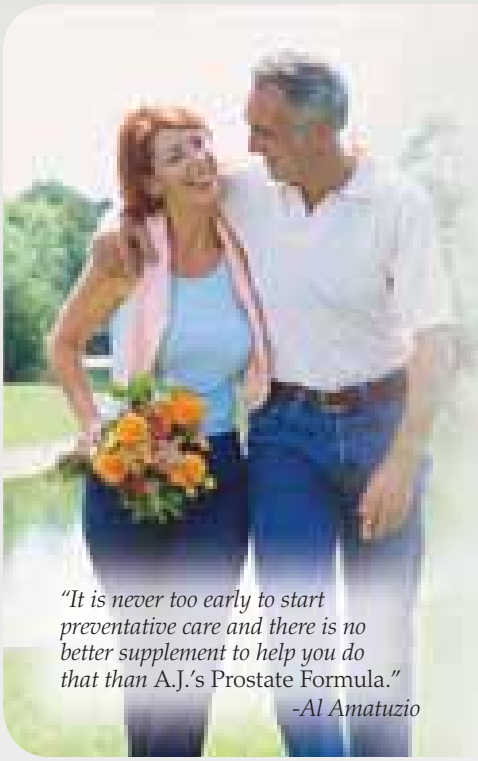
**Do not take this product if you are pregnant or lactating.

Order Now! Toll Free 1-800-956-5695 See page 27

A.J.'s Signature Formulas

A.J.'s Signature Formulas include five nutritional supplements designed specifically for high performance and better health.



"It is never too early to start preventative care and there is no better supplement to help you do that than A.J.'s Prostate Formula."
-Al Amatuzio

A.J.'s Prostate Formula (DPF)

Protect Prostate Health and Preserve Male Function

Are You At Risk? Take Preventative Action Now! Fifty percent of men over the age of 50 may already have prostate problems.

For many males over 45 years of age, there may be nothing more troubling than hearing a doctor say,"Your prostate appears to be enlarged and we need to do more tests."This condition of enlarged prostate is known as benign prostatic hypertrophy (BPH), caused usually by a non-cancerous growth. It occurs in 10 percent of men under 30 years of age increasing to 90 percent of men over 80 years of age. In younger males, initial problems may show up as prostate inflammation, called prostatitis.

A.J.'s Prostate Formula is a natural, state-of-the-art nutritional formula containing 14 vital prostate supporting ingredients. It includes the three herbal extracts that European studies show to nutritionally support healthy normal prostate size and function. These natural ingredients provide important nutritional benefits for the prostate gland, which is directly involved with sexual function, and help address the most common prostate condition, an enlarged prostate.*

A.J.'s Prostate Formula (DPF)

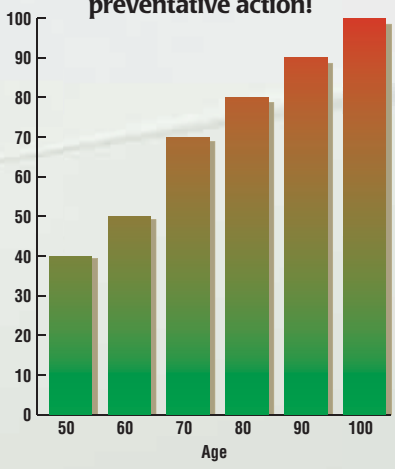
Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DPF01	EA	(1) 60 capsules	0.2	39.95	28.20
DPF01	CA	(6) 60 capsules	1.2	239.10	161.40

Fifty percent of males over 50 may have prostate problems.

"A.J.'s Prostate Formula should be of special interest to all adult males. This product literally stands alone as the most complete prostate support formula in the market today."*

Al Amatuzio
President and CEO, AMSOIL INC.

Doctors say that 100% of men will eventually experience prostate problems unless they take preventative action!



Compare *A.J.'s Prostate Formula* to any other formula in the market today

Each 2 capsules provide:

Saw Palmetto Berry	220 mg
Saw Palmetto Berry Std. Extract	222 mg
Pygeum Africanum Std. Extract (15% Sterols)	50 mg
Stinging Nettle (Urtica dioica) [root] extract (10:1) 30 mg. equivalent to:	300 mg
San-Qi Ginseng (Psuedo Panax) [root]	150 mg
Pumpkin Seed Powder	100 mg
Lycopene	7 mg
L-Lysine HCL	150 mg
L-Glutamic Acid	150 mg
L-Glycine	150 mg
Vitamin B6 (Pyridoxine HCL)	10 mg
Vitamin E (d-Alpha Tocopheryl Succinate)	50 I.U.
Zinc (Acetate)	15 mg
Selenium (L-Selenomethionine)	15 mcg

Suggested use: Two capsules per day, one capsule in the morning and one capsule in the evening. One capsule per day may be sufficient for some. This product can be further enhanced with use of one of the *Ultra Multis* for superior nutritional support.

A.J.'s Prostate Formula:

- *Provides nutritional support for a healthy prostate*
- *Enhances healthy male function*
- *Reduces the number of trips to the bathroom at night*
- *Maintains normal prostate size with advancing age*

Only a physician can properly diagnose prostate disorders. Seek prompt medical attention when necessary.

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

Boost Your Energy, Strength, Vitality

A.J.'s Roborant Energy (DRE)

As we age, the ability of our cells to produce energy decreases. Scientists have identified decreased cellular energy as the underlying cause of most degenerative diseases. Rhodiola root remains relatively unknown to Americans, but it has demonstrated a remarkable ability to enhance cellular energy metabolism.*

Rhodiola is also known as golden root, for its many therapeutic properties. In traditional folk medicine, it has been used to fight fatigue and depression, increase physical endurance, enhance work productivity, treat impotence, and even prevent altitude sickness. Rhodiola is an adaptogen, an agent that increases resistance to biological, chemical and physical stressors.*

More Energy for Your Daily Activities

Boost your life energy with ALTRUM *Roborant Energy*™, which contains premium rhodiola extract.*

Research from the Russian Academy of Natural Studies demonstrated rhodiola helps boost physical working capacity. Rhodiola-supplemented rats were able to swim 25 percent longer before reaching exhaustion than control rats. This is consistent with prior research demonstrating that rhodiola helps improve exercise endurance in humans.

