



ALTRUM™

Health Division of AMSOIL INC.

Special Edition Catalog



*For your journey to
better health.*



- **ALTRUM Nutritional Supplements**
 - **AQUABRITE Water Filters**
 - **AGGRAND Organic Fertilizer**

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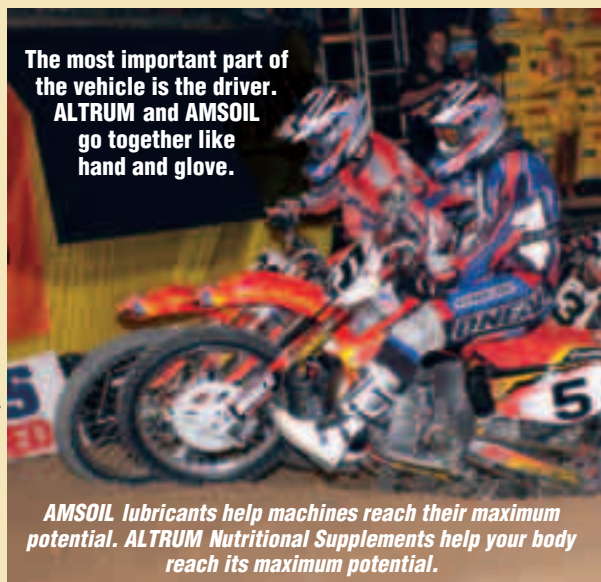
“Good Health is a priceless treasure. Secure your health with Altrum Nutritional Supplements.”

FROM THE PRESIDENT’S DESK

When you have your health, you have everything. That’s why it is so important to protect and guard your good health through proper diet, exercise and prompt medical attention. And that’s why for many years, long before I started this company, I exercised regularly, kept a healthy diet, drank pure water and took vitamin supplements every day. The ALTRUM Division offers you the same opportunities to better your health and your life.

The ALTRUM Division of AMSOIL INC. was created to carry our tradition of excellence into other product lines, including nutritional supplementation, water filtration, natural fertilizers. ALTRUM is devoted to bringing you the very best in each of these markets with the excellence only an industry leader can provide.

—Al Amatuzio
President and CEO, AMSOIL INC.



The most important part of the vehicle is the driver. ALTRUM and AMSOIL go together like hand and glove.

AMSOIL lubricants help machines reach their maximum potential. ALTRUM Nutritional Supplements help your body reach its maximum potential.

Photo courtesy of stevebruhn.com

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ALTRUM Past, Present and Future

During Lieutenant Colonel Albert J. Amatuzio's service as an award-winning jet fighter pilot, he knew that the most important part of an airplane is the pilot, and he did his best to stay in top physical condition.

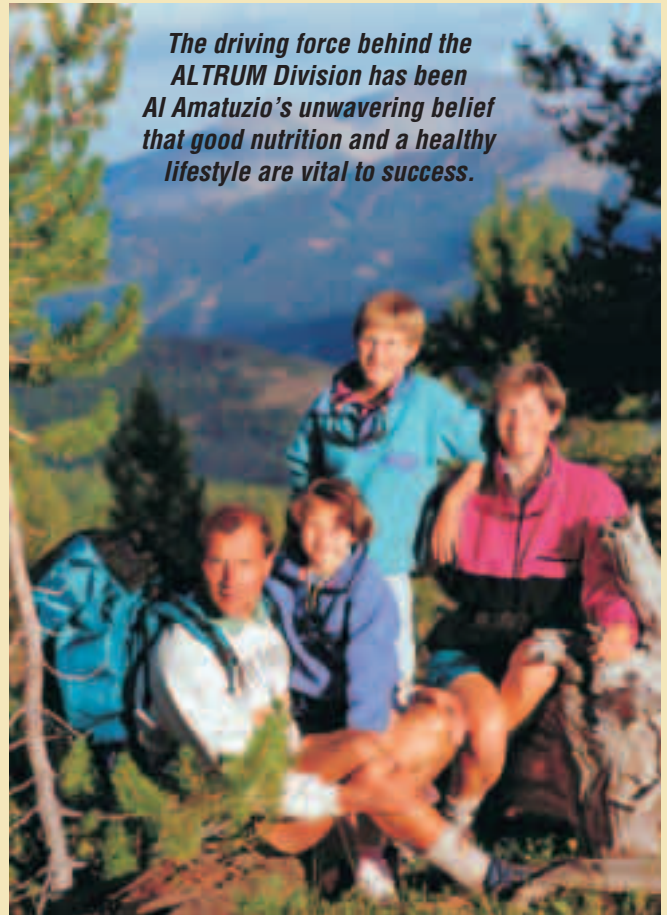
Amatuzio's belief was that a higher level of physical performance and well-being could be attained through proper nutrition. In 1985 he brought this principle of health through better nutrition to AMSOIL INC. with the founding of the ALTRUM nutritional product line. It became the flagship line for the ALTRUM Division.

ALTRUM is derived from the word "altruism," which means "concern and service for the well-being of others." The ALTRUM mission is simple: provide high-quality products that improve your quality of life.



Al researched a book called Let's Eat Right To Keep Fit by Adelle Davis. That study was the beginning of A.J. Amatuzio's lifelong quest for greater health. A.J. learned that vitamins, minerals, herbs, superfoods and fresh, unrefined foods were "the right stuff" for optimum physical performance.

The driving force behind the ALTRUM Division has been Al Amatuzio's unwavering belief that good nutrition and a healthy lifestyle are vital to success.



ALTRUM Today

That brings us to where the ALTRUM Division is today. Al Amatuzio made history by developing the world's first synthetic motor oil, and for many, he made history when he expressed the importance of health and nutrition by creating the ALTRUM Division.

We pride ourselves on providing premium products that promote a healthier lifestyle. The ALTRUM Division remains dedicated to the solid principles of high quality and high performance that are the foundation of AMSOIL INC.

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 a 6-month period 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 and the AMSOIL Action News

See page 25 for details



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Nutritional Supplements

ALTRUM Nutritional Supplements are your foundation for good health. The ALTRUM line of nutritional products is a powerful line-up including the “World’s Best Multi’s,” the “World’s Best Enzymes,” the Superfoods, A.J.’s Signature Formulas and the Technical Line.

The flagship products of this line are the *Ultra Multi*, an advanced multi-vitamin-mineral-herbal-superfood supplement, and the *Ultra Daily Enzymes*, an advanced enzyme digestive formula.

The *Ultra Multi* and the *Ultra Daily Enzymes* are the foundation of the ALTRUM Nutritional Program. Combine the *Ultra Daily Enzymes* with the *Ultra Multi* and you are assured 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.



Nutritional Gold

The World’s Best Multis

Boost Your Body’s Energy with ALTRUM Multis - The Gold Standard for Nutritional Supplementation

The “Ultra Multis”



Ultra Multi A.J.’s Ultra Multi

“The World’s Best Multis are a combination of 16 super formulas in one bottle. Maintain optimal levels of vitamin D with ALTRUM’s “World’s Best” multivitamins.

For a Healthier, More Energetic Body

Multis incorporate the latest research in nutritional science, providing significant levels of every nutrient required for optimal health. Over 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.



“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 Amatzio
President and CEO, AMSOIL INC.

ALTRUM’s “World’s Best Multis” are complete, state-of-the-art, multi-vitamin nutritional supplements, formulated from over 25 years of research. The ALTRUM

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No other multi product provides you with such value, quality and performance. Why use anything else when you can get it all in one?

Ultra Multi (DNU)

Is Your Body Starving for Nutrients?

Some symptoms of nutritional deficiencies may include fatigue, mental sluggishness, depression, poor memory/attention, irritability, insomnia and premature aging. Sometimes signs of malnutrition are absent or misinterpreted as the normal fatigue, aches and pains that Americans accept as a way of life and aging.

Your body has a critical need for nutrients to function at peak efficiency. Fail to ingest the nutrients your body requires and lagging energy, fatigue and poor health are almost assured. Meet your body's nutritional needs and you stand an excellent chance of staying trim, healthy and energetic for life.

