

Protein is key to living well. The human body needs a significant amount of protein in relation to vitamin and minerals. Protein keeps body tissue healthy by building up, maintaining, and replacing the tissues that compose our muscles, organs, and immune system. Proteins are composed of amino acids that, once consumed, are used individually by the body for a number of necessary functions, including the creation of enzymes and hormones. Alone, humans are only able to naturally produce about one-half of the necessary amino acids that are most important for sustained health. The rest must be derived from protein-rich foods. ProPeas contains 12 grams of pea protein per serving (*see accompanying chart on back*).

The fact that our bodies do not store all the protein that we require makes protein different than fat and carbohydrates. While the latter two can be drawn upon when needed, the same cannot be said for protein, which makes getting an adequate amount in our diets that much more important.

AIM ProPeas™ is an all-natural vegetarian protein source made from field peas. Unlike whey and soy protein, pea protein is not a major allergen. As such, it provides an alternative to most mainstream, animal protein sources that are high in fats and bad cholesterol.

Field peas are high in protein, first and foremost, but they are also strong when it comes to low fat and high iron, select amino acids, and omega-3, -6 and -9 fatty acids. The peas found in ProPeas are grown in Canada, the world's largest producer of non-genetically modified (non-GMO) pea crops.

As nitrogen-fixing plants (plants that pull nitrogen from the atmosphere), the peas require no chemical fertilizers, and the purification process for the peas includes clean membrane filtration, where the pea protein is filtered using only water. No harsh chemicals or solvents are used in the process.

Another benefit of choosing peas is that they are naturally gluten-free and allergen-free, which cannot be said for soy and whey proteins. Both soy and whey are among the eight most common food allergens that account for 90 percent of all food allergies.

Soy protein poses problems in its growing and production process. Nine out of 10 soybeans in the U.S. are Genetically Modified Organisms (GMO), which 30 countries deem to be unsafe. Soy is also high in fats, and removing these fats to attain concentration protein requires the use of solvents. The soy carcinogen furan is also a potential risk when consuming soy proteins.

Fifty percent of all children are allergic to whey, which comes from milk and is a byproduct of cheese production. Whey protein also contains large amounts of two amino acids (cysteine and methionine) that are high in sulfur, which has an acidic effect on the body. These two amino acids are found in most

all sources of protein; however, they are found in higher ratios in animal proteins.

The featured amino acids in ProPeas include lysine, leucine, and isoleucine. These amino acids have been shown to benefit human growth and development, athletic performance, and recovery from stress.

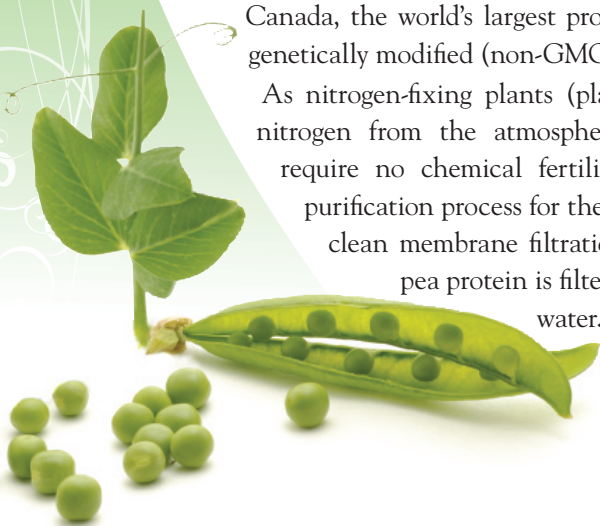
Each serving of ProPeas contains these amounts of amino acids:

Alanine	0.500 g	Lysine	0.749 g
Arginine	1.330 g	Methionine	0.110 g
Aspartic Acid	1.322 g	Phenylalanine	0.656 g
Cystine	0.129 g	Proline	0.528 g
Glutamic Acid	1.870 g	Serine	0.646 g
Glycine	0.483 g	Threonine	0.475 g
Histidine	0.285 g	Tryptophan	0.070 g
Isoleucine ◆	0.665 g	Tyrosine	0.456 g
Leucine ◆	1.258 g	Valine ◆	0.673 g

◆ **Branch Chain Amino Acid (BCAA) Total** **2.595 g**

Leucine, isoleucine, and valine make up a special set of amino acids unique to the ProPeas formula. Called Branch Chain Amino Acids (BCAAs), they are vital to delaying the aging process by maintaining the body's current muscle mass.

• **Leucine** - Slows the age-related loss of muscle tissue by increasing synthesis of muscle proteins. As we age, the body's ability to absorb and synthesize protein lessens, resulting in the loss of muscle mass (sarcopenia).



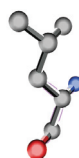
• **Isoleucine** - Increases endurance and energy, while helping to repair muscle and aid in the recovery of muscle.

• **Valine** - Repairs tissue, enhances energy, and regulates blood sugar (which can assist in weight loss) and brain function.