Powerful Benefits of Rhodiola:
Boosts physical and mental energy, enhances endurance, reduces stress and improves mood.*

A.J.'s Roborant Energy™ (DRE)

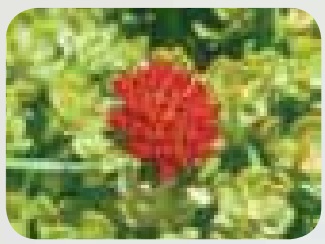
Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref.Cust./ Dealer price
DRE01	EA	(1) 60-count	0.2	41.55	29.35
DRE01	CA	(6) 60-count	1.2	248.70	168.00

The strength and vitality of the steadfast oak and its robust mineral-absorbing roots are the driving concepts behind *Roborant Energy*™, a powerful blend of 7 mineral-rich "Root of Life™" herbs.*

Roborant "Root of Life™" Plant Extracts

Roborant Energy™ is an exclusive blend of seven legendary "*Root of Life*™" herbs known for promoting strength, endurance and vital energy.*

1. **Rhodiola Root** is especially noted for increasing energy, endurance and physical strength.
2. **Red Panax Ginseng Root** is the most widely used root herb in the world and is known as a major glandular invigorator leading to increased energy and endurance.
3. **Astragalus Root** has been used for many thousands of years to replenish vital energy. Considered "King of Herbs" in China.
4. **Siberian Ginseng Root** is reported to stimulate both mental and physical activity and improve the work of brain cells.
5. **Suma Root** supplies nutrients that support the body's recuperative functions and well-being.
6. **Gotu Kola** is renowned for strengthening and revitalizing the body and brain.
7. **Schisandra** is used to increase energy, boost muscular activity and improve the cellular energy of the entire body for a healthier, longer, more active lifespan.*



Rhodiola in A.J.'s *Roborant Energy*™

Rhodiola is a primary ingredient in A.J.'s *Roborant Energy*™ plus six other powerful plant extracts that restore physical and mental strength and energy.*

Roborant Energy™ is a unique, strengthening elixir of 7 restorative herbs that renew true, vital energy.*

Supplement Facts
Serving Size: 2 Capsules
Servings per container: 30

Two Capsules Provide	%DV
Root of Life™ herbs (a proprietary blend) 1136 mg** extracts equivalent to 3000 mg herbal powder	
Red Panax Ginseng Root, Suma Root, Rhodiola Root (standardized to contain 3% or 3 mg rosavin), Astragalus Root (10:1 extract), Gotu Kola (10:1 extract), Schizandra Fruit (10:1 extract), Eleuthero Root (50:1 extract standardized to contain 0.8% or 3.2 mg Eleutherosides)	

** Daily Value (DV) not established

Other ingredients: gelatin, rice flour, magnesium stearate, water

SUGGESTED USE: Take 2 capsules daily for 90 days and then 1 capsule daily for maintenance thereafter. (May repeat 90 day, two capsule program once per year)

Store in a cool, dry place out of direct sunlight

"Roborant Energy™ provides me with a steady supply of functional energy. It's my favorite ALTRUM supplement so far. It helps you actually feel like working and you don't feel worn-out when you're done. Roborant Energy™ helps me to be more productive."

-AMSOILD ealer
Jim Lavelle

*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 Now! Toll Free 1-800-956-5695 See page 27

Refuel Your Mental Power

MEMORY FOCUS

Provides the Most Advanced Nutrients to Keep You Mentally Sharp*

What would you do to safeguard your ability to focus and remember more for the rest of your life?

Memory Focus provides the vital brain nutrients to renew and rejuvenate your brain function.

Research proves brain cells need specific nutrients to maintain optimal function. Without an adequate intake of these nutrients, focus weakens and mental sharpness dulls.

ALTRUM *Memory Focus* provides the highest quality, proven brain nutrients. It is formulated in the right dosages so the nutrients it provides may protect the brain's function against the effects of aging, stress, free-radical damage, and help balance inflammation and promote normal blood flow to the brain.*

Your mental clarity directly affects your quality of life. Now, you can recharge your brain with the absolute best combination of nutrients to help support sharp mental focus, thinking power and vibrant memory. *

YOUR BEST VALUE

Memory Focus gives you all of the premium nutrients at a fraction of their individual cost. You would pay more than $100 to buy these ingredients separately. *Memory Focus* provides the correct dosages you need to help make a difference in your brain health.

***Memory Focus* (DMF) ordering information**

Stock#	Unit of Meas.	Pkg./Size	Wt. Lbs. EA	Dealer/Pref. Cust. price	Sugg. retail
DMF01	EA	(1) 100-count	0.4	28.70	40.60
DMF01	CA	(6) 100-count	2.4	164.10	243.00

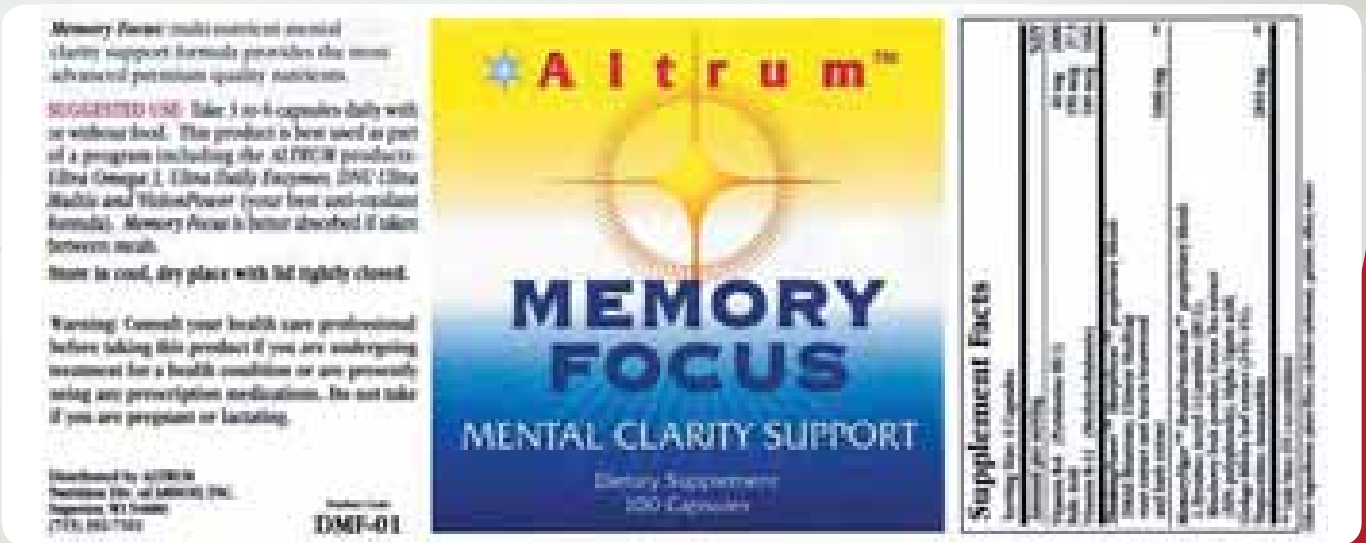
MEMORY FOCUS

The World's Best combination of nutrients for sharper memory and mental clarity

Nourish Your Brain to Help Gain

- Mental Sharpness
- Focus
- Concentration
- Recall
- Quick Thinking**

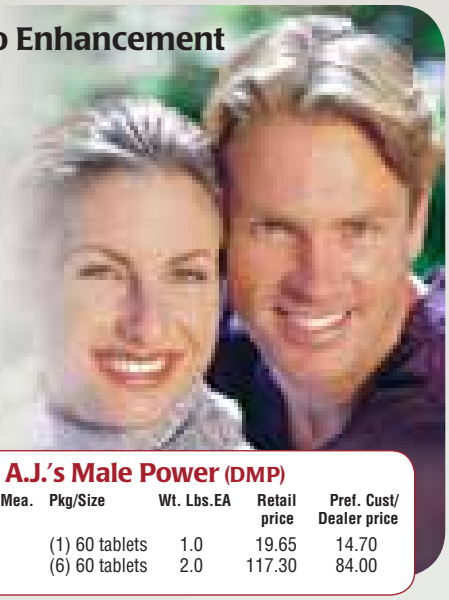
Nutrition to Power Your Mind*



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease.