The Ultra Multi is our most advanced all-in-one formula and the flagship supplement of the ALTRUM nutritional product line. This premium multi-vitamin formula

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

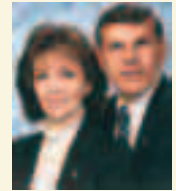
Also known as the Daily Nutritional Support-Ultra, the Ultra Multi is a premium upgrade to the original multi, providing all the benefits of the original multi plus 38 new ingredients.

Ultra Multi with Iron (DNU)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust./ Dealer price
DNU01	(1) 180 tablets	1.0	32.30	21.95
DNU06	(6) 180 tablets	4.0	193.20	125.40

"There's absolutely no question I have extra energy with my ALTRUM Ultra Multis. We 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's Ultra Multis, I would say you not only feel good, you have a lot more energy." -Bill Durand, 5-Star Regency Platinum Direct Jobber.

Bill and Donna Durand are two of the most successful AMSOIL Dealers



The Gold Standard for Nutritional Supplements

The Ultra Multis have over 130 ingredients working together making them the best all-in-one multi products on the market, replacing dozens of separate nutritional supplements.

SUPPLEMENT FACTS			6 Tablets Provide % DV		6 Tablets Provide % DV	
Serving Size 6 Tablets			6 Tablets Provide	% DV		
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)	22 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 (Citrate)	90 mg	2,25				
OTHER DIETARY INGREDIENTS						
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	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	100 mg	*				
(includes the following Fatty Acids)						
Linoleic 58 mg, Palmitic 18 mg, Stearic 4 mg, Oleic 10 mg.						
Linolenic 6 mg						
Trace Minerals (Ancient Sea Minerals)	25 mg	*				
ENZYMES						
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	*				
Ginkgo Biloba (leaf) extract equivalent to Eleuthero (Siberian Ginseng)	50 mg	*				
(root) extract equivalent to American Ginseng (root)	50 mg	*				
SUPERFOODS						
Bee Pollen, Spirulina, Chlorella, Barley Grass, Alfalfa, Parsley.	300 mg	*				
PHYTONUTRIENT VEGETABLE CONCENTRATES						
Broccoli, Spinach, Carrot, Cauliflower, Kale, Beet, Brussel Sprout, Celery.	298 mg	*				
HERBS						
Gotu-Kola (herb), Fo-Ti (He Shou Wu) (root), Sarsaparilla (root), Ginger (rhizome), Dandelion (root), Peppermint (leaf).	262 mg	*				
HERBAL EXTRACT BLEND						
Equivalent to Herbal Powder Astragalus (root), Schizandra (fruit), Rehmannia (root)	200 mg	*				
* Daily Value (DV) not established						

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A.J.'s Ultra Multi (DWI)

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

Same great formula as the Ultra Multi but without the iron. It is formulated for males who have sufficient iron in their diets from high iron foods such as meat and high iron content water.

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#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
DWI01	(1) 180 tablets	1.0	32.30	21.95
DWI06	(6) 180 tablets	4.0	193.20	125.40



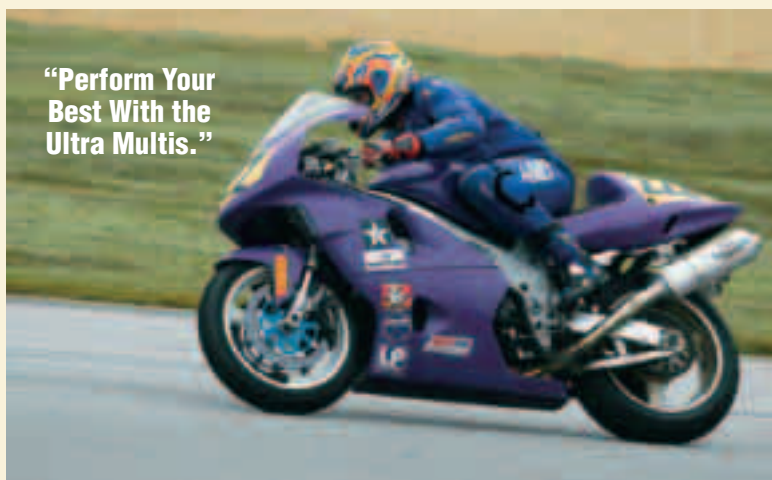
Ultra Multis

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

Read what AMSOIL Dealer Guy Baldwin says about the Ultra Multis.

"I was in a drugstore and I noticed a book that caught my interest, *The Real Vitamin & Mineral Book*, by Shari Lieberman, PhD. The book laid out in detail what modern nutritional supplement programs should consist of. I then remembered that AMSOIL had the ALTRUM Health Division. I was amazed to find that the content and potency of the Ultra Multis was almost exactly what is suggested for optimum daily intake guidelines in the book. My wife Venus and I immediately ordered and implemented a daily program of two tablets of A.J.'s Ultra Multi three times a day.

"Four weeks later we both started to ride our mountain bikes. We were both surprised to find we could ride 20 miles a day. We had plenty of endurance with no soreness."





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

-Al Amatuzio

Daily Nutritional Support (DNS)

Premium Multi, Economy Price

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

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

The key foundation to the DNS Economy Multi is 829 mg of combined superfood/herbal base and super antioxidant/bioflavonoid blend, providing a full, broad band spectrum of all the nutritional factors known to mankind, along with still undiscovered nutrients in the superfood/herbal base. This allows for the most effective absorption and the greatest nutritional benefit.

Daily Nutritional Support (DNS) (economy multi)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DNS01	(1) 180 tablets	1.0	22.80	15.50
DNS06	(6) 180 tablets	4.0	136.20	88.50

RECOMMENDED DAILY DOSE IS THREE TO SIX TABLETS. SIX TABLETS CONTAIN:

Vitamins	Potency	% DV	Zinc (Aminoate)	Potency	% DV
Beta Carotene	5000 I.U.	100%	Iodine	300 mcg	200%
Vitamin A	5000 I.U.	100%	Potassium (Citrate)	90 mg	4%
Vitamin D	400 I.U.	100%	Phosphorous (Aminoate)	75 mg	7%
Vitamin E (d-Alpha Tocopherol)	100 I.U.	333%	Manganese (Aminoate)	16 mg	*
Vitamin C (with Rosehips)	500 mg	833%	Copper (Aminoate)	1 mg	50%
Bioflavonoids (Lemon, Orange, Grapefruit, Acerola Cherry)	60 mg	*	Chromium (Aminoate)	120 mcg	*
Rutin	30 mg	*	Selenium (Aminoate)	120 mcg	*
Hesperidin	16 mg	*	Vanadium (Aminoate)	50 mcg	*
B-1 (Thiamine HCL)	40 mg	2666%	Trace Minerals	25 mg	*
B-2 (Riboflavin)	40 mg	2352%	Additional Nutritional Factors		
B-6 (Pyridoxine HCL)	40 mg	2000%	Lecithin	100 mg	*
Niacin-Nicotinamide (50-50 mix)	80 mg	400%	Octacosanol	1000 mcg	*
B-12 (Cyanocobalamin)	100 mcg	1666%	Rice Bran	60 mg	*
Folic Acid	800 mcg	200%	Amino Acid Complex (18 Amino Acids)	1200 mg	*
Biotin	300 mcg	100%	Superfood/Herbal Base		
Pantothenic Acid	80 mg	800%	Bee Pollen	70 mg	*
Para-Amino Benzoic Acid	60 mg	*	Barley Grass	40 mg	*
Choline (Bitartrate)	60 mg	*	American Ginseng	70 mg	*
Inositol	60 mg	*	Alfalfa	40 mg	*
Digestive Enzymes			Kelp	40 mg	*
Bromelain (Pineapple)	30 mg	*	Parsley	40 mg	*
Papain (Papaya)	30 mg	*	Gotu Kola	70 mg	*
Glutamic Acid HCL	60 mg	*	Fo Ti	70 mg	*
Betaïne HCL	60 mg	*	Sarsaparilla	40 mg	*
Minerals			Ginger Root	40 mg	*
Calcium (Aminoate/ Oyster Shell)	300 mg	30%	Dandelion Root	40 mg	*
Magnesium (Aminoate/Oxide)	200 mg	50%	Peppermint	2 mg	*
Iron (Aminoate)	18 mg	100%			

Experience our original premium multi formula at an economy price. Daily Nutritional Support (DNS) is a great starter multiple vitamin product.

