

The **AIM** BarleyLife® Family

Essentials for Life



Whole body health is achieved when all body systems are in balance. No single body system is targeted—we make choices that keep all systems toxin-free and that supply all systems with optimum nutrition. The result is total wellness: waking up every day feeling great! AIM BarleyLife® is an all-natural, green barley grass juice powder concentrate that helps provide the daily nutrition you need to develop a strong foundation for your good health. AIM BarleyLife® is available in a number of varieties: AIM BarleyLife® new harvest (traditional) powder, cherry-apple flavored AIM BarleyLife® Xtra powder, AIM BarleyLife® no kelp powder, AIM BarleyLife® capsules, and AIM BarleyLife® energyXpress pax.



Barley grass—a wide spectrum of potent nutrients

Research in the late 20th century revealed that young barley grass is the most nutritious of the green grasses. While barley has been used as a grain since ancient times, the value of barley as a grass was overlooked. Japanese researchers discovered that the young, green barley grass was an incredibly complete source of nutrition containing a wide spectrum of vitamins, minerals, amino acids, proteins, enzymes, chlorophyll, and phytochemicals. They also discovered that young barley is at its nutritional best before the beginning of the reproductive cycle, when the plant channels nutrition to the seed heads. In fact, when harvested at this early stage, young barley leaves have a different chemical makeup from their adult counterparts.

A dilemma arises when we, as humans, attempt to derive nourishment from this nutrient-rich barley grass. We are not equipped with the enzymes to break down the fiber in the barley grass and release the nutrients. Thus, without intervention, this nutrition is not soluble and, therefore, not bioavailable to the human body.

As research progressed on young barley grass it was discovered that when grass was juiced and fiber removed, this vast nutritional storehouse was unlocked for human use—it became bioavailable. However, the nutrients in the liquid state were quite fragile and must be consumed within a very short time to retain their nutritive value. To provide a longer “shelf-life,” one more step was needed to make this barley juice readily available to humankind.

A unique processing method

How can the nutrients in barley grass be kept from oxidizing and losing their potency? AIM uses an advanced processing technology, in which the barley leaves are harvested with state-of-the-art equipment when their nutrients are most potent and alive. Within minutes, the leaves are juiced (not milled, as in many other barley grass products) and processed using the most advanced and efficient cool processing method for maximum freshness and nutrition. Maltodextrin is added to the juice to act as a buffer between the enzymes and other molecules, stabilizing and maintaining the nutrients. The juice is spray-dried, using a special, low-temperature process. This preserves the delicate balance of nutrients and phytochemicals. This nutrient-dense, whole food becomes an ideal fast food. We call it AIM BarleyLife®. Among these nutrients, several deserve a closer look.

Lutonarin and Saponarin

Lutonarin (7-O-GIO) and Saponarin (7-O-GIV) serve as very powerful antioxidants. Lutonarin is the superior antioxidant of the two and is found in high concentrations in AIM BarleyLife®. Dr. Ken Markham of Industrial Research, Ltd., in New Zealand, has observed that lutonarin and saponarin content in barley leaves increases with UV exposure. This indicates they may provide antioxidant protection against environmental stresses.

Vitamin K

Vitamin K is a fat-soluble vitamin needed to maintain proper blood clotting. Recent studies have also shown positive results in relation to vitamin K and maintenance of bone density. A study at the Hebrew Rehabilitation Center for the Aged found that a healthy diet containing ample amounts of vitamin K may help to ensure adequate bone density and protect against osteoporosis and hip fracture in postmenopausal women. AIM BarleyLife® products contain between 84 percent to 100 percent of your Reference Daily Intake (RDI) of vitamin K per serving.

Chlorophyll

Chlorophyll has been studied for its potential in stimulating tissue growth and in stimulating red blood cells in connection with oxygen supply. A remarkable similarity has been found between chlorophyll and the red pigment in the blood.

According to an article in the *Journal of the National Cancer Institute*, chlorophyll fed to laboratory animals reduces absorp-

tion of three dietary carcinogens: heterocyclic amines (found in cooked muscle meat), polycyclic hydrocarbons (found in smoked and barbecued foods), and aflatoxin (a mold on peanuts). The chlorophyll formed complex compounds with the carcinogens while they were in the digestive tract, limiting their bioavailability.