** Check with your physician when using prescription medications along with food supplements.

A.J.'s Male Power (DMP) Natural Libido Enhancement



The All-Natural Male Turbo Charger

A.J.'s Male Power is a breakthrough premium product designed for men who want to increase their male potency and stamina. This unique formulation of nutritional ingredients provides optimum masculine support to rejuvenate the flow of hormones, improve levels of testosterone (male hormone) and strengthen the nervous system and male organs.

Male Power contains premium quality *siberian ginseng, damiana, sarsaparilla, saw palmetto, oyster extract, gotu kola, cayenne, bee pollen, royal jelly, raw prostate, raw testicular, zinc and histidine. A.J.'s Male Power* specifically addresses men's needs of exclusive ingredients to support male function and is power-packed with the most effective male enhancement ingredients known. These ingredients will help its user to more likely maintain youthful male vigor.*

A.J.'s Male Power (DMP)

Stock#	Unit of Mea.	Pkg/Size	Wt. Lbs.EA	Retail price	Pref. Cust/ Dealer price
DMP01	EA	(1) 60 tablets	1.0	19.65	14.70
DMP01	CA	(6) 60 tablets	2.0	117.30	84.00

A.J.'s Brain Power (DBP)

For Memory, Heart, Eyes and Energy

A.J.'s Brain Power brings you the power of ginkgo biloba. Ginkgo comes from the ancient ginkgo biloba tree. Ginkgo has been shown to possibly help improve brain function and memory, slow aging, enhance energy, balance depression, enhance heart health, inhibit blood clots, improve visual acuity, improve glucose utilization, enhance faster healing, promote youthful skin, subdue allergic reactions, reduce fatigue and improve circulation.

Ginkgo is effective because it restores capillary integrity and improves circulation, making it easier for each cell to receive the necessary nutrients. Ginkgo biloba is widely accepted and researched, with new studies continually published that show its many health benefits. Gingko biloba specifically targets cerebral functions while improving a wide range of other body functions, including cardiovascular and circulation to extremities.

A.J.'s Brain Power *contains a full 60 mg. of concentrated ginkgo biloba leaf extract containing 24 percent ginkgo heteroside, the highest active level available, in a base of the rejuvenative herbs gotu kola, schizandra and ginger.*

Use *A.J.'s Brain Power* as a daily supplement to improve brain function, memory, concentration and circulation.*

A.J.'s Brain Power (DBP)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DBP01	EA	(1) 60 capsules	0.2	22.25	15.55
DBP01	CA	(6) 60 capsules	1.1	132.90	89.10

A.J.'s Super Energy (DSE)

"Stay Awake" Energy Formula

The primary ingredient in *A.J.'s Super Energy* "stay awake" formula is guarana. Guarana has been used for years as a tonic and stimulant. It combats fatigue, stimulates brain function, aids concentration, relieves headaches and menstrual pain, helps rid the body of excess water, reduces appetite, combats the discomfort of extreme heat and speeds recovery after illness. Guarana helps build stamina, maintain energy and increase alertness.

A.J.'s Super Energy contains an energizing base of support herbs and ingredients including *ginseng, bee pollen, kola nut, cayenne, schizandra and barley grass,* which is nutritionally supportive to maintain energy. These all-natural ingredients energize your body without chemical stimulants.

A.J.'s Super Energy is a "stay awake" formula. It should be used by adults moderately when extra energy is desired and used along with one of the ALTRUM Multis to get the nutrients required for energy production. Note: this product contains naturally occurring caffeine and should only be taken when extra energy is desired. Not recommended for children under the age of 18 or individuals with serious health concerns.*

A.J.'s Super Energy (DSE)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DSE01	EA	(1) 60 capsules	0.2	17.70	12.55
DSE01	CA	(6) 60 capsules	1.1	105.60	72.00

To become a Preferred Customer and order at wholesale prices, turn to page 27.

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Superfood Supplements

Rounding out the basic requirements for proper nutritional supplementation are the superfoods, an exceptional source of phytonutrients (plant nutrients). Superfoods are natural, nutrient-rich food supplements derived from nature's plant sources, providing a multitude of health benefits. All of these superfoods (with the exception of the garlic) are found in the ALTRUM Multi's superfood/herbal base. Choose products from this category for additional superfoods.

Daily Garlic Support (DGS) 95% Odorless

Garlic has been used for more than 5,000 years by various cultures as one of the most important overall health-promoting herbs of all time. It may nutritionally support and help maintain a healthy immune system, normal blood pressure, cardiovascular health and good joint nutrition.*

Garlic is undoubtedly one of the greatest and safest natural health herbs known. *Each ALTRUM Daily Garlic Support capsule provides 417 mg of concentrated garlic powder, which is equal to half a garlic bulb. Odorless, allicin-rich.*

Daily Garlic Support (DGS)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DGS01	EA	(1) 120 Capsules	1.0	20.85	14.80
DGS01	CA	(6) 120 Capsules	3.0	124.15	84.60

Superfood Phytonutrient Support (DPN) Boost Joint Nutrition with Deep Greens

There are many phytonutrients in vegetables that we should consume daily. It may be difficult to eat the recommended five daily servings. That's why supplementing with nutrient rich, concentrated vegetables, as found in the *Superfood Phytonutrient Support,* can provide high contents of health-providing phytonutrients. This formula is packed with phytonutrients naturally occurring in vegetables and deep greens.

Phytonutrients help improve the health and function of the entire body, promoting good general health. *Some of these phytochemicals in Superfood Phytonutrient Support include flavonoids, sulforaphane, indoles, methyl groups, lycopene and the carotenoids. Superfood Phytonutrient Support contains nine super vegetable concentrates including broccoli, tomato, spinach, carrot, cauliflower, kale, beet, brussel sprouts and celery.**

Superfood Phytonutrient Support (DPN)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DPN01	EA	(1) 75 tablets	1.0	17.80	12.70
DPN01	CA	(6) 75 tablets	2.0	106.20	72.60

Superfood Bee Pollen Support (DBE) with Propolis and Royal Jelly

Bee pollen dates back to ancient Greek civilization and has been recognized as a source of rejuvenation and longevity. The original Greek Olympic athletes were said to have used bee pollen as part of their training diets, and many of today's athletes still use it to enhance performance. *Superfood Bee Pollen contains 600 mg bee pollen, 12 mg royal jelly and 12 mg bee propolis.*

Bee pollen is remarkably rich in vitamins, minerals, proteins, amino acids and enzymes. Bee pollen may help improve general health, boost the immune system and rejuvenate the glandular system. Those who use it have reported more vigor, vitality and increased resistance to infection.*

Superfood Bee Pollen Support (DBE)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DBE01	EA	(1) 120 tablets	0.4	14.60	10.05
DBE01	CA	(6) 120 tablets	2.2	87.00	57.60

Superfood Alfalfa (VB001) Help Boost Joint Nutrition with Deep Greens

Alfalfa's roots grow deep into the earth making it one of nature's richest mineral sources. Alfalfa contains calcium, magnesium, phosphorus, potassium and all known vitamins. The minerals are in a balanced, natural form that enhances absorption. Alfalfa is a superfood rich in nutrients, especially phytonutrients, chlorophyll and minerals. Alfalfa may help nutritionally promote joint comfort and ease of mobility, healthy stomach/intestinal lining, easy breathing, normal blood pressure, healthy red blood cells, healthy immune system and general good health.* *Superfood Alfalfa contains 500 mg dehydrated alfalfa.**