"Keep the vehicles healthy with AMSOIL, keep the body healthy with ALTRUM Multis and stay feeling young and dynamic and energetic."

-Bill Durand

Children's Chewable Multi (DCC)



Some studies claim getting the proper nutrients through supplements and a healthy diet can increase a child's intelligence and help build and protect their immune systems.

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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DCC01	(1) 90 tablets	1.0	13.60	9.25
DCC06	(6) 90 tablets	3.0	81.00	52.50



Maximize Health, Energy and Longevity with the

Natural Power of Enzymes

Human life could not exist without enzymes. Every moment of our lives depends upon millions of remarkably potent enzymes busily working within our bodies. These enzymes power thousands of biochemical reactions that keep us alive, functioning and healthy.

Without enzymes we couldn't see, think, breathe, hear, walk, talk, eat or do anything else. Life could not exist in humans, plants or animals without these tiny miracle workers building, maintaining and rejuvenating us.

As the human body ages, enzyme levels decline rapidly, diminishing our health and vitality. Tests have shown that a 70-year-old has less than 10 percent of the cellular enzymes found in infants.

You may be doing all the right things, such as eating a good diet, taking nutritional supplements and exercising daily, but still feel tired and run down. Foods that lack enzymes could be the problem.

Ultra Daily Enzymes (DEU) is an all-natural, high potency, digestive enzyme supplement replacing enzymes lost in food. *Ultra Daily Enzymes* supplies powerful, plant-derived food enzymes to digest protein, fats, carbohydrates, fiber, milk, lactose, beans/legumes and many other nutritional factors releasing their life-supporting nutrients.*



Enzymes have been called the "life spark" or "fountain of life." Supplementing your diet with food enzymes can be highly beneficial.

Everyone Can Benefit From These Enzymes. Today's typical diet of cooked, canned and convenience foods makes it very important to take supplemental enzymes to relieve some of your body's digestive stress. Since your body puts a higher priority on digestion than on maintaining health, it steals enzymes from your body to finish digestion. Taking a supplemental enzyme can help take stress off your digestive organs and other body systems.* Experience the extensive benefits of the natural food enzymes found in *Ultra Daily Enzymes*.

Ultra Daily Enzymes

- **Improves nutrition** by fully extracting the life-sustaining nutrients from your food
- **Supports digestion** by replacing food enzymes destroyed by cooking and processing food.
- **Maximizes your health,** energy and longevity by supporting the body's metabolic enzymes
- **Reverses enzyme depletion** that may be robbing you of a longer, healthier, more vigorous life*



Your Key to Better Health



For greater health, unlock the nutritional wealth in food with Ultra Daily Enzymes (DEU), your most important supplement.

*"Enzymes unlock food's nutrients and turn the food we eat into energy that our bodies can use. Without enzymes, we could not exist. Enzymes are our most important supplement."**

*Al Amatuzio
President and CEO, AMSOIL INC.*

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

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Enzymes Are the Spark of Life

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.
- In youth you have a naturally high inheritance of enzymes concentrated in your cells. As you grow older, the increasing demand for these life-extending enzymes leads 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.*



Enzyme Pyramid

Maximize Your Health With Food Enzymes

These vital enzymes are required for proper digestion of life-sustaining food nutrients. They are the manual workers that build the body from proteins, carbohydrates and fats.

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 solubilize nutrients from fruits and vegetables.

Besides these five primary enzymes, *Ultra Daily Enzymes* provides several additional enzymes that assist the digestive process and free up the body's metabolic enzymes for other life-sustaining functions.

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

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 food enzymes, along with seven new health enhancing enzymes.



Ultra Daily Enzymes (DEU)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DEU01	(1) 90 capsules	1.0	31.20	22.05
DEU06	(6) 90 capsules	2.0	186.60	126.00

A special probiotic blend is also included in both formulas to maintain a healthy intestinal environment.



Daily Enzyme Support (DES) is the economy version of *Ultra Daily Enzymes (DEU)*. Experience our original enzyme formula at an economy price. It is a great starter enzyme product.

Daily Enzyme Support (DES)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DES01	(1) 90 capsules	1.0	15.70	11.35
DES06	(6) 90 capsules	2.0	93.60	65.70

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

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

Supplement Facts

Serving Size: 1 Capsule		%
One Capsule Provides		
17zymes™ (a proprietary blend)	270 mg	
Amylase	8,500 DU	**
Lipase	1,000 FCCLU	**
Protease 4.5	25,000 HUT	**
Glucoamylase	12 AGU	**
Invertase	250 SU	**
alpha-Galactosidase	100 GalLU	**
Peptidase FP	2500 HUT	**
Cere Calase™	125 MU	**
Malt Diastase	150DP	**
Lactase	500 ALU	**
Cellulase	300 CU	**
A Probiotic Blend	15 mg	
<i>Bifidobacterium longum</i>	100 mil c.f.u.	**
<i>Lactobacillus acidophilus</i>	400 mil c.f.u.	**
** Daily Value (DV) not established		
Other ingredients: rice bran, gelatin, water		

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

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Longevity Enzymes™ (DZM)

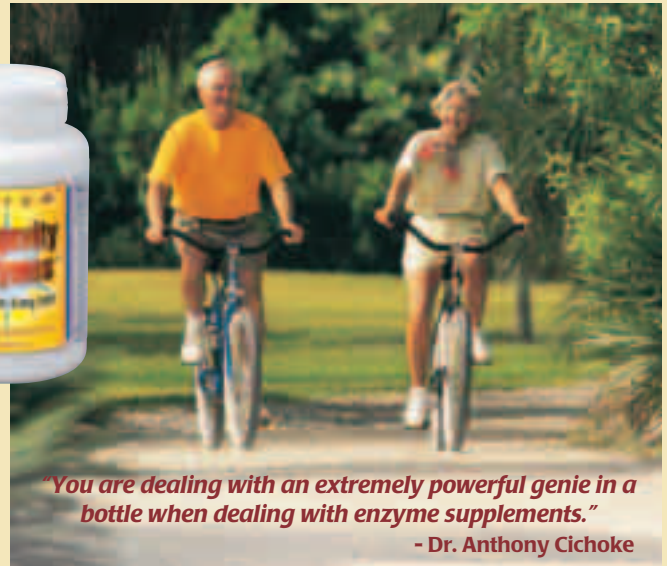
Renew the Body, Extend Youthfulness

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, vital and energetic. According to Dr. Edward Howell, we are as old as our enzymes. Our natural supply of metabolic enzymes that run our bodies is limited, and if we do not take in additional enzymes the resulting deficit will cause chronic health problems and accelerated aging.

Systemic enzymes are also a natural remedy for joint pain and inflammation. Longevity Enzymes™ is an exceptional complement to the Joint Formula for its ability to address and fight dangerous inflammatory conditions, **bringing joint and muscle pain relief.**

Longevity Enzymes™ also assists the body in a multitude of areas including speeding recovery from injury; reducing the level of pain, inflammation and stiffness; fighting 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. Our body’s metabolic enzymes are truly our “life-spark”.*

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. **For joint pain usage, 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.*

Longevity Enzymes™ Support Metabolic Enzymes That:

- Renew the body • Slow the aging clock
- Extend productive lifespan • Fight dangerous inflammation • Strengthen the immune system
- Reduce pain and chronic illness*

Store in cool, dry place out of sunlight.