Chlorophyll also removes carbon dioxide and carbon monoxide, and has been found to reduce fecal, urinary, and body odor. In addition, it has anti-inflammatory and antioxidant properties. Chlorophyll is one of the most fragile nutrients in AIM BarleyLife®. By testing for chlorophyll content during processing and throughout the shelf-life of the product, AIM's Quality Assurance team insures the viability of nutrients in AIM BarleyLife®.

Superoxide Dismutase (SOD)

The enzyme superoxide dismutase (SOD) is a powerful antioxidant thought to slow the rate of cell destruction by providing a defense against free radicals, especially the most prolific free radical, superoxide. Superoxide free radicals are thought to be responsible for the breakdown of synovial fluid that leads to the inflammatory response in joints. Much of the current clinical research on SOD is focused on arthritis, bursitis, and gout. Low levels of SOD are also associated with cataracts and other degenerative diseases. In addition, it is believed to help the body use zinc, copper, and manganese more effectively. New research has indicated that SOD has been linked with preventing sunburns.

As SOD is heat sensitive, it is thought to be the yardstick for measuring overall enzymatic activity. If SOD is present in a food in an active state, it can be concluded that the other enzymes in the food are also present in an active state.

Vitamin A

Vitamin A, a fat-soluble vitamin, plays an important role in vision, growth and development, immune functions, red blood cell production, reproduction, and the development and maintenance of healthy skin, hair, and mucous membranes. In the vitamin A family, beta-carotene (found in AIM BarleyLife®) is the most efficient of the carotenoids for conversion to vitamin A in the body. Vitamin A is also an important antioxidant known to protect cells. It is implicated in cardiovascular health and is believed to have anti-cancer benefits.

Folic Acid

Folate is a water-soluble B vitamin that occurs naturally in food. Folic acid is a form of folate that is found in some foods and also in supplements. Folic acid helps produce and maintain new cells. This is especially important during periods of rapid cell division and growth such as infancy and pregnancy. It is needed to make DNA and RNA, the building blocks of cells. Research has shown that women who take folic acid before and during pregnancy have a 70 percent reduction in

incidents of spina bifida and other neural tube defects. Folic acid also helps prevent changes to DNA that may lead to cancer. Both adults and children need folate to make normal red blood cells and prevent anemia. Three servings a day of AIM BarleyLife® provides approximately 20 percent of your RDI of folic acid.

Meet the family...



AIM BarleyLife® new harvest (traditional) powder

- 10.58-oz (300 g) powder
- Improved as a result of implementing incremental adjustments at every stage in the production process of this year's harvest.

- Provides a full spectrum of nutrients.
- Enhanced taste and texture for more mild, enjoyable taste and smoother mixing.
- Grown in clean, green, pristine areas free from ground or industrial pollution.
- Tested to be herbicide-, pesticide- and fungicide-free.
- Free of animal products, soy, and wheat.

AIM BarleyLife® capsules

- Traditional AIM BarleyLife® in convenient, 280 vegetarian capsules.

- Provides a full spectrum of nutrients.
- Capsules dissolve rapidly for excellent assimilation and absorption.
- Great for travelers and people "on the go."
- Free of animal products, soy, and wheat.



AIM BarleyLife® energyXpress pax—in convenient single servings

There are times when it isn't convenient to transport a canister of AIM BarleyLife® in powder or capsule form. The solution is AIM's energyXpress pax, a handy resealable pouch containing 30 single servings of AIM BarleyLife® or AIM BarleyLife® Xtra. There is no difference in the product, it is just the packaging that is different.

The energyXpress pax come in two exterior color schemes. There is green and silver for AIM BarleyLife® (5 g serving) and purple and silver for AIM BarleyLife® Xtra (6 g serving). The single servings are easy to open due to the scalloped edges at the top and the bottom of the package.

Heading out on vacation or just a quick trip somewhere? Want to share AIM BarleyLife® with someone? Looking for a handy way to carry some AIM BarleyLife® as you go about your day? The single serving energyXpress pax is the answer.

AIM BarleyLife® no kelp formula powder



This AIM product has all the nutrients found in any of the AIM BarleyLife® selections, with one notable exception. There is no kelp, so it is a perfect solution for those with a sensitivity to kelp or, more probably, to those with a sensitivity to iodine, which is found in an ocean substance such as kelp.