Superfood Alfalfa

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
VB001	EA	(1) 160 tablets	0.4	10.55	6.95
VB001	CA	(6) 160 tablets	2.3	62.15	39.90

Superfood Lecithin (VB075) Help Promote Support of Memory, Heart and Liver Protection*

This natural nutrient is a polyunsaturated phosphatide and is needed by every cell in the human body. It is essential to nutritionally promote cell-membrane repair, maintain optimum mental function and support lipid (fat) metabolism. Its structure may help protect cells from oxidation damage. Lecithin is rich in phosphatidyl choline, a brain and central nervous system nutrient.*

Superfood Lecithin features 1,200 mg. soya lecithin in capsule form. It may help promote healthy cardiovascular system, liver, gallbladder and male reproductive function. *Superfood Lecithin* may help promote energy and is an excellent source of choline. It also contains linoleic acid and inositol.*

Superfood Lecithin

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
VB075	EA	(1) 90 gelcaps	0.4	12.20	8.70
VB075	CA	(6) 90 gelcaps	2.6	72.60	49.80

Technical Supplements

The ALTRUM Technical Supplements line is comprised of premium supplements designed to meet specific nutritional needs. They can enhance, improve and protect your overall health.

Joint Formula (DJF)

"I used to wake up and really hurt, but now I don't even notice it. I feel half my age. ALTRUM* Joint Formula *really is amazing." *

- Erik Strom

Joint Formula is premium nutritional support for healthy joints, cartilage and connective tissue. This comprehensive formula has optimal levels of key joint health ingredients MSM, glucosamine, chondroitin sulfate, boswellia, calcium and manganese. Studies show these ingredients are natural, safe and effective alternatives to help bring comfort and ease to joint and muscle movement. *Joint Formula* nutrients have been studied in tens of thousands of patients throughout the world over the last 20 years. The collective evidence is clear that these nutrients help promote comfortable joint mobility and safely improve joint function.* Like all ALTRUM supplements, the effectiveness of *Joint Formula* is even greater with one of the *Ultra Multis* and *Ultra Daily Enzymes.*

Joint Formula

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DJF01	EA	(1) 60 tablets	0.3	28.70	18.60
DJF01	CA	(6) 60 tablets	1.7	171.50	106.50

Joint Formula Eases Dealer's Discomfort

*Osborne's medication for rheumatoid arthritis was reduced twice after he started using Joint Formula. "The only thing I've done different is start taking ALTRUM Joint Formula." * "The doctor read the Joint Formula label and said: '"Keep taking them."' I feel better now than I've felt in years."**

- Dealer Monty Osbourne

Joint Formula* is a top seller at ALTRUM. Users of *Joint Formula* have reported their joint discomfort is under control after only 30 days of use.

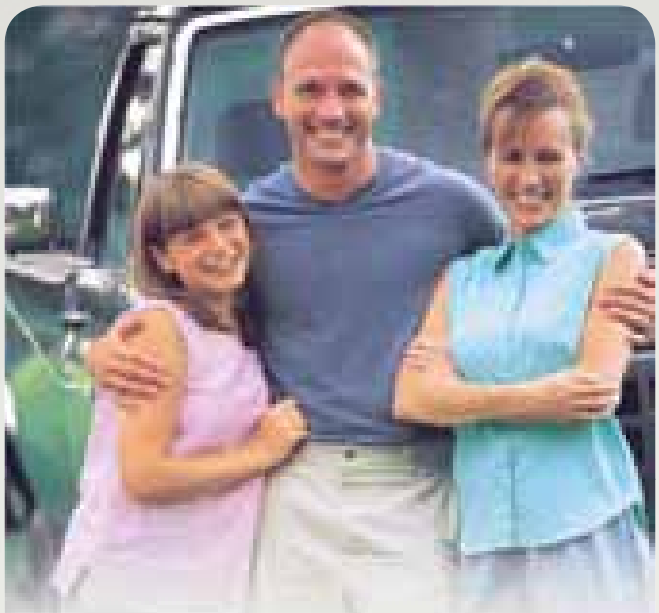
Joint Formula's Effective Ingredients:

When taken at the full daily amount of six tablets.

1. **MSM (1800 mg)** - a form of organic sulfur essential for production of connective tissue for optimal joint health.
2. **Boswellia (600 mg)** - a natural herb used for inflammation control and joint and muscle comfort.
3. **Chondroitin Sulfate (300 mg)** - an all-natural nutrient important to the formation of cartilage. Healthy cartilage caps the ends of bones, acting as a shock absorber and reducing friction between moving parts.
4. **Glucosamine HCL (1800 mg)** - a natural ingredient that supports joint lubrication, but as the body ages, its ability to produce glucosamine slows down.
5. **Manganes e** - for the production of manganese containing enzymes that play a role in production of essential cartilage compounds.

*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 Now! Toll Free 1-800-956-5695 See page 27



Your Vehicles Need the Best Oil. Your Body Does Too!

EFA deficiencies can lead to skin problems such as dry, scaly skin and eczema. Other common imbalances are dry hair and hair loss, nail problems, gallstones, irritability, liver problems, varicose veins, vulnerability to infections, low body weight and retarded growth.

EFAs in Nutritional Oils and _Ultra Omega 3_ May Help

- Protect heart and arteries*
- Regulate brain function and nerve impulses*
- Support the immune system*
- Improve skin and hair* • Provide natural fat-burners* • Normalize cholesterol, blood lipids and triglycerides* • and more*

Nutritional Oils (DNO)

The body needs the fat found in essential fatty acids (EFAs) such as omega-3s and omega-6s to maintain normal function. The unique formula of *Nutritional Oils* includes three exceptional sources of essential fatty acids — flaxseed, borage and fish oil — in one comprehensive product. The body cannot synthesize these essential fatty acids and they must be attained through diet or supplementation. Omega-3s are the most difficult to find in the diet. *Nutritional Oils* is a vital supplement for a healthy lifestyle providing the EFAs the body needs on a daily basis.*

Nutritional Oils (DNO)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref.Cust./ Dealer price
DNO01	EA	(1) 90-count	0.4	32.30	22.75
DNO01	CA	(6) 90-count	2.4	192.65	129.90

Make a Health Change for the Better

***Nutritional Oils* is a vital supplement for a healthy lifestyle, providing essential oils your body needs daily to remain healthy.**

Nutritional Oils is an all-in-one EFA (essential fatty acid) formula providing omega 3 and 6, EPA, DHA and GLA from 1200 mg each of flax, borage and fish per day. These EFAs may help keep your body finely tuned and running efficiently.*

DIRECTIONS: Take 1 to 3 softgels daily with meals. This product's performance can be further enhanced with use of the ALTRUM *Ultra Daily Enzymes* and *Ultra Multi's*. Store in a cool, dry place.