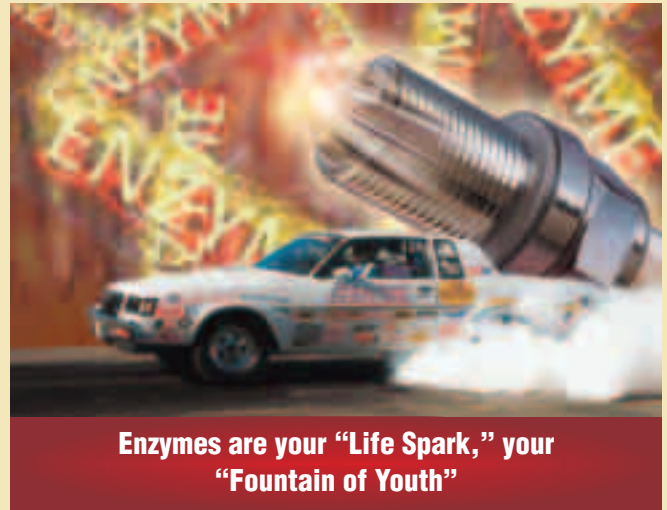
Supplement Facts

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	**
n-zimes PA™ (150 PAU)	150 mg	**
(proprietary blend) Lipase AN, Protease 4.5, Amylase		
Rutin	150 mg	**
**Daily Value (DV) not established		

“The Key to Long Life!”

The 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.



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 compliment to the Joint Formula because joint and muscle pain relief are one of the many benefits of using Longevity Enzymes™*.**

Longevity Enzymes™ (DZM)

Stock#	Pkg/Size	Retail price	Pref.Cust./ Dealer price
DZM01 (single)	(1) 90-count	33.85	23.95
DZM06 (6-pack)	(6) 90-count	202.50	136.80

Note: If you are presently using blood-thinning drugs please consult with your physician before supplementing your diet with systemic enzymes. *These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

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A.J.'s Signature Formulas

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



A.J.'s Prostate Formula (DPF)

Protect Prostate Health and Preserve Male Function



"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

Are You At Risk? Take Preventative Action Now! Fifty percent of men over the age of 50 may already have prostate problems, and prostate cancer is the second leading cause of cancer death among U.S. men.

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 including the three herbal extracts shown in European studies to improve prostate function dramatically and shrink enlarged prostates for aging men. 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.*

Fifty percent of males over 50 may have prostate problems. Prostate cancer is the second leading cause of cancer deaths among U.S. men.



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
Pigeum Africanum Std. Extract (15% Sterols)	50 mg
Stinging Nettle (Urtica dioica) [root] extract (10:1) 30 mg. equivalent to:	300 mg
San-Qi Ginseng (Pseudo 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 should be of special interest to all adult males. This new product literally stands alone as the most complete prostate support formula in the market today."*



Al Amatuzio

President and CEO, AMSOIL INC.

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 • Prevents prostate enlargement with advancing age • Alleviates symptoms of benign prostate enlargement*

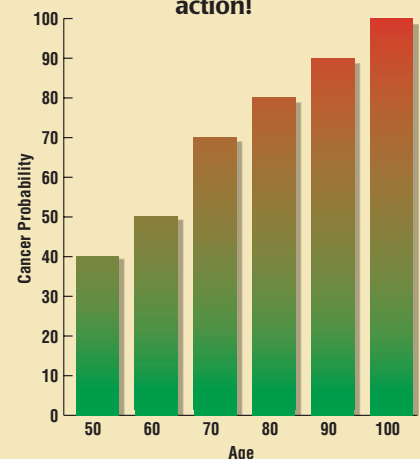
"So strong is the link [between nutrition and prostate cancer] that some researchers have suggested that cancer of the prostate ought to be considered a 'nutritional disease.'"

-Jonathan V. Wright, M.D.,
author of
Maximize Your Vitality and Potency for Men Over 40

A.J.'s Prostate Formula (DPF)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
DPF01	(1) 60 capsules	1.0	38.60	27.30
DPF06	(6) 60 capsules	2.0	231.00	156.00

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



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.

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A.J.'s Roborant Energy™ (DRE)

Rebuilding Vigor, Strength and Endurance

Roborant Energy™ provides seven legendary "Root of Life™" herbs that rebuild strength, endurance and vital energy. The word "roborant" means "strength of the oak"; "to restore vigor and strength." This restorative supplement provides the most highly regarded strengthening "Root of Life™" plants of various cultures. *Roborant Energy™* restores the missing cellular nutritional elements for natural energy function.

Each of the herbal extracts taken alone provides roborant effects, but combined in careful proportions creates a compounding potency that enhances the body-strengthening qualities of this formula.*

Roborant "Root of Life™" Plant Extracts

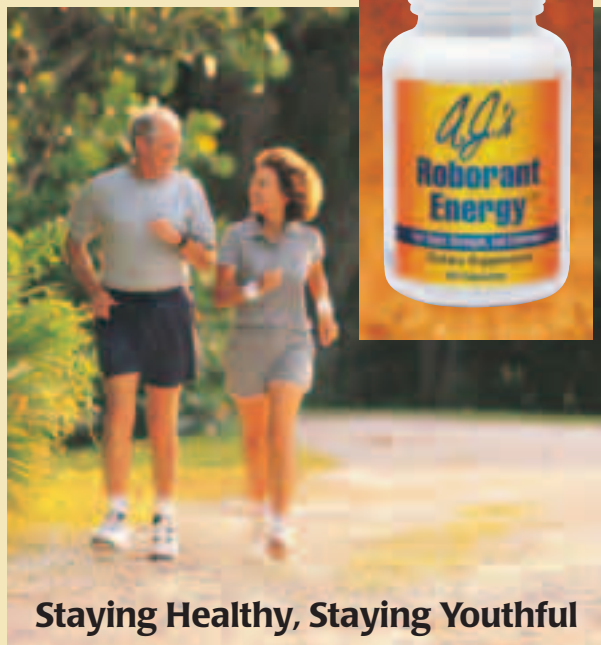
For centuries, mankind has searched for improved sources of nutrients to renew, revitalize and strengthen the body. *Roborant Energy™* is an exclusive blend of seven legendary "Root of Life™" herbs known for promoting strength, endurance and vital energy.*

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.*



Extraordinary Product, Extraordinary Value!

A.J.'s Roborant Energy™ is a unique combination of herbal extracts that rebuild the body's natural state of health and energy. Purchased separately these ingredients would cost over \$100.*



Staying Healthy, Staying Youthful

Roborant Energy™ Benefits:

- Restore strength, endurance & vital energy
- Increase mental performance & attention
 - Increase work capacity & productivity
- Speed recovery from fatigue & workouts
 - Fight depression & emotional stress
- Increase well-being for a more healthy, active & longer lifespan*

Make a Health Change for the Better With Roborant Energy™

Suggested Use: To rebuild the body's nutrient reserves for natural energy, use two capsules daily with meals for 90 days and then one capsule daily for maintenance thereafter. Allow 90 days of daily use for energy reserve restoration.**

A.J.'s Roborant Energy™ (DRE)			
Stock#	Pkg/Size	Retail price	Pref.Cust./ Dealer price
DRE01 (single)	(1) 60-count	40.50	28.65
DRE06 (6-pack)	(6) 60-ct.	242.40	163.80

If you have any concerns about any medications interacting with herbal food formulas, please consult your health care professional.

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**Prescription drugs may interact with certain herbs and few things are recommended for pregnant or nursing mothers so you may want to consult your physician.

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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 for male function and is power-packed with the most effective male enhancement ingredients known. It will leave its user more likely to maintain his youthful male vigor.*

A.J.'s Male Power is designed as an all-natural libido enhancer that costs much less than prescription medication, such as Viagra™, yet without the dangers.

A.J.'s Male Power (DMP)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DMP01	(1) 60 tablets	1.0	16.75	12.35
DMP06	(6) 60 tablets	2.0	99.90	71.70



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 improve brain function and memory, slow aging, enhance energy, reduce depression and risk of heart disease, inhibit blood clots, improve visual acuity, improve glucose utilization, enhance faster healing, reduce wrinkling of the skin, subdue allergic reactions, reduce fatigue and improve circulation.