Consuming five grams of leucine, isoleucine, and valine (in a ratio of two parts leucine for every one part isoleucine and one part valine) per day has been shown to protect against sarcopenia and the loss of lean muscle. ProPeas provides five grams of BCAAs per two servings in the proper ratios.

Recommended Daily Servings			
	Recommended Servings	Protein from ProPeas™	Daily Reference Intake
Adolescents	1	12 g	34 g
Adults Female - Male	2	24 g	46 g - 56 g
Pregnant/ Lactating	3	36 g	71 g
Athletes Female - Male	4	48 g	89 g - 104 g*

* Athlete recommendations are suggested by the American College of Sports Medicine.



The benefits of BCAAs extend to exercise, too. Many studies have found that BCAA supplementation can help reduce muscle damage that is often a result of endurance-related activities.

Weight Management

ProPeas is slowly digested, thus reducing appetite. It also maintains lean muscle, resulting in an increased ability to burn calories. As a high-protein, low-calorie complement to a healthy diet and exercise program, ProPeas can improve your fitness in keeping with the AIM Healthy Cell Concept®.

Protein has the potential to control weight in three ways: increasing the feeling of fullness (satiety), increasing metabolic rate, and aiding in the maintenance of lean muscle mass.

• **Satiety** - Of the three macronutrients – carbohydrates, fat, and protein – protein takes the longest to digest in the stomach, leading to feeling fuller longer. This feeling of fullness can prevent the over-consumption of calories, which is one of the leading causes of obesity.

• **Metabolic Rate** - A faster metabolism can result with adequate protein consumption. Metabolism is the process by which our bodies convert food into energy or store food as fat; the higher your metabolism, the more fat you will burn. Protein increases

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metabolism by making the body work harder during digestion. When protein is digested, it requires more calories than digesting carbohydrates or sugars, thereby strengthening the body's metabolic processes.

• **Lean Muscle Mass** - As protein intake is increased, the body can create muscle faster and easier. The more muscle someone has, the more calories he or she burns naturally, meaning that a similar amount of food intake could result in losing weight.

Similar to the benefits of ProPeas, AIM fit 'n fiber® was also formulated to improve fitness and assist in weight management. These products promote weight loss through healthy sources such as fiber and protein, providing a feeling of fullness while remaining low-fat and low-cholesterol. The two were formulated to be complementary and taste great together.

Q&A

Should I take ProPeas with any certain beverage?

We recommend trying ProPeas with rice milk. The natural vanilla taste of ProPeas would mix well with the flavors of rice milk or in a healthy smoothie.

Can I get too much protein in my diet?

Please consult the recommended daily servings chart printed on the ProPeas label to find the serving size that is right for you.

Key Benefits and Features

Benefits

- Assists with weight management
- Helps build and maintain healthy muscle
- Improves circulation and calcium absorption
- Increases energy and endurance
- Provides full feeling and boosts metabolism
- Regulates blood sugar and brain function

Features

- Vegetable source of protein
- Allergen-free
- Low sugar naturally
- 5 grams of BCAAs per two servings

A diet high in fiber can lead to a healthier, more active lifestyle, reduced appetite, and many other benefits. Yet we still never seem to get enough of it.

Fiber is one of the most consistently deficient nutrients in American diets. Refined foods lack the natural fibers that our bodies need, and most people only consume about one-half of the recommended amount of fiber per day. AIM *fit 'n fiber*™ was designed to change that and to make a balanced fiber diet an easy, manageable possibility.

fit 'n fiber™ contains 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber. Doctors recommend that men consume 30-35 grams of fiber per day and that women consume 21-25 grams. Considering that most diets already include anywhere from 12-17 grams of fiber, the fiber content of *fit 'n fiber*™ makes achieving these recommendations much easier.

Plus, when you take *fit 'n fiber*™ with AIM Herbal Fiberblend®, you will have nearly reached your

entire recommended fiber intake for the day. Herbal Fiberblend contains 10 grams of fiber per day, so when combined with *fit 'n fiber*™, the two products provide 22 grams of fiber each day.

fit 'n fiber™ is a complementary product to Herbal Fiberblend, and their combined usage can result in an increase in overall health. Herbal Fiberblend is a remarkable colon cleansing product containing some fiber. *fit 'n fiber*™ aims to reduce appe-

tite, reduce cholesterol, encourage an active lifestyle, and improve the health and diet of our bodies.

The reduced appetite that you may experience from taking *fit 'n fiber*™ can be traced to the properties of fiber itself. Fiber-rich foods take longer to digest in the stomach than other foods, so those who have diets high in fiber often have a greater feeling of fullness or satiety and, in turn, end up eating less at meals. Another benefit to a slower digestion is that the absorption of glucose into the bloodstream is slowed, decreasing the chances of a blood glucose or insulin spike.