Supplement Facts

Serving Size: 3 Softgel Capsules

Amount per serving		%DV*
Calories	30	
Calories from Fat	30	
Total Fat	3g	6%
Polyunsaturated Fat	1.5 g	**
Vitamin E (as d-Alpha Tocopherol)	15 I.U.	51%
Flaxseed Oil	1200 mg	**
Borage Seed Oil	1200 mg	**
Fish Oil (50% Omega- 3)	1200 mg	**
These 3 oils typically provide a *Fatty Acid Profile* of:		
Eicosapentanoic Acid (EPA)	360 mg	**
Docosahexaenoic Acid (DHA)	240 mg	**
Alpha Linolenic Acid (ALA)	660 mg	**
Gamma Linolenic Acid (GLA)	228 mg	**
Linoleic Acid (LA)	672 mg	**
Oleic Acid (OA)	414 mg	**

*Percent Daily Values (DV) are based on a 2000 calorie diet.
** Daily Value (DV) not established

Other ingredients: gelatin, glycerin.

Ultra Omega-3 (DUO)

Ultra Omega-3 is a concentrated omega-3 formula that provides an ideal source of the highest quality EPA and DHA essential fatty acids from premium molecular-distilled marine lipids from fish oils.

ALTRUM *Ultra Omega-3* and *Nutritional Oils* are manufactured using a patented cold process of molecular distillation. During this process high vacuum pressure is used to evaporate the fish oil. The condensate (omega-3 fatty acids) is caught on a cooled surface. No heat is ever used in this process. This form of molecular distillation guarantees removal of all impurities while maintaining the quality of the omega-3 fatty acids. It takes approximately 10 gallons of premium fish oil to produce 1 gallon of top grade marine lipids using this patented process.*

Ultra Omega-3 (DUO)

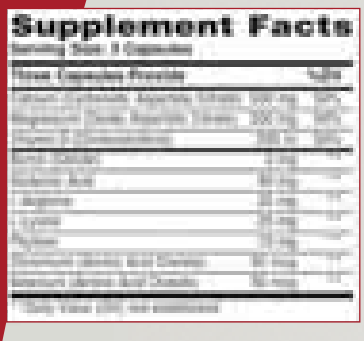
Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref.Cust./ Dealer price
DUO01	EA	(1) 60-count	0.2	19.20	14.25
DUO01	CA	(6) 60-count	1.2	114.60	81.60

Important News for Healthier Vision-

Recent studies show that high levels of omega-3 essential fatty acids (EFAs) are also beneficial to eye health.

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

Ultra Calcium Complex (DUC) For Bones and Connective Tissue



Calcium is a vital health-building mineral that helps keep bones and teeth strong. It also plays a key role in numerous vital bodily functions, such as blood pressure regulation, nerve impulse transmission, muscle contraction and blood clotting. It has been shown that widespread calcium deficiencies are responsible for an estimated 25 million Americans suffering from bone loss (osteoporosis).

Ultra Calcium Complex is a state-of-the-art, premium, multiple source calcium formula containing several highly absorbable forms of calcium, including carbonate, aspartate and citrate. Many additional co-factors have been included and balanced in the formula for optimal calcium absorption and utilization.

Ultra Calcium Complex contains 500 mg. of calcium in three capsules. Calcium is best absorbed in capsule form.

Ultra Calcium Complex is a daily supplement best used by those with additional calcium needs beyond those satisfied by the ALTRUM Multis.*

Ultra Calcium Complex (DUC)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DUC01	EA	(1) 90 capsules	0.3	18.05	12.65
DUC01	CA	(6) 90 capsules	1.9	107.70	72.30

Coenzyme Q-10 (DEQ) For Heart, Immune System, Gums and Energy*

Unfortunately, our diets may lack the foods containing the necessary amount of CoQ-10. Additionally, science has determined that as we age we lose our ability to assimilate enough CoQ-10 from our foods, potentially putting us at risk for health problems.

Coenzyme Q-10 is an excellent complement to one of the ALTRUM Multis. *Each capsule contains 30 mg of CoQ-10.** More than 30 million people worldwide now use CoQ-10.

Coenzyme Q-10 (DEQ)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DEQ01	EA	(1) 60 tablets	0.1	24.90	17.50
DEQ01	CA	(6) 60 tablets	0.8	148.80	100.20

Vitamin C-600 Formula With Rosehips (VB020)

May Help Support Connective Tissue and Cellular Health

Controlled release *Vitamin C-600 Formula with Rosehips* provides 600 mg. of this potent antioxidant per tablet. It may aid growth and repair of tissue, including bones and cartilage, help promote healing of wounds and production of anti-stress hormones, and may help prevent and reduce the severity and duration of colds and flus.

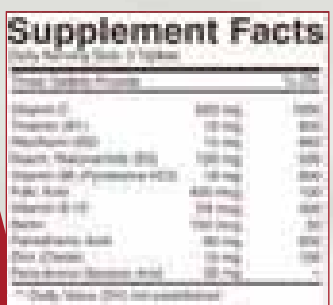
Controlled release formula, provides continuous release of this vital nutrient over a six- to eight-hour period.

Vitamin C-600 can be used when additional vitamin C is required beyond that found in your daily ALTRUM Multi.*

Vitamin C-600 with Rosehips

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
VB020	EA	(1) 100 tablets	0.4	9.10	6.40
VB020	CA	(6) 100 tablets	2.2	54.00	36.60

Stress Management System (VB010) Loaded with B-complex, Vitamin C and Zinc



During times of high stress, the body requires additional amounts of specific nutrients. In fact, many disorders that arise from stress are often the result of nutritional deficiencies. Stress first affects parts of the body related to the nervous system such as the digestive and intestinal systems.

Stress Management System contains B-complex vitamins that are required nutrients for proper functioning of the nervous system. This formula also contains nutrients important for the production of anti-stress hormones, the functioning of the immune system and the utilization of B-complex vitamins such as vitamin C, zinc, choline and inositol. These B-complex vitamins are also coenzymes involved in energy production and may be useful in fighting depression or anxiety.

Stress Management System is designed to be used for those under unusually high stress along with a healthy, well-balanced diet and one of the ALTRUM Multis.*

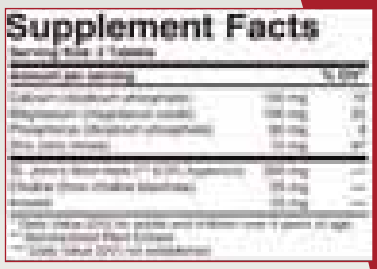
Stress Management System

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
VB010	EA	(1) 120 tablets	0.3	17.30	12.00
VB010	CA	(6) 120 tablets	1.7	102.70	68.70

To become a Preferred Customer and order at wholesale prices, turn to page 27.

Upliftment Formula (DUF) with St. John's Wort

One in five individuals is said to experience some type of severe depression in their lifetime. The ingredients in *Upliftment Formula* may help nutritionally support healthy normal function, which promotes a healthy state of mind. The main ingredient in this formulation is *St. John's Wort,* a traditional herb used for centuries. There are over 25 double-blind controlled studies of *St. John's Wort,* making it one of the most thoroughly researched natural ingredients that may help as a mood elevator. The minerals magnesium and zinc, along with choline and inositol, have been further added to the formula as synergistic nutrients to further enhance the possibilities of *St. John's Wort* as a mood uplifting herb.



Upliftment Formula features a synergistic combination of nutrients for providing nutritional support, which may promote mental and emotional balance as a soothing/calming natural mood elevator with no unnatural side-effects.*

NOTE: This product should not be used by pregnant or lactating women. Consult your health care provider before the use of any herbal remedies during pregnancy and lactation.