Ginkgo is effective against these conditions by restoring capillary integrity and improving 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. Ginkgo 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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DBP01	(1) 60 capsules	1.0	19.40	13.60
DBP06	(6) 60 capsules	2.0	115.80	77.70

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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DSE01	(1) 60 capsules	1.0	14.65	10.35
DSE06	(6) 60 capsules	2.0	87.30	59.70

To become a Preferred Customer and order at wholesale prices, turn to page 25.

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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 Percent Odorless, Allicin-rich



Garlic has been used as a food and medicinal herb for more than 5,000 years. It performs antiviral and antibacterial duties and has been called *nature's most potent antibiotic*. Garlic helps rid the body of many harmful bacteria, fungi, and poisons while relieving hypertension, helping prevent arteriosclerosis and heart disease and promoting good joint nutrition.

Garlic is undoubtedly one of the greatest and safest natural remedies known. Today, garlic is the top-selling German pharmaceutical, and three hundred million capsules of garlic a year are sold in the U.K.*

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#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
DGS01	(1) 120 Capsules	1.0	14.65	10.35
DGS06	(6) 120 Capsules	3.0	87.30	59.70

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 have demonstrated anti-cancer and antioxidant activity and provide powerful protection against arthritis and other serious diseases. They also 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#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
DPN01	(1) 75 tablets	1.0	16.75	11.95
DPN06	(6) 75 tablets	2.0	99.90	68.40

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. It builds up strength and energy in the entire body and acts as a tonic. Bee pollen helps improve general health, prevent disease, 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#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
DBE01	(1) 120 tablets	1.0	13.60	9.35
DBE06	(6) 120 tablets	2.0	81.00	53.70

Superfood Alfalfa (VB001) 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 has helped many arthritis sufferers and has been found to aid in the healing of intestinal ulcers, asthma, high blood pressure, anemia, infections, burns and cancer. *Superfood Alfalfa contains 500 mg dehydrated alfalfa.* Super green food that supports arthritic control support.

Superfood Alfalfa

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
VB001	(1) 160 tablets	1.0	7.10	4.75
VB601	(6) 160 tablets	2.0	42.00	27.00

Superfood Lecithin (VB075) Promote Memory, Heart and Liver Protection



This natural nutrient is needed by every cell in the human body. It is essential for cell-membrane repair, optimum mental function and lipid (fat) metabolism. Its structure protects cells from oxidation damage. Lecithin is also known to promote energy and is needed to help repair damage to the liver. 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 helps prevent arteriosclerosis and protects against cardiovascular disease. *Superfood Lecithin* also promotes energy and is an excellent source of choline. It also contains linoleic acid and inositol.

Superfood Lecithin

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Prof. Cust/ Dealer price
VB075	(1) 90 gelcaps	1.0	10.70	7.65
VB675	(6) 90 gelcaps	2.0	63.60	43.80

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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)

The ALTRUM *Joint Formula* is nutritional support for healthy joints, cartilage and connective tissue. For years, arthritis sufferers could do little more than take anti-inflammatory agents for discomfort. Steroids have severe side effects and cease to work effectively when taken on a continual basis, and aspirin often upsets the gastrointestinal tract.

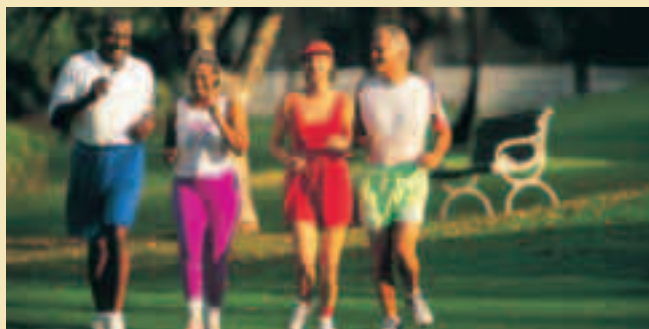
ALTRUM *Joint Formula* features a premium multiple-nutrient formula of the most important joint support ingredients, offering rapid results, while supporting long-term repair. Its reparative nutrients may allow users to reduce the dosage over time. *Joint Formula* is premium natural joint support so there are no side effects.

Joint Formula can be further enhanced with use of one of the ALTRUM Multis.*



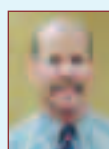
Joint Formula				
Stock#	Pkg/Size	Wt. Lbs.	Retail Price	Prof. Cust./ Dealer Price
DJF01	(1) 60 tablets	1.0	23.40	15.25
DJF06	(6) 60 tablets	2.0	139.80	87.00

"We have found from experience, having taken the ALTRUM *Joint Formula*, that it has all of our joint pain under control. After only 30 days, we noticed remarkable improvements."
- Jo and Charlie Brown



James Fleschner had extensive bone loss and cartilage depletion from aging, as well as arthritis in four fingers and his knees, wrists and hands. He could not even shake hands. The doctor told him to take glucosamine.

ALTRUM had just released its superior *Joint Formula*, so James began taking two every morning and night. Within six months, the pain in his fingers was gone. After a full year he felt better than he had felt in years. After two years he feels like he's 30 again. James roller-blades, rides bikes and does everything he enjoys. James takes two *A.J.'s Ultra Multi* and two *Joint Formula* every morning and night. Now the doctor who suggested James take glucosamine purchases *Joint Formula* on a regular basis. "Without these vitamins," said James, "I would not be in the excellent condition I am now. I can physically compete with men half my age."



Erik Strom leads an active lifestyle. He likes to run, hike and ski. But a few years ago, he began experiencing problems in his right leg. It felt like the nerves in his foot were being smashed when he ran. He felt an intense tingling, like cold water was running up his leg. Two of his toes went numb.

His doctor said he had one herniated disk and one protruding disk. He was told he might need surgery. He might never run again. He feared his active lifestyle would come to an end.

Then he began his ALTRUM Nutritional Program with the *Ultra Multi* (DNU), *Ultra Daily Enzymes* (DEU) and *Joint Formula* (DJF). He's been running again for six months now, four miles three times a week, and he has no more leg problems.

He also used to have back spasms and his joints would be so tight that he had to stretch every night before he could sleep. After each rainy season he had to visit the chiropractor. Now he feels great.

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

Joint Formula's potent ingredients:

- 1. MSM (300 mg)** - a form of organic sulfur essential for production of connective tissue for optimal joint health.
- 2. Boswellia (100 mg)** - a natural herb used today as an anti-inflammatory agent for rheumatoid arthritis, lower back pain and osteoarthritis.
- 3. Chondroitin Sulfate (50 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 (300 mg)** - a natural ingredient that acts as a joint lubricator, but as the body ages, its ability to produce glucosamine slows down.
- 5. Manganese (2 mg)** - for the production of manganese containing enzymes that play a role in production of essential cartilage compounds.

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Nutritional Oils (DNO)

"The Oil of Life[®]"

AMSOIL Also Provides Oil for Your Body!

Your body requires nutritional oils known as essential fatty acids (EFAs) to keep your body finely tuned and running efficiently. Most American diets lack these essential fatty acids necessary for better health.



New findings on the protective power of fish oils for the heart points to a startling conclusion: Certain omega-3 fatty acids, consumed either from fish or fish-oil capsules, appear to offer as much protection against dying from coronary heart disease as do cholesterol-lowering drugs.

Your body also uses these unique nutritional oils to keep the immune system functioning properly, in carrying oxygen to your tissues, in reducing the pain, inflammation and swelling of arthritis; and to help reduce the hardening of cell membranes.

EFAs are also natural fat-burners. They are absolutely vital to high-quality metabolic functioning. EFAs provide significant amounts of energy to your heart and other organs, increasing metabolic rate and fat burn-off. They also help regulate blood lipid levels, including lowering cholesterol and triglycerides.*

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.

Make a Health Change for the Better With Nutritional Oils

Nutritional Oils is a vital supplement for a healthy lifestyle, providing essential oils that your body needs daily to remain healthy. The evidence is clear in the many benefits of consuming essential oils daily.

