

Olson Marketing
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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight: Saber Professional Synthetic 2-Stroke Oil

SABER Professional eliminates the problems that plague hand-held two-stroke equipment using other oils, including hard starting, rough running, power loss and shortened service life.

SABER Professional was tested at a 100:1 mix ratio compared to other two-stroke oils at 50:1. SABER Professional dominated the competition in every area of performance. Even when using half as much oil, SABER Professional does a better job fighting carbon deposits that rob engines of power and reduce their service life. It helps landscapers, contractors and other professionals work more efficiently and cut costs.



Congratulations:

New Preferred Customers

Kyle Shook
Clayton, GA

Heather Broman
Lincoln, NE

Jon Camplin
Lincoln, NE

Rockwell Smith
Atlanta, GA

Jerry Updegraff
Lincoln, NE

New Catalog Customers

Dannis Gao
Sugar Land, TX

Jonathan Portelli
New York, NY

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Get Your Lawn Mower Ready!

Mowing season has officially started. If you haven't changed your oil from last year your engine will be screaming at you.

Engine dependability is vital to running a profitable business, yet most small-engine oils we've tested are nothing more than re-labeled automotive oils, which are formulated with fuel economy in mind, not durability. That won't cut it. Compared to liquid-cooled automotive engines, small engines run hotter; operate under constant load; generate more oil-damaging contaminants; suffer from neglected maintenance and are exposed to dirt, rain, snow and other extremes. Simply put, they're far tougher on oil that most people think.

[AMSOIL Synthetic Small Engine Oil](#) isn't merely a re-badged automotive oil. Instead, we designed it from the ground up specifically for small-engine dependability. You can rest assured your engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve the problems that plague small engines, including wear, power loss, oil consumption, stuck rings and valves, and harmful carbon deposits. It helps landscapers, contractors and other professionals get more work done and save money.

Excellent Wear Protection

[AMSOIL Synthetic Small-Engine Oil](#) is a shear-stable, high-film-strength formulation fortified with a heavy dose of zinc

anti-wear additives. It does not thin out due to mechanical shear, ensuring a thick lubricating film. Its zinc chemistry forms a durable barrier that protects against metal-to-metal contact.

Reduces Oil Consumption

In lab testing [10W-30 Synthetic Small-Engine Oil](#) reduced oil consumption 61 percent compared to three leading 10W-30/SAE 30 motor oils*. Its heat-resistant synthetic base oils provide low volatility, excellent viscosity stability and strong oxidation resistance. Engines run longer between top-offs, providing peace of mind that they won't fail due to oil starvation and will run dependably in the harshest conditions.

Formulated for Power

Engine wear, carbon deposits, valve sticking and piston-ring sticking reduce engine power. [Synthetic Small-Engine Oil](#) prevents ring and valve sticking while helping eliminate carbon deposits from forming. As a result, engines produce maximum power throughout their service lives, helping you get more work done.

Extreme-Temperature Performance

[Synthetic Small-Engine Oil's](#) saturated molecular structure offers outstanding extreme-heat resistance. In addition, we've fortified the oil with potent anti-oxidant additives that provide further resistance to damaging heat. Its powerful detergent additives fight

carbon, varnish and sludge to maximize engine life. In extreme cold, the oil's naturally high viscosity index and lack of paraffins (waxes) ensure it remains fluid and flows quickly, providing easier cold-weather starts and fast startup lubrication for reduced wear.



What is Altrum?

ALTRUM Nutritional Supplements are your foundation for good health. These products are a powerful line-up of the "World's Best" [Multis and Enzymes](#), [Superfoods](#), [A.J.'s Signature Formulas](#) and [Technical Supplements](#). Formulated with the highest-quality ingredients available, each supplement provides the nutrients you may not get through your diet alone.

The flagship products of this line are the [Ultra Multis](#) (advanced multi-vitamin, superfood supplements) and the [Ultra Daily Enzymes](#) (advanced digestive enzyme formula). The [Ultra Multis](#) and the [Ultra Daily Enzymes](#) are the foundation of the ALTRUM Nutritional Program. Combine [Ultra Daily Enzymes](#) with one of the [Ultra Multis](#) and assure yourself a powerful start to your health program and a more vibrant life. Then, enhance your ALTRUM

Health Program with any other premium ALTRUM nutritional formula.