Upliftment Formula (DUF)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DUF01	EA	(1) 60 capsules	0.2	16.20	11.85
DUF01	CA	(6) 60 capsules	1.4	96.60	67.80

Vitamin E-400 with Selenium (VB030) For the Heart

Natural vitamin E (d-alpha tocopherol) is a powerful antioxidant with many demonstrated health benefits. *Vitamin E-400 with Selenium* provides 400 I.U. of vitamin E, plus 50 mcgs. of selenium per capsule.

Vitamin E-400 provides all-natural vitamin E, shown to be more bio-available than synthetic vitamin E. It also offers dietary support for overall cellular and cardiovascular health and male and female function.

Vitamin E-400 with Selenium

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
VB030	EA	(1) 120 gelcaps	0.3	21.80	16.95
VB030	CA	(6) 120 gelcaps	1.6	130.20	96.90

Cold Season Zinc Lozenges (DZL) For Immune System

Zinc is important in maintaining a healthy immune system. Current scientific research also indicates that zinc may be useful in resisting infection and strengthening immunity. Cherry-flavored ALTRUM *Cold Season Zinc Lozenges* also contain slippery elm, a folk tradition to soothe sore throats, along with echinacea and propolis (two immune system enhancers), plus the antioxidant vitamins A and C.

Cold Season Zinc Lozenges need only be taken when required. One bottle goes a long way.

Use *Cold Season Zinc Lozenges* during the seasons for colds or at the onset of colds and sore throats.*

Cold Season Zinc Lozenges (DZL)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DZL01	EA	(1) 100 lozenges	1.0	11.30	7.85
DZL06	CA	(6) 100 lozenges	3.0	67.20	45.00

Orange Juice Chewable C (DOJ)

Delicious– May Help Support Connective Tissue and Cellular Health

The body cannot manufacture or store vitamin C. A fresh supply must be ingested daily. Since most people do not consume enough vitamin C from foods, a good vitamin C supplement can be essential to continued good health. *Orange Juice Chewable C* starts with a base of freeze-dried oranges, orange pulp, honey and lemon bioflavonoids, a tasty way to increase your vitamin C intake. *Three tablets contain 500 mg. of vitamin C.*

Top nutrition and medical studies have shown the importance of vitamin C. Its benefits are so far-reaching it has been called the "oil of life."*

Take *Orange Juice Chewable C* as a daily supplement or during times of additional need, such as cold and flu season, in conjunction with one of the ALTRUM Multis.

Orange Juice Chewable C (DOJ)

Stock#	Unit of Meas.	Pkg/Size	Wt. Lbs. EA	Retail price	Pref. Cust/ Dealer price
DOJ01	EA	(1) 150 tablets	0.7	12.45	8.50
DOJ01	CA	(6) 150 tablets	4.0	74.10	48.60

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

Renew Your Body

Daily Ultra Probiotics Probiotics play an essential role in maintaining overall health by supporting the digestive and immune systems. *

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	Pref.Cust. Dealer Price	Sugg. Retail
DUP01	EA	(1) 60 ct.	23.75	24.95	38.60
DUP01	CA	(6) 60 ct.	142.50	149.70	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.

*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 Now! Toll Free 1-800-956-5695 See page 27

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 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
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

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 gingko 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!

*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.

The Best Health Care Begins with the Care You Give Yourself

Good nutrition is the cornerstone of good health. Begin with a healthy diet of whole foods, then add your selected ALTRUM Supplements to ensure you're receiving all the necessary nutrients for vibrant health. And don't forget to get the daily exercise you need for robust health.

How To Use Your Superior Quality ALTRUM Nutritional Supplements

The World's Best Multis and Longevity Enzymes

1. Begin with one of the **"World's Best" Multivitamins: Ultra Multi or A.J.s' Ultra Multi.** The Ultra Multis, the"World's Best"Multis, are uniquely designed as a complete, state-of-the-art nutritional system for those who want the simplicity of using a single, all-in-one nutritional product.
2. I nclude ***Ultra Daily Enzymes*** and *Longevity Enzymes*™, your most important longevity supplements.
3. Further individualize your health program with *Vision Power, Roborant Energy*™, ***Nutritional Oils*** and any of the other companion products ALTRUM offers to meet your unique nutritional needs.

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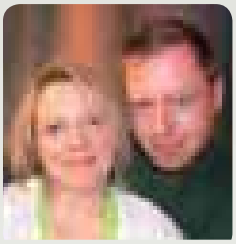
Order Now! Toll Free 1-800-956-5695 See page 27

ALTRUM Customers Say . . .'These Supplements are Best'

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 Daily Enzymes — A New Lease on Life

*Dealer Tom Hazlett suffered for years from digestive trouble."I started taking Ultra Daily Enzymes and I have not had stomach cramps since. It has been like a new lease on life."The Ultra Multi and Ultra Daily Enzymes pack the one-two punch I need. I haven't felt this good in so many years I couldn't even begin to tell you."**

- Dealer Tom Hazlett

DJ Gets Great Score With Prostate Formula

*"I began taking Prostate Formula religiously, and my last reading was 2.8, a score that is well within the normal range."**

- Direct Jobber Gerry Reid

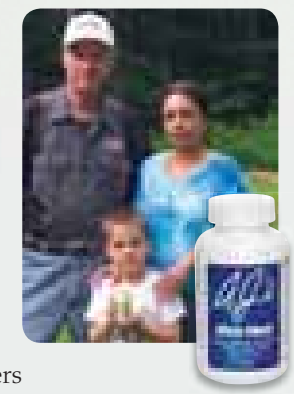
ALTRUM Helps Maintain Health, Vitality

"When I miss a day of taking my ALTRUM supplements, I know it. There is absolutely no question that I have extra energy and am very healthy with the ALTRUM food supplements. "AMSOIL Dealers who care about their health should take advantage of the ALTRUM products to help increase the efficiency and life span of their bodies and to promote a healthy lifestyle."**

- Direct Jobbers Marla and Wes Stauffer

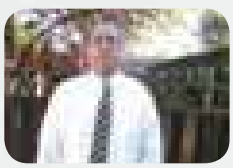
ALTRUM Supplements Make a Difference

"I've jumped from brand to brand. It wasn't until I became an AMSOIL Dealer and tried the ALTRUM line that I actually could tell a difference in the way I felt, the way I could move and my feeling of well being." Peters takes a variety of ALTRUM products that include A.J.'s Ultra Multi and Nutritional Oils."I take those because of the extensive list of nutritional ingredients that are in them," he said."I don't remember the last cold or flu I had."



- Dealer Charles Peters

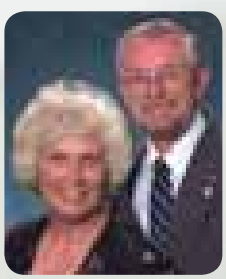
'Results Don't Lie'



"I bought several hundred dollars worth of ALTRUM products. I tried them and I was absolutely blown away. I got nothing but great results. Results don't lie. Your body will tell you the truth."

- Dealer Curtis Bird

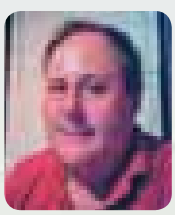
'Vision Power Made a Difference'



When Direct Jobber Connie Luczak faced the prospect of diminishing eyesight, she started taking ALTRUM Vision Power. She reports unexpected improvement in her eyesight. "I know the Vision Power has made a difference in my eyes."