Nutritional Oils Benefits:

- *Protects heart and arteries* • *Regulates brain function and nerve impulses* • *Supports the immune system* • *Improves skin and hair*
- *Increases metabolism*
- *Provides natural fat-burners*
- *Lowers bad cholesterol* • *and much more!**

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 keep your body finely tuned and running efficiently.

Nutritional Oils (DNO)			
Stock#	Pkg/Size	Retail price	Pref. Cust./ Dealer price
DNO01 (single)	(1) 90-count	26.80	18.95
DNO06 (6-pack)	(6) 90-ct.	160.20	108.30

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 <i>Fatty Acid Profile</i> of:		
Eicosapentanoic Acid (EPA)	360 mg	**
Docosahexaenoic Acid (DHA)	240 mg	**
Alpha Linolenic Acid (ALA)	660 mg	**
Gamma Linolenic Acid (GLA)	288 mg	**
Linoleic Acid (LA)	540 mg	**
Oleic Acid (OA)	456 mg	**

*Percent Daily Values (DV) are based on a 2000 calorie diet.
 ** Daily Value (DV) not established
 Other ingredients: gelatin, glycerin.



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

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Ultra Calcium Complex (DUC) For Healthy Bones and Connective Tissue



Supplement Facts	
Serving Size: 3 Capsules	
Three Capsules Provide	%DV
Calcium (Carbonate, Aspartate, Citrate)	500 mg 50%
Magnesium (Oxide, Aspartate, Citrate)	200 mg 50%
Vitamin D (Cholecalciferol)	200 IU 50%
Boron (Citrate)	3 mg **
Glutamic Acid	80 mg **
L-Arginine	25 mg **
L-Lysine	25 mg **
Phytase	10 mg **
Chromium (Amino Acid Chelate)	50 mcg **
Selenium (Amino Acid Chelate)	50 mcg **

** Daily Value (DV) not established

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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DUC01	(1) 90 capsules	1.0	15.70	11.00
DUC06	(6) 90 capsules	3.0	93.60	63.00

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

The therapeutic benefits of *Coenzyme Q-10* (or CoQ-10) have become widely recognized and are becoming a standard in nutritional therapy for the prevention and treatment of cardiovascular disease. Over 30 million people worldwide now use this proven cell energizer to help strengthen the heart, support the immune system, keep gums healthy and feel renewed vitality and energy.

Coenzyme Q-10 (DEQ)				
Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DEQ01	(1) 60 capsules	1.0	24.75	17.50
DEQ06	(6) 60 capsules	1.0	147.90	99.60

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, putting us at risk for possible serious health problems.

Coenzyme Q-10 is an excellent complement to one of the ALTRUM Multis. *Each capsule contains 30 mg of CoQ-10.*



Vitamin C-600 Formula With Rosehips (VB020)

For Healthy Connective Tissue and Cellular Health

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

Vitamin C-600 with Rosehips				
Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
VB020	(1) 100 tablets	1.0	8.35	5.90
VB620	(6) 100 tablets	3.0	49.50	33.60

Each tablet contains 600 mg. of vitamin C in a controlled release form, providing 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.



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

Supplement Facts	
Daily Serving Size: 2 Tablets	
Three Tablets Provide	%DV
Vitamin B1	400 mcg 100%
Vitamin B2	10 mg 100%
Vitamin B3	15 mg 100%
Vitamin B5	100 mg 100%
Vitamin B6	10 mg 100%
Vitamin B12	25 mcg 100%
Folic Acid	400 mcg 100%
Vitamin B12	25 mcg 100%
Choline	100 mg 100%
Inositol	100 mg 100%
Vitamin C	600 mg 100%
Zinc	15 mg 100%
Phosphorus	100 mg 100%
Calcium	100 mg 100%
Magnesium	100 mg 100%
Selenium	100 mcg 100%
Copper	100 mcg 100%
Manganese	100 mcg 100%
Chromium	100 mcg 100%
Silicon	100 mcg 100%
Boron	100 mcg 100%

** Daily Value (DV) not established

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 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 can 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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
VB010	(1) 120 tablets	.4	10.75	7.50
VB610	(6) 120 tablets	2.0	63.90	42.90



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Upliftment Formula (DUF) with St. John's Wort for a Healthy State of Mind



One in five individuals is said to experience some type of severe depression in their lifetime. *Upliftment Formula* is nutritional support for 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 mood elevators. The minerals magnesium and zinc, along with choline and inositol, have been further added to the formula as synergistic nutrients to further enhance the effectiveness of this mood uplifting herb.

Upliftment Formula features a synergistic combination of nutrients for maximum results in providing mental and emotional balance with a soothing and calming effect. It is a natural mood elevator with no unnatural side-effects.*

Upliftment Formula is excellent when used during stressful times to stabilize mental and emotional well-being. It is also a good magnesium supplement. This product's effectiveness can be further enhanced with use of one of the ALTRUM Multis.

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

EACH 2 TABLETS CONTAIN:	
St. John's Wort extract (Standardized to contain 0.2% hypericin)	500 mg
Magnesium	100 mg
Choline	25 mg
Inositol	25 mg
Zinc	10 mg

Upliftment Formula (DUF)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DUF01	(1) 60 tablets	.3	15.70	11.35
DUF06	(6) 60 tablets	2.0	93.60	65.70

Vitamin E-400 with Selenium (VB030)

For Cellular and Heart Health, Male and Female Function



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 may be used alone or in conjunction with one of the ALTRUM Multis for those who have additional vitamin E needs.

Vitamin E-400 with Selenium

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
VB030	(1) 120 gelscaps	1.0	21.80	16.95
VB630	(6) 120 gelscaps	3.0	130.20	96.90

Cold Season Zinc Lozenges (DZL) For a Healthy Immune System

Zinc is important in maintaining a healthy immune system. In clinical trials, *zinc lozenges, when allowed to be slowly absorbed in the mouth, have been shown to reduce the duration of both summer and winter colds by several days.*



Current scientific research also indicates that zinc is useful in resisting infection and strengthening immunity. This mineral plays a key role in the healing of internal and external wounds. *Cherry-flavored ALTRUM Cold Season Zinc Lozenges* also contain slippery elm, a folk remedy 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.

Supplement Facts		% DV
Serving Size: 2 Lozenges		
Amount Per Serving		
Zinc (Elemental Zinc)	50 mg	100%
Vitamin C	100 mg	100%
Vitamin A	1,000 I.U.	100%
Propolis	20 mg	—
Slippery Elm Bark	20 mg	—
Echinacea Herb Extract	50 mg	—

Cold Season Zinc Lozenges (DZL)

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DZL01	(1) 100 lozenges	1.0	10.45	7.35
DZL06	(6) 100 lozenges	3.0	62.10	41.70

Orange Juice Chewable C (DOJ)

Delicious— For Healthy 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 in helping the body fight colds, infections, allergies and a host of other diseases. 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#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
DOJ01	(1) 150 tablets	1.0	11.50	7.95
DOJ06	(6) 150 tablets	3.0	68.40	45.00

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

The Best Health Care Begins with the Care You Give Yourself



**The Gold Standard in
Nutritional Supplementation**



EXCITING NEW PRODUCTS!



Make a Health Change for the Better!

Good Nutrition is the cornerstone of good health. Begin with a healthy and healing 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.
The Best Health Care Begins with the Care You Give Yourself!

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. Include Ultra Daily Enzymes and Longevity Enzymes™, your most important longevity supplements.
3. Further individualize your health program with Roborant Energy™, Nutritional Oils and any of the other companion products ALTRUM offers to meet your unique nutritional needs.

Turn the page to order these exciting ALTRUM Nutritional Supplements!

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AMSOIL Introduces 3 New ALTRUM Products



A.J.'s Roborant Energy™ is a unique strengthening elixir of 7 restorative "Root of Life" herbs that renew true vital energy and provide daily long-term support of vigor, strength and endurance.*

A.J.'s Roborant Energy™ (DRE)			
Stock#	Pkg/Size	Retail price	Pref.Cust./ Dealer price
DRE01 (single)	(1) 60-count	40.50	28.65
DRE06 (6-pack)	(6) 60-count.	242.40	163.80



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 joint and muscle pain relief are one of the many benefits of using Longevity Enzymes™.