A key factor in the digestion process of fiber is the distinction between soluble and insoluble fiber. Soluble fiber dissolves in water to form a gel-like substance, which then swells and prevents rapid absorption of glucose and cholesterol into the bloodstream. Insoluble fiber acts more as a colon cleanser, moving through the intestine in

roughly the same state as when it entered the body. A recent study in the *British Journal of Nutrition* found that a soluble fiber supplement induced satiety and had a beneficial effect on cardiovascular disease risk factors, the most important of which was a significant decrease in plasma LDL-cholesterol. Soluble fiber inhibits bile recycling in the intestinal tract. Bile, which is formed from cholesterol, is pulled into the feces for elimination rather than accumulating in the blood.

The high soluble fiber content in *fit 'n fiber*™ helps make the product a key part to a healthy diet and exercise lifestyle as well as a supporting component to the Healthy Cell Concept®. For best results, make sure to drink plenty of water and to include *fit 'n fiber*™ as part of your regular diet and exercise regimen.

The appeal of *fit 'n fiber*™ goes

Supplement Facts

Serving Size 2 level scoops (23 g)
Servings Per Container 24

Calories 60 Calories from fat 9

	Amount per serving	%DV*
Total Fat	1 g	2%
Cholesterol	0 mg	0%
Sodium	15 mg	1%
Potassium	75 mg	2%
Total Carbohydrates	18 g	6%
Total Dietary Fiber	12 g	48%
Soluble Fiber	10 g	
Insoluble Fiber	2 g	
Sugars	4 g	
Protein	1 g	2%

*Percent Daily Values are based on a 2,000 calorie diet.

† Daily values not established



well beyond the obvious fiber benefits, too. With a great-tasting orchard peach flavor, **fit 'n fiber™** is one of the most enjoyable AIM products to take. Feel free to mix the product with your favorite juice or beverage or include it in a smoothie or blended drink. The flavor of **fit 'n fiber™** makes it even easier to ensure you get an appropriate amount of fiber content each day.

The packaging was designed with ease and accessibility in mind. As a departure from the traditional plastic jars and containers that hold most AIM products, **fit 'n fiber™** is sold in a convenient pouch that is easy to use, transport, and dispose. The bag and seal include a superior air and moisture barrier that keeps the product fresher longer.

The fiber sources for **fit 'n fiber™** are varied and include apple fiber, larch fiber, Fibersol®-2, inulin, flax seed powder, psyllium husk powder, bamboo fiber, and glucomannan. This extensive blend of fibers provides the consumer with a fiber profile like nothing else on the market. In addition to fiber, the herbal complex of the product features bitter melon, artichoke, and dandelion root. These herbs aid in satiety, blood sugar maintenance, heart health, and decreased flatulence.

For more information on the fiber sources and herbal complex of **fit 'n fiber™**, visit the AIM website, www.theaimcompanies.com, or phone the AIM Call Center, 1-800-456-2462.

How to Use

New Users: Mix 1 level scoop (11.5 g) once daily with 8 oz. of cold water. Increase amount gradually during a two-week period to 2 level scoops (23 g).

Suggested Use: Mix 2 level scoops (23 g) with 16 oz. of cold water or your favorite beverage. For best results, use a shaker cup and drink immediately.

Usage Tips

- For best results, drink 8 glasses of water each day.
- As a snack between meals, follow the New Users directions.
- When combining with Herbal Fiberblend, mix 1 or 2 level scoops of **fit 'n fiber™** and 1 serving of Herbal Fiberblend with 16 oz. of cold water or your favorite beverage.

fit 'n fiber™ FAQ

Will fit 'n fiber™ replace Herbal Fiberblend?

fit 'n fiber™ was formulated to be a complementary product to Herbal Fiberblend, which is one of the most popular and best-selling products in AIM's product line.

Are there AIM products that complement fit 'n fiber™?

fit 'n fiber™ can be mixed with all AIM products and is particularly complementary to CalciAIM™ and FloraFood®.

Key Benefits

- Soluble fiber has been linked to reduced appetite and lower levels of LDL-cholesterol
- High fiber content supports the Healthy Cell Concept® and a regular diet and exercise regimen
- Slower digestion of foods due to fiber can aid in blood sugar maintenance

Features

- Provides 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber
- Convenient packaging allows for easy use and transportation as well as a longer shelf life
- Tasty orchard peach flavor blends well with other beverages and into smoothies
- When combined with Herbal Fiberblend, provides nearly all of the daily recommended intake of fiber

The idea that fiber restricts absorption of minerals and vitamins is simply not accurate. Evidence exists that soluble fibers, like the inulin in **fit 'n fiber™**, may improve absorption of minerals like calcium. Inulin also acts as a prebiotic, which increases good bacteria, resulting in a reduction of bad bacteria and yeast in the intestine.

Is there anyone who should not take fit 'n fiber™?

Pregnant or nursing women and children under 12 years should consult a health practitioner before use. This product contains coconut milk and psyllium husk powder.

Will fit 'n fiber™ give me gas?

Increasing the amount of fiber in your diet will always increase flatulence in the short term. However, by slowly increasing intake over one or two weeks, the production of gas will be less noticeable. Within a week, your body will begin to adjust to the increased intake of fiber, and flatulence should return to normal.

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