Testimonials

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

-Dealer Monty Osbourne

Dealer Tom Hazlett suffered for years from digestive trouble. "I started taking [Ultra Daily Enzymes](#) and I have not had stomach cramps since. I can eat and get back in the truck and go. It has been like a new lease on life. The [Ultra Multi](#) and [Ultra Daily En-](#)

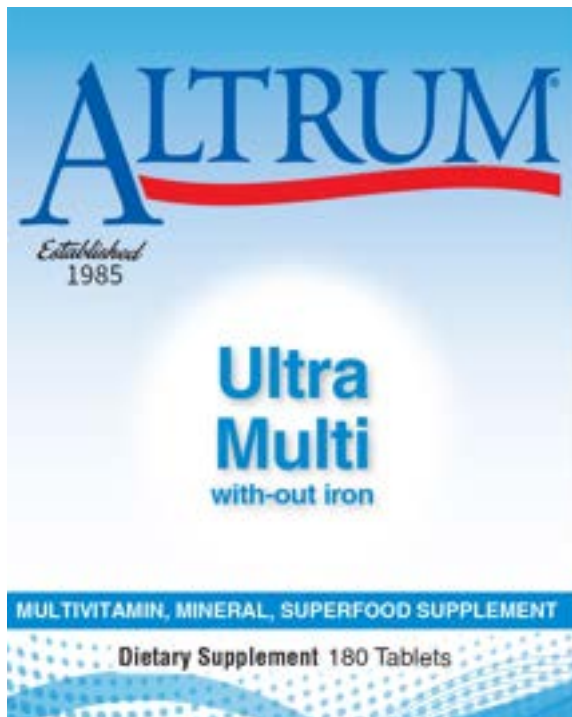
[zymes](#) pack the one-two punch I need. I haven't felt this good in so many years I couldn't even begin to tell you."*

-Dealer Tom Hazlett

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

-Preferred Customer Jake Dale

Learn more at:
AltrumOnline.com



Supplement Facts			Supplement Facts		
Serving Size: 6 Tablets	Amount per Serving	% Daily Value	Serving Size: 6 Tablets	Amount per Serving	% Daily Value
Servings per Container: 30			Servings per Container: 30		
Vitamin A (as beta-carotene and palmitate)	1700 IU	340%***	Proprietary Superfood Blend	275 mg	**
Vitamin E (as tocopherol and gamma-tocopherol)	500 IU	1000%***	Bee pollen, alfalfa, barley grass, chlorella, spirulina, sarsaparilla, royal jelly		
Vitamin C (as ascorbic acid)	400 mg	800%***	Methylsulfonylmethane (MSM)	300 mg	**
Vitamin B1 (as thiamine HCl)	30 mg	600%***	Proprietary Flavonoid Blend	150 mg	**
Vitamin B2 (as riboflavin)	30 mg	600%***	Citrus bioflavonoids, grape seed extract, hesperidin complex, grape skin-extract, pine bark extract, rutin, quercetin		
Vitamin B3 (as niacinamide)	30 mg	600%***	Proprietary Herbal Extract Blend	150 mg	**
Vitamin B6 (as pyridoxine HCl)	30 mg	600%***	Eleuthero extract (root), Astragalus extract (root)		
Folic Acid	500 mcg	1000%***	Schizandra extract (fruit), American Ginseng extract (root), Ginkgo extract (leaf), Rehmannia extract (root)		
Vitamin B12 (as cyanocobalamin)	30 mcg	600%***	Leuciferin (oil)	100 mg	**
Iron	30 mg	600%***	Proprietary Sea Vegetable Blend	100 mg	**
Pantothenic Acid (as D-calcium pantothenate)	30 mg	600%***	Reddressing, leaf, root, vinegar		
Calcium (as calcium gluconate, carbonate, citrate and dibasic phosphate)	300 mg	600%***	Goose barn (Lithothamnion)	50 mg	**
Phosphorus (as dibasic phosphate, phosphorus A/C)	300 mg	600%***	Yucca	50 mg	**
Sodium (from salt)	300 mg	600%***	Yucca and	50 mg	**
Magnesium (as magnesium oxide, A/C)	300 mg	600%***	Yucca extract (root)	50 mg	**
Zinc (as zinc gluconate)	30 mg	600%***	Proprietary Enzyme Blend	50 mg	**
Selenium (as selenomethionine)	30 mcg	600%***	Bromelain, papain		
Copper (as copper A/C)	1 mg	200%***	Sea Bean	50 mg	**
Manganese (as manganese A/C)	1 mg	200%***	Shorea (as squalidulone)	50 mg	**
Chromium (as chromium A/C polynicotinate)	100 mcg	200%***	Yucca (as Yucca)	1 mg	**
Molybdenum (as molybdenum A/C)	50 mcg	200%***	Occasand (from wheat germ)	1 mg	**
Potassium (as potassium citrate)	30 mg	6%	CoQ10	500 mg	**
Proprietary Vegetable Concentrate Blend	450 mg	**	Vitamin (as retinoid A/C)	20 mg	**
Carrot, spinach, tomato, beet, broccoli, Brussels sprouts, cauliflower, kale					
Proprietary Herbal Support Blend	400 mg	**			
Green tea (leaf), Gota kola (herb), Fo-Ti (root), Sarsaparilla (root), Ginger (root), Dandelion (root), Peppermint (leaf)					