Longevity Enzymes™ (DZM)			
Stock#	Pkg/Size	Retail price	Pref.Cust./ Dealer price
DZM01 (single)	(1) 90-count	33.85	23.95
DZM06 (6-pack)	(6) 90-count.	202.50	136.80



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 Borage, Flax and Fish per day. These EFAs keep your body finely tuned and running efficiently.

Nutritional Oils (DNO)			
Stock#	Pkg/Size	Retail price	Pref.Cust./ Dealer price
DNO01 (single)	(1) 90-count	26.80	18.95
DNO06 (6-pack)	(6) 90-count.	160.20	108.30



Ultra Multi with Iron
Multi-vitamin, mineral, superfood, herbal supplement. Same great new formula as AJ's ULTRA Multi but with iron. **38 new ingredients** beyond the Daily Nutritional Support (DNS) Economy Multi. Experience the ultimate in nutritional support.

Stock#	Pkg./Size	Retail Price	Pref. Cust/ Dealer Price
DNS01	(1) 180 ct.	22.80	15.50
DNS06	(6) 180 ct.	136.20	88.50
DNU01	(1) 180 ct.	32.30	21.95
DNU06	(6) 180 ct.	193.20	125.40
DEU01	(1) 90 ct.	31.20	22.05
DEU06	(6) 90 ct.	186.60	126.00
DES01	(1) 90 ct.	15.70	11.35
DES06	(6) 90 ct.	93.60	65.70
DGS01	(1) 120 ct.	14.65	10.35
DGS06	(6) 120 ct.	87.30	59.70
DUC01	(1) 90 ct.	15.70	11.00
DUC06	(6) 90 ct.	93.60	63.00
DUF01	(1) 60 ct.	15.70	11.35
DUF06	(6) 60 ct.	93.60	65.70
DCC01	(1) 90 ct.	13.60	9.25
DCC06	(6) 90 ct.	81.00	52.50
DBE01	(1) 120 ct.	13.60	9.35
DBE06	(6) 120 ct.	81.00	53.70



Daily Nutritional Support
Experience our **Original Breakthrough Multi-vitamin** formula in an economy price.

Ultra Daily Enzymes
Your key to unlocking nutrition from your food. Your most important longevity supplement. Includes 13 powerful digestive aid enzymes plus a probiotic blend.



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



Ultra Calcium Complex
1-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. Study of Russian people over age 100 showed most eat bee pollen. Called a potent "rejuvenator."



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 extract available. Magnesium, choline, inositol and zinc. Great against depression and PMS symptoms.



Children's Chewable Multi
A great tasting chewable for raising healthy kids. Great for adults, too!

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. **38 new ingredients** beyond the DNS 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	Retail Price	Pref. Cust/ Dealer Price
DWI01	(1) 180 ct.	32.30	21.95
DWI06	(6) 180 ct.	193.20	125.40
DZL01	(1) 100 ct.	10.45	7.35
DZL06	(6) 100 ct.	62.10	41.70
DBP01	(1) 60 ct.	19.40	13.60
DBP06	(6) 60 ct.	115.80	77.70
DMP01	(1) 60 ct.	16.75	12.35
DMP06	(6) 60 ct.	99.90	71.70
DSE01	(1) 60 ct.	14.65	10.35
DSE06	(6) 60 ct.	87.30	59.70
DPF01	(1) 60 ct.	38.60	27.30
DPF06	(6) 60 ct.	231.00	156.00
VB001	(1) 160 ct.	7.10	4.75
VB601	(6) 160 ct.	42.00	27.00
DPN01	(1) 75 ct.	16.75	11.95
DPN06	(6) 75 ct.	99.90	68.40
DJF01	(1) 60 ct.	23.40	15.25
DJF06	(6) 60 ct.	139.80	87.00
VB075	(1) 90 ct.	10.70	7.65
VB675	(6) 90 ct.	63.60	43.80
VB010	(1) 120 ct.	10.75	7.50
VB610	(6) 120 ct.	63.90	42.90
VB020	(1) 120 ct.	8.35	5.90
VB620	(6) 120 ct.	49.50	33.60
VB030	(1) 120 ct.	21.80	16.95
VB630	(6) 120 ct.	130.20	96.60
DOJ01	(1) 150 ct.	11.50	7.95
DOJ06	(6) 150 ct.	68.40	45.00
DEQ01	(1) 60 ct.	24.75	17.50
DEQ06	(6) 60 ct.	147.90	99.60

See page 24 for Altrum testimonials

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**

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.

**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. 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.



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

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Enjoy Clean, Great Tasting Water

with
**AQUA
 BRITE™**

Water Filters



The new AquaBrite water filters provide cleaner, better tasting water while reducing:

ANSI/NSF Standards 42 and 53

Contaminant	Average % Reduction
Chlorine	97.0
Particulates (0.5 to <5 microns)	96.0
Cysts	99.97
Turbidity	99.4
Asbestos	99.9
Lead (6.5pH)	99.0
Lead (8.5pH)	99.4
Mercury (6.5pH)	88.5
Mercury (8.5pH)	90.0
Atrazine	89.0
Lindane	96.0



AquaBrite water filters are NSF certified for superior quality and safety.

An Economical Alternative to Bottled Water

AquaBrite water filters are a safe, cost-effective alternative to bottled water. One AquaBrite Under-the-Counter water filter provides 600 gallons of filtered water before recommended filter cartridge change. That's equal to 2,271 one-liter bottles of bottled water. Even at a conservative cost of \$1.00 per bottle (some bottled water costs over \$2.00 per liter), you would have to spend \$2,271 on bottled water to get as much clean, filtered water as you get from one AquaBrite Under-the-Counter Water Filter.

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AquaBrite Under-the-Counter Water Filter

The AquaBrite AB-95 Under-the-Counter Water Filter* is designed to fit conveniently under the kitchen sink. This system installs quickly and easily to provide you with cleaner, better tasting water while reducing unpleasant tastes, odors, chlorine, sediment, lead, mercury, asbestos, giardia and cryptosporidium cysts, lindane and atrazine for 600 gallons or 1 year (whichever comes first).



The AB92 housing and AB90 cartridge is tested and certified by NSF International against ANSI/NSF Standard 42 for the reduction of taste and odor, chlorine class I, particulate class I, Standard 53 for the reduction of cyst, lead, mercury, turbidity, asbestos, atrazine and lindane.

Highly Effective Filter Elements

The new AquaBrite water filters feature advanced filtration elements with CBC® activated carbon block and lead-reduction media. The new AquaBrite water filter elements also feature 0.5-micron (nominal) filtration, which means the elements are capable of removing pollutants up to one half of a micron small. There are one million microns in one meter.

AquaBrite Counter-Top Water Filter

The AquaBrite AB-94 Counter-Top Water Filter** uses the AB-90 filter cartridge and allows for water filter portability. This filter attaches quickly to your faucet and provides protection from water-borne contaminants, odor and bad taste, chlorine, sediment, lead, mercury, asbestos, giardia and cryptosporidium. Good for 600 gallons or 1 year.



Versatility

The new AB90 filter cartridge is the filter element designed for use in the AB95 and AB94 filters, but it can also be used with the previous AquaBrite Under-the-Counter Water Filter AB72.

High Quality, Durable Construction

AquaBrite filters have all-natural polypropylene housings with ultra-smooth contact surfaces to prevent bacterial adhesion and build-up. AquaBrite filter housings feature pure polypropylene components with no fillers, colorants, plasticizers, or lubricants. These advanced filter housings are also resistant to stress cracking.

AquaBrite Icemaker Water Filter

The AquaBrite AB-93 Icemaker Water Filter* attaches easily to your refrigerator's water line. This in-line unit filters all water before it reaches the ice-maker or the water spout. Enjoy cleaner, better tasting ice cubes automatically for just pennies a gallon. The AB-93 is a self-contained disposable filter. It is an excellent filter for automatic coffee makers and drinking fountains. Good for 500 gallons or 6 months.