- Direct Jobber Connie Luczak

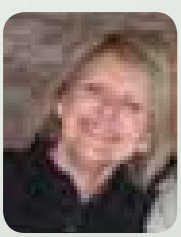
Roborant Energy Aids Endurance



"After beginning a regimen of the Ultra Multis and Roborant Energy, I was able to endure the long days and constantly being on my feet."

- Dealer Gary Bailes

'The Results Have Been Tremendous'



*I've been taking ALTRUM supplements now for about six or seven months and I have to tell you how much more energized and healthier I feel," said customer Laurie Serba."The results have been tremendous."I just feel generally better," she said."I feel stronger, healthier overall. I'm balanced, not having symptoms of menopause. I just couldn't believe what a difference the vitamins made for me."With my good diet, exercise and ALTRUM supplements I am truly proof of good health now and for many years to come. I am a 100 percent believer."**

- Laurie Serba

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

All testimonials given 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" and consuming the nutrients contained in the products described. Results are individual and will vary from person to person.

AGGRAND Products

The AGGRAND products are easy, economical, effective and environmentally friendly. Their convenience and outstanding performance make them ideal for homeowners, greenhouse and commercial growers and lawn care and turf professionals. AGGRAND liquid lawn and garden products are available in cases of 12 one-quart bottles, packages of two 2½-gallon bottles, 55-gallon drums, in bulk shipments (by request) and in individual units. Availability varies according to state.

Lawn and Garden Products are natural, organic, convenient and cost-effective. Their liquid form allows quick, easy application, and fast, effective performance.

Test performed by recognized soil scientists at an independent agricultural laboratory. Similar results were obtained in six separate tests. Tests completed 2/93.

CUCUMBER PLANTS

Natural Fertilizer 4-3-3

AGGRAND Natural Liquid Fertilizer is the professional's choice for the growth of healthy flowers, house plants, vegetables, fruits, lawns, shrubs and trees. AGGRAND Fertilizer contains fish solubles, a rich source of nitrogen, phosphorus and potassium. It also contains specially selected cold water kelp concentrate, another rich source of potassium along with micronutrients, natural growth hormones and chelating agents. The combination of fish and kelp creates an all-purpose fertilizer that can be conveniently applied to the soil or directly on plants as a foliar spray.

Natural Fertilizer (NOF)

Stock #	Unit of Measure	Pkg/Size	Wt.Lbs. price	Retail	Pref. Cust/ Dealer price
NOFQT	EA	(1) 32-oz. bottle	2.5	9.45	6.55
NOFQT	CA	(12) 32-oz. bottles	30.0	111.85	74.55
NOFTP	EA	(1) 2.5-gallon bottle	23.5	76.95	53.20
NOFTP	CA	(2) 2.5-gallon bottles	47.0	151.90	101.25

- Formulation is environmentally friendly
- No manufactured chemical salts.
- Non-leaching
- Fish-kelp base
- Fish extract for macronutrients (NPK); kelp extract for micronutrients, trace elements and plant hormones
- Liquid formulation provides convenient, easy application.

Liquid Bonemeal 0-12-0

AGGRAND Liquid Bonemeal is an effective and convenient way to supply phosphorus. Phosphorus stimulates root growth during plant establishment improving size, yield and bloom. Use on vegetables, flowers, houseplants and shrubs during planting, transplanting, pre-bloom and fruit set. Mix with water and spray foliage or apply directly to the soil.

- High analysis (0-12-0), slow release requires fewer applications
- Replaces dry, bagged bonemeal
- Micronized formulation becomes immediately available to plants
- Liquid formulation allows easy, dust-free application.

Natural Liquid Bonemeal (NBM)

Stock #	Unit of Measure	Pkg/Size	Wt.Lbs. price	Retail	Pref. Cust/ Dealer price
NBMQT	EA	(1) 32-oz. bottle	2.8	8.20	5.70
NBMQT	CA	(12) 32-oz. bottles	33.6	97.20	64.80
NBMTP	EA	(1) 2.5-gallon bottle	27.0	64.75	44.65
NBMTP	CA	(2) 2.5-gallon bottles	54.6	127.50	85.00

To become a Preferred Customer and order at wholesale prices, turn to page 27.

Natural Kelp and Sulfate of Potash 0-0-8

AGGRAND Natural Kelp and Sulfate of Potash utilizes kelp concentrate from the icy waters of the North Atlantic Ocean. Kelp from this source contains high levels of plant growth hormones, amino acids, micronutrients and potassium. When used as a fertilizer, kelp makes plants more robust and healthy.

Natural Kelp and Sulfate of Potash contains minimally processed sulfate of potash, a source of potassium, from the Great Salt Lake in Utah. Unlike other sources of potassium, this source does not contain chloride (Cl) which can be damaging to soil life and plant roots.

- Provides increased heat, cold and drought tolerance.
- Promotes early ripening, quality and extended shelf-life of fruits and vegetables.
- Decreases susceptibility to insect attack and infection by disease-causing organisms.

Natural Kelp and Sulfate of Potash (NKP)

Stock #	Unit of Measure	Pkg/Size	Wt.Lbs.	Retail price	Pref. Cust/ Dealer price
NKPQT	EA	(1) 32-oz. bottle	2.6	11.80	8.20
NKPQT	CA	(12) 32-oz. bottles	31.2	139.95	93.30
NKPTP	EA	(1) 2.5-gallon bottle	24.5	100.40	69.60
NKPTP	CA	(2) 2.5-gallon bottles	49.0	198.75	132.50

Natural Liquid Lime

AGGRAND Natural Liquid Lime provides a readily available source of calcium and magnesium. The liquid formula quickly penetrates the soil and enters the root profile. Calcium and magnesium stimulate plants, speed growth and provide quick green-up of foliage. Mix Liquid Lime with water and till it into soil before planting, or spray on soil of established lawns, gardens, flower beds, trees and shrubs.

- Micronized formulation is made immediately available to plants; permeates entire soil profile

Natural Liquid Lime (NLL)

Stock #	Unit of Measure	Pkg/Size	Wt.Lbs.	Retail price	Pref. Cust/ Dealer price
NLLQT	EA	(1) 32-oz. bottle	2.7	8.20	5.70
NLLQT	CA	(12) 32-oz. bottles	32.4	97.20	64.80
NLLTP	EA	(1) 2.5-gallon bottle	26.0	64.75	44.65
NLLTP	CA	(2) 2.5-gallon bottles	52.0	127.50	85.00

"After using AGGRAND fertilizer for only a short time, perhaps two applications, it was apparent the ornaments and flowers underwent a substantial transformation. The plants universally were far more vigorous and had developed a large number of buds and blossoms."

Robert Distel
Golf Course Superintendent

Visit www.aggrand.com for complete information.

Email us at info@AGGRAND.com

The Gold Standard in Nutritional Supplementation

Save Now on Future Health Care

"Sometimes people pick up their AMSOIL products and they show us a $103,000 hospital bill," says Direct Jobber Bill Durand. "Now they're out of the hospital and they were never told about nutritional supplements. I think that is so unfortunate. Without nutritional supplementation, chances are they're going to go right back to the hospital at some point. Their problems return and there is another series of surgery costs, plus the high cost of prescription medications. This all makes the cost of *ALTRUM Nutritional Supplements* so reasonable in comparison. **I've always said you could use *ALTRUM* supplements for your entire life for the cost of an unfortunate stay in the hospital. Personally, I prefer *ALTRUM* vitamins."**

ALTRUM™

Preferred Customer Program

Start out right and become a Preferred Customer or AMSOIL/ALTRUM Dealer. Preferred Customers receive reduced rates on all AMSOIL/ALTRUM products for only $10 for six months or $20 annual fee.