Other Ingredients: Di Calcium Phosphate, Stearic Acid, Croscarmellose Sodium, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide. Contains no: yeast, artificial coloring, or added animal derivatives. Product color may change over time due to natural ingredients.

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

Dealer's Zone

By Don Olson
ZO #4901

Why Buy Signature Series?

[Signature Series Synthetic Motor Oil](#) is not only the best oil we have ever made, it's better than any competitive oil we have tested. Advanced engine technology and the normal demands of everyday life generate extreme conditions that can challenge motor oil and engine life. Signature Series delivers the ultimate protection against everyday extremes like towing and extended idling. Don't just take our word for it; read on for proof.

Do you drive in hot temperatures?

In testing, it kept pistons clean and held oil thickening to only 6 percent, a minimal amount compared to the proposed specification limit of 150 percent (4). 50 percent more detergents (5) help keep oil passages clean and promote oil circulation. It provides 90 percent better protection against sludge (6).

Do you have long commutes?

It has 30 percent more acid-neutralizing power (8) than Mobil 1*, and 36 percent more than Royal Purple*, helping engines stay cleaner, longer. Reserve protection, so you can go up to 25,000 miles, 700 hours of operation or one year between oil changes, whichever comes first.

Does your vehicle have a turbo-charger?

It has 72 percent better turbo-charger protection than required (2) by the GM dexos1® Gen 2 specification and achieved 100 percent protection against low-speed pre-ignition (LSPI) (3).

Do you tow or haul?

It has 75 percent more engine protection against horsepower loss and wear (7).

Do you drive in cold temperatures?

It has 66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

Do you want extra engine protection?

It has far superior wear protection compared to the competition – it kept bearings looking like new after 100,000-mile test (1).

1 - Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines.

2 - Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test.

3 - Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

4 - Based on the ILSAC GF-5 PLUS specification.

5 - vs. AMSOIL OE Motor Oil

6 - Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

7 - Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

8 - Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18.

*All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

Shop Talk...

with Dr. Jonathan D. Olson, EdD
ZO #10458

In last month's newsletter ([Issue 91 - March 2019](#)) I shared the results of my case study test comparing Hyundai's OEM oil to [Amsoil OE oil](#). The results proved that [Amsoil OE motor oil](#) has up to 300% better wear protection than Hyundai OEM oil (depending on specific variables that you are analyzing in the data). Let me rephrase that. The "cheapest" oil that Amsoil sells does a 300% better job than the oil that the vehicle manufacturer tells you to use.

I personally plan on keeping my vehicles for more than 10 years. I want my vehicles to last and I want the engine to be protected. The more I research oils, talk with mechanics, and read manufacturer recommendations...the more skeptical I get that they actually know what is best for the vehicle.

I think the stereotypical notion is that a person will buy a new car and keep it for 5 years (when their typical warranty has expired) before getting rid of it and selling it to someone else that has to deal with the problems of vehicle neglect and component degradation due to lack of quality lubricants and lack of maintenance.

I personally don't want to purchase a used vehicle and spend my money to repair someone else's haphazardness with regards to care of their vehicle. I want a quality vehicle that was cared for and maintained inside and out.

Just my opinion.