The AB93 is tested and certified by NSF International to ANSI/NSF Standard 42 for the reduction of taste and odor, chlorine class I and particulate class I. Standard 53 for the reduction of cyst, lead and turbidity.

*Not available in Massachusetts.

**Not available in Massachusetts, California, Wisconsin and Iowa.

Stock #	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price	Stock #	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
AB90 Replacement Cartridge for AB72, AB94 and AB95	1.6	51.95	36.00	AB93 Icemaker water filter	1.3	86.95	60.00
				AB94 Countertop kit	7.0	168.95	117.00
				AB95 Under-the-counter kit	6.0	149.95	104.50

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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.

Natural Organic Fertilizer 4-3-3

AGGRAND Natural Organic 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, stress-relieving 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.



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



- Organic formulation is environmentally sensitive
- 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.

Natural Fertilizer (NOF)

Stock #	Pkg/Size	Wt.Lbs.	Retail price	Pref. Cust/ Dealer price
NOF-QT	(1) 32-oz. bottle	3.0	8.35	5.75
NOF-01	(12) 32-oz. bottles	30.0	99.00	65.40
NOF-TP	(1) 2.5-gallon bottle	24.0	67.75	47.25
NOF-05	(2) 2.5-gallon bottles	49.0	133.50	90.00

Natural Organic Liquid Bonemeal 0-12-0

AGGRAND Natural Organic 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 #	Pkg/Size	Wt.Lbs.	Retail price	Pref. Cust/ Dealer price
NBM-QT	(1) 32-oz. bottle	3.0	8.35	5.75
NBM-01	(12) 32-oz. bottles	35.0	99.00	65.40
NBM-TP	(1) 2.5-gallon bottle	28.0	67.75	47.25
NBM-05	(2) 2.5-gallon bottles	56.0	133.50	90.00

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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, improves quality and extends 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 #	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
NKP-QT	(1) 32-oz. bottle	3.0	8.35	5.75
NKP-01	(12) 32-oz. bottles	32.0	99.00	65.40
NKP-TP	(1) 2.5-gallon bottle	27.0	67.75	47.25
NKP-05	(2) 2.5-gallon bottles	54.0	133.50	90.00

Natural Liquid Lime



AGGRAND Natural Organic Lime provides a readily available source of calcium and magnesium. The liquid formula penetrates the soil and enters the root zone where it quickly increases the soil's pH. 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 #	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
NLL-QT	(1) 32-oz. bottle	3.0	8.35	5.75
NLL-01	(12) 32-oz. bottles	33.0	99.00	65.40
NLL-TP	(1) 2.5-gallon bottle	26.0	67.75	47.25
NLL-05	(2) 2.5-gallon bottles	53.0	133.50	90.00

Boost Your AGGRAND Sales with the G-1380 AGGRAND Literature Kit (\$10.00)

"After using AGGRAND fertilizer for only a short time, perhaps two applications, it was apparent the ornamentals 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*



Email us at info@AGGRAND.com

ORDER NOW TOLL FREE 1-800-956-5695 SEE PAGE 25
DEALERS AND PREFERRED CUSTOMERS CALL 1-800-777-7094

Pure Power

Pure Power is concentrated for maximum strength and value, and formulated to be gentle on the environment yet tough on the job. Pure Power is proof that less really is best!

ALTRUM Pure Power Laundry Detergent is concentrated and economical, biodegradable and phosphate free. Most importantly, it cleans clothes best. This concentrated powder detergent is toughest on stains, ground-in dirt and dulling gray. ALTRUM Pure Power Laundry Detergent is available in a 20-lb. pail for maximum convenience.

Only a half-scoop (quarter cup) of Pure Power is required for a full load of laundry. That's a lot of clean clothes from one 20-lb. pail! Pure Power is a pure value!



Pure Power Powder Laundry Detergent

Pure Power Powder Laundry Detergent

Stock#	Pkg/Size	Wt. Lbs.	Retail price	Pref. Cust/ Dealer price
LPD20	(1) 20-lb. pail	22.0	41.60	32.00

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 a 6-month period 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* and the *AMSOIL Action News*

See page 25 for details



ALTRUM Nutritional Supplements Testimonials

"Sometimes people pick up their AMSOIL products and they show us a \$103,000 hospital bill," says Five-Star Regency Platinum 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.

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

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."**



"Before my sister moved to California," says Shirley Alquist, "she was using the ALTRUM Ultra Multi. When she moved out there, she ran out of them and decided she would just go down to the local health store and get some one-per-day vitamins. She emailed me and said she had to have her ALTRUM vitamins. The others just don't hack it. They just don't have the energizing effect of the ALTRUM Multis. It was good to know that she wasn't satisfied with any other product on the market."



**ORDER NOW TOLL FREE 1-800-956-5695 SEE PAGE 25
DEALERS AND PREFERRED CUSTOMERS CALL 1-800-777-7094**

How to Order

TOLL-FREE TELEPHONE ORDERING

Dial 1-800-956-5695 (Contiguous 48 States Only and Alaska) *Note: when ordering from Alaska, there is a 7.5% freight surcharge on all products shipped to Alaska. Hours: 7:00 am to 5:00 pm Central Time, Monday through Friday, except for statutory holidays. When calling, please provide your 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

Orders are subject to the following shipping and handling schedule.

up to 3 lbs. • \$5.45	20 to 39 lbs. • 37¢ per lb.
4 to 6 lbs. • \$5.95	40 to 59 lbs. • 32¢ per lb.
7 to 12 lbs. • \$6.70	60 to 99 lbs. • 27¢ per lb.
13 to 19 lbs. • \$7.75	100 lbs. and over • 25¢ per lb.

NOTE: AMSOIL products cannot be shipped to post office boxes. For products purchased in Alaska, add a 7.5% freight surcharge.

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. You can verify your sales tax rate with ordering personnel when ordering.

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. To order in Hawaii, check your local Yellow Pages or call 1-800-777-8491 for the name of your nearest AMSOIL Dealer.

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 Action News*, 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 G-1284 for information on the AMSOIL/ALTRUM Preferred Customer Program and on becoming an independent AMSOIL/ALTRUM Dealer.



Mark and Sherree Schell
AMSOIL Regency Platinum
Direct Jobbers

Dear ALTRUM,

I appreciate the opportunity to share my experience relative to the ALTRUM Nutritional Supplements.

As a long-time AMSOIL Dealer, I was skeptical when the vitamins were introduced. I had never taken food supplements and did not know the benefits they could provide. However, after learning of A.J. Amatuzio's commitment to health, I was motivated to begin taking supplements.

Prior to using these products, I would always catch one or two colds per year and I experienced the misery of the flu. I generally lost between 8 to 10 days of work per year. Since making the ALTRUM Nutritional Supplements a routine part of

my life, I have experienced far fewer illnesses. I have missed few days, if any, due to such illnesses.

I personally use a number of the ALTRUM Nutritional Supplements. My particular favorites are the Ultra Multi, the Daily Enzyme Support and A.J.'s Male Power. During the cold and flu seasons, the Zinc Lozenges are indispensable. Whenever I feel cold or flu symptoms, I begin taking the Zinc Lozenges immediately. I insist my family members take the Zinc Lozenges, too. In most cases, the symptoms disappear and the illness itself does not develop.

"I know several Dealers and Preferred Customers who have asked nutrition experts to review the ALTRUM products. In each and every case, they were told these are the best vitamins the experts have ever seen. Furthermore, when the experts learn the price of our products, they are impressed with the value provided to the consumer."

- Mark Schell

"I can say without a doubt that I have lived a much healthier life because of ALTRUM Nutritional Supplements."

- Mark Schell

Another favorite "as needed" supplement is A.J.'s Super Energy. Two capsules quickly improve my alertness and energy level when I need to keep going.

I recommend that everyone use ALTRUM Nutritional Supplements and then offer them to others so they too can experience better health. When you think about it, there are few things more important than your health.

Sincerely,
Mark Schell



AMSOIL INC.
AMSOIL Building
Superior, WI 54880



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

Customer # _____

We honor

