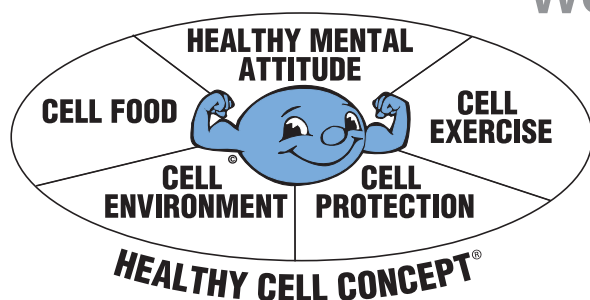




We are only as healthy as our **CELLS** *the Healthy Cell Concept*

We often take our bodies for granted, but symptoms – like fatigue, difficulty sleeping, chronic aches and pain, stress, weight problems, moodiness, immune system dysfunctions, or even chronic degenerative diseases – are messages that something isn't working properly. AIM's Healthy Cell Concept® (HCC) is the starting place for vibrant wellness.

HCC is not complicated. It is a five-step guide to personal health – cell food, cell exercise, cell environment, cell protection, and a healthy mental attitude. Strong, healthy cells equal a strong, healthy body.

Know to create and support healthy cells throughout your body

Cells have their own systems in place for energy production and waste removal. Biology 101 teaches that 1 sperm + 1 egg = 1 cell. That first cell has an innate intelligence that directs it to multiply and specialize into different organs and body systems. Each cell – and your entire body – operates by the following rule: nutrients in, waste out. The Healthy Cell Concept® tells you what you need to know to create and support healthy cells throughout your body.

CELL FOOD - Food becomes cell food when it's broken down in the body into nutrients that cells can use. We are what we eat, so if we want quality cells, we must consume real, whole, fresh food – not refined or manufactured "food" like frozen dinners, canned soup, or rancid snacks from a bag.

As a general rule, consider nutrients and quality first, calories second. We need a balance of proteins (composed of amino acids), complex carbohydrates, essential fatty acids (from which your body can make all the fats it needs), enzymes, vitamins, minerals, and an array of phytochemicals from whole foods.

CELL EXERCISE - We all know we "should" exercise ... but do you really understand why? Exercise increases our metabolism and pushes waste out of our cells – and out of our bodies. Muscular contractions are required to help us stay "regular" so that toxins can be eliminated rather than reabsorbed into the bloodstream. Regular exercise reduces stress and helps the body relax, increases energy, strengthens the heart and lungs, and improves the immune system. Improved blood flow carries nutrients and oxygen to the brain. Even mild exercise helps improve cognitive skills and can reduce the risk of Alzheimer's.

CELL ENVIRONMENT - Our cells thrive in a healthy environment, so choose wisely. To improve cell environment, drink eight glasses of pure water daily. Water prevents friction from destroying our joints, lubricates our eyes, assists muscle function, regulates temperature, and helps flush out toxins. Get a filter for your drinking water.

Your immune system protects your cells from viruses

CELL PROTECTION - Your immune system protects your cells from viruses, bacteria, fungi, and other disease-causing microbes. It may surprise you to learn that drugs (painkillers, antihistamines, decongestants, cough suppressants, etc.) that suppress symptoms are actually suppressing the immune system. Symptoms are usually a good sign that your immune

No one is immune to diseases of attitude, such as depression, cynicism, negativity, irritability, ungratefulness, resentment, anxiety, indecisiveness, distress, guilt, and hopelessness. **You get to choose your thoughts!** If you suffer from any of these mental symptoms, make different choices.

system is doing its job, and it can often take care of the attack if you give it time and nourishment.

You can enhance your cell protection (immunity) with healthy foods (AIM BarleyLife®, lots of vegetables, and AIMega®, which contains essential fatty acids), exercise, and other supportive supplements. AIM Proancynol® 2000 is a potent antioxidant formula that boosts the immune system and promotes detoxification. AIM FloraFood® enhances the body's immune response and helps protect against disease-causing yeast, bacteria, and fungi.

Don't underestimate the power of a Healthy Mental Attitude

HEALTHY MENTAL ATTITUDE - Don't underestimate the power of this part of the Healthy Cell Concept®. Many studies have shown the power of meditation, visualization, and faith in enhancing the immune system and combating disease. Laughter may truly be one of the best medicines because it reduces stress-related hormones (cortisol and epinephrine) quickly and effectively.

Mood is intimately related to nutrient deficiencies (B vitamins, minerals, and essential fatty acids in particular), so it can be easy to improve your attitude with AIM products such as AIM Peak Endurance® and AIMega®. Making healthy choices is a big part of a healthy mental attitude.

Cells require assistance in doing their fundamental job of keeping us well. For AIM members, three words are crucial: Nourish. Replenish. Eliminate.

Nourish: Eat whole foods, drink eight glasses of water per day, use AIM supplements.

Replenish: Sometimes despite the best of intentions, your body requires nutritional supplements. Check out the AIM product catalog for a supplement to answer your need.

Eliminate: Proper movement of nutrients through and out of the body requires exercise, proper sleep, a good diet, avoiding stress, and detoxification. AIM has products to answer your concerns.

You can easily help balance the five elements of the Healthy Cell Concept®

You can easily help balance the five elements of the Healthy Cell Concept® by adding greens, fiber, and essential fatty acids to your daily regimen. AIM BarleyLife® and AIMega® provide cell food and energy to exercise your cells, plus antioxidants that allow your immune system to protect your cells. AIM Herbal Fiberblend® eliminates wastes so that nutrients from your food can be absorbed in the small intestine.

The correct combination of AIM products promotes a healthy mental attitude by supplying nutrients and essential fatty acids proven to help mood, and fiber to keep you feeling light and happy.

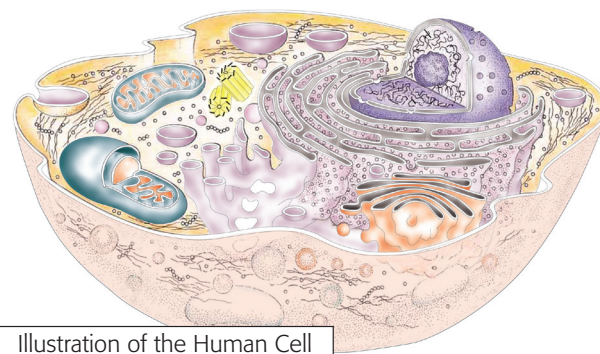


Illustration of the Human Cell