Preferred Customer benefits include:

- Purchasing ALTRUM and AMSOIL products at a reduced AMSOIL Dealer price
- Receiving a subscription to the *ALTRUM News*

See page 27 for details

You can improve your quality and length of life with ALTRUM Nutritional Supplements.*

An AMSOIL lubrication specialist understands that taking good care of a vehicle early in its life can add years, even decades, of quality performance to the vehicle. He knows there are simple common sense principles to caring for a vehicle's powertrain, chassis and body that can eliminate most problems later in its life. These principles also apply as an excellent model of understanding human health, performance and longevity. These principles are the foundation upon which AMSOIL and ALTRUM alike are built.

– Direct Jobber Dave Mann

How to Order

TOLL-FREE TELEPHONE ORDERING
Dial 1-800-956-5695 (Contiguous 48 States Only).
Hours: 7 a.m. to 5 p.m. Central Time, Monday through Friday, except for statutory holidays. When calling, please provide the Referral Customer Number (from the back cover of the catalog).

TECHNICAL QUESTIONS
Direct all technical questions to the ALTRUM Division, AMSOIL INC., AMSOIL Bldg., Superior, Wisconsin 54880 or call (715) 392-7101.

SHIPPING AND HANDLING
U.S. AMSOIL Dealer Freight Rates Effective August 1, 2008

Weight, lbs.	Price
Under 3 lbs.	$7.10
3-6.9	$7.90
7-13.9	$9.10
14-21.9	$9.85
22-39.9	$0.47 per lb.
40-59.9	$0.38 per lb.
60-99.9	$0.37 per lb.
100-249.9	$0.34 per lb.
250-499.9	$0.30 per lb.
500-1,000	$0.28 per lb.
Over 1,000	$0.27 per lb.

Vitamin orders under 10 lbs. are delivered by the USPS. Please provide a valid mailing address.

PRODUCT DAMAGED DURING SHIPPING
If there is visible damage to your order upon delivery, refuse the order. It will be returned to AMSOIL INC. for inspection and a new order will be sent at no extra charge to you. If you discover hidden damage after accepting delivery of your order, call 1-800-956-5695 for damaged product instructions.

SALES TAX INFORMATION
AMSOIL INC. has an established Sales Tax Rate for all states. Because AMSOIL is sometimes required to collect city, county and other taxes as well, the tax rate AMSOIL charges may be higher than just your sales tax.

NOTE: Freight charges are subject to sales tax in Connecticut, Georgia, Nebraska, Nevada and Wisconsin.

RETURN POLICY
All unopened containers may be returned within 30 days of order, freight pre-paid, to AMSOIL INC. for a full refund of the purchase price and sales tax (shipping and handling fees are non-refundable). Call 1-800-956-5695 for instructions prior to returning any product.

HAWAII
AMSOIL/ALTRUM products are available through independent AMSOIL Dealers and selected retailers.

QUESTIONS
For questions on shipping, sales tax, damaged products, instructions, etc., call 1-800-956-5695, 7 a.m. to 5 p.m. Central Time, M - F, except for statutory holidays.

Prices subject to change without notice.

Preferred Customer Program

Ten dollars gets you a six-month trial Preferred Customer membership for buying AMSOIL/ALTRUM products at wholesale prices. Here's what Preferred Customers get:

- Preferred Customers buy AMSOIL/ALTRUM products at wholesale prices. If you buy $100 of AMSOIL/ALTRUM products a year,a Preferred Customer membership will save you money!
- Preferred Customers can register over the telephone (1-800-777-7094). Allow 3 to 5 days to activate account.
- Preferred Customer memberships may be renewed indefinitely for only $20/year.
- Preferred Customers may upgrade their membership to an AMSOIL/ALTRUM Dealership at any time.
- Preferred Customers receive an information kit, the monthly product, racing and application magazine, the *AMSOIL Magazine,* and a subscription to the *ALTRUM News*

Want More?
Try an AMSOIL/ALTRUM Dealership

AMSOIL and ALTRUM products are sold through independent Dealers.

People like you. People who want extra money, something to do in their spare time, even a full-time business.

You can start an independent AMSOIL/ALTRUM Dealership for under $50 . . . and put as much — or as little — time into it as you want.

There's always plenty of support . . . never any hassles. No quotas to fill. No inventory requirements. You're your own boss. It's the ideal business opportunity.

You can sell to commercial and retail accounts as well as individuals. It's up to you . . . extra money, a full-time income or rock-bottom prices on AMSOIL and ALTRUM products.

Call 1-800-956-5695 and order a free G1284 for information on the AMSOIL/ALTRUM Preferred Customer Program and on becoming an independent AMSOIL/ALTRUM Dealer.

ALTRUM™ Strengthen Your Health & Vision

Total body health supports healthy eyes. You can further ensure your health by supplementing your diet and exercise plan with ALTRUM Nutritional Supplements. An ideal vision protection plan includes new *Vision Power* plus the three ALTRUM core products: One of the *Ultra Multis, Ultra Daily Enzymes* and *Ultra Omega-3.* For even greater health benefits include *Longevity Enzymes*™ and *Roborant Energy*™.* **

Vision Power (DVP) gives you the proven nutrients you need for optimal eye health.

Ultra Daily Enzymes (DEU) are your key to unlocking nutrition from your food. Your most important longevity supplement includes 13 powerful digestive enzymes plus probiotics.

Ultra Multis (DNU or DWI): Over 130 powerful ingredients to keep your body running at peak efficiency. Feel the difference.

Important News for Healthier Vision
Recent studies show that high levels of omega-3 essential fatty acids (EFAs) also are beneficial to eye health.

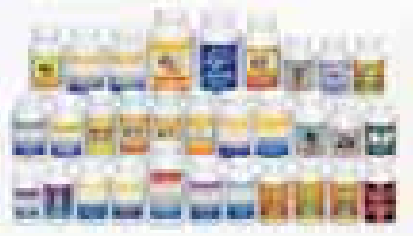
Longevity Enzymes™ (DZM) support metabolic enzymes that renew the body, providing nutritional defense against inflammation and aging. Relief of joint and muscle discomfort are among the many benefits.

- *Nutritional Oils* (DNO) provides premium omega-3 from borage, flax and fish.
- *Ultra Omega-3* (DUO) is a concentrated omega-3 product from fish oils.

Roborant Energy™ (DRE) is a unique strengthening elixir of 7 restorative herbs for vigor, strength and endurance.

"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. We've had nothing but good experiences with ALTRUM Nutritional Supplements. They make up about 33 percent of our total AMSOIL business."

– Direct Jobber, Bill Durand



"ALTRUM offers the best nutritional supplements at an affordable price." Dealer Jim Lavelle

*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.

ALTRUM™ AMSOIL

AMSOIL INC.
AMSOIL Building
Superior, WI 54880

Refer to this number when ordering toll-free or register as a Preferred Customer at 1-800-956-5695. Credit card orders only

Referral # _____

We honor

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