There is no difference in the serving recommendation, no difference in the nutritional value the product can provide. AIM BarleyLife® no kelp comes in the standard size container, 10.58 ounces (300 g). It is free of animal products, soy, and wheat. It is the same great AIM BarleyLife® with maltodextrin as the other major ingredient. Malto, as it is commonly called, is found in AIM's barley product line. It stabilizes and helps maintain the nutrient value of the barley.

AIM BarleyLife® Xtra powder—when taste makes all the difference



AIM BarleyLife® Xtra is a delightful, cherry-apple flavored green barley juice powder. Naturally sweetened with fruit and vegetable powders and Lo Han (a fruit specifically chosen for its sweetening ability), AIM BarleyLife®

Xtra provides a healthy, nourishing alternative to the plethora of sugar-filled drinks available today. Children and adults alike enjoy this smooth, pleasant drink. When taste makes all the difference, reach for AIM BarleyLife® Xtra.

- 10.58-oz (300 g) powder.
- Provides a full spectrum of nutrients.
- Children love AIM BarleyLife® Xtra.
- Adults with a more sensitive palate choose AIM BarleyLife® Xtra.
- Natural flavoring includes the powders of 15 fruits and vegetables and the natural sweetener, Lo Han.
- No artificial or synthetic sugar, coloring, or preservatives.
- Free of animal products, soy, and wheat.
- Each 6 g serving of AIM BarleyLife® Xtra contains 5 g AIM BarleyLife®.
- Great source of vitamin C—a 6 g serving contains 34 percent of the Recommended Daily Intake.

How to use AIM BarleyLife®

- Take 2 teaspoons (tsp) or 6 capsules 2 to 3 times per day. Many people start with 1 tsp or 3 capsules per day and gradually increase their serving every 4 to 5 days.
- Young children begin with ¼ tsp per day and gradually increase to ½ tsp or 2 capsules per day.
- Athletes and others who may be under excessive stress often take larger amounts, sometimes as many as 6-9 tsp or 18-26 capsules per day.

• Since mixing AIM BarleyLife® activates the nutrients, drink it immediately after mixing it in water or your favorite juice.

• AIM BarleyLife® delivers the greatest benefits when taken on an empty stomach, 30 minutes before or two hours after a meal.

• Because heat and acidity can affect enzymatic activity, it is recommended that AIM BarleyLife® not be taken in any of the following: prune juice, carbonated drinks, or hot drinks.

• You may take AIM BarleyLife® with other AIM products. To receive the greatest absorption of nutrients, take AIM Herbal Fiberblend® 1 hour before or 30 minutes after taking AIM BarleyLife®.

• Close tightly after opening and store in a cool, dry, dark place (70-75 °F; 20.1-23.8 °C). Do not refrigerate.

Q and A

General

Can I take AIM BarleyLife® while taking medication?

As long as your health practitioner has not forbidden you to eat salads or green vegetables, you can use AIM BarleyLife®.

Is there anyone who should not use AIM BarleyLife®?

AIM BarleyLife® is a whole food concentrate, so most people should be able to take it. Those with severe medical problems or complications should consult a health practitioner before introducing something new to their bodies. Those on a restricted diet (especially in regard to “green foods”) should also consult a health practitioner.

I started taking AIM BarleyLife® and I feel worse. Why?

When you make a change in your diet, your body often goes through a cleansing known as detoxification. This can manifest itself in fatigue, rashes, and headaches. It is your body flushing out toxins. For more information, see AIM's Detoxification data sheet.

What is maltodextrin?

Maltodextrin is a soluble (dissolvable) complex carbohydrate that acts as a buffer to keep enzymes and other molecules apart so that they do not react and denature (lose their healthful properties). It is not a simple sugar (dextrose, fructose, sucrose, table sugar, corn syrup, etc.) and does not behave like a simple sugar. AIM's maltodextrin is derived from cornstarch.

AIM BarleyLife® new harvest powder

What makes AIM BarleyLife® new harvest so much smoother than the original?



A new, state-of-the-art, shorter spray dryer delivers smaller particles. The smaller particles result in increased dispersion, providing more uniform distribution in liquid. The smaller particle is more soluble in liquid, producing less grittiness and better taste. The result is a smoother texture, better taste, and improved solubility when mixed in water or juice.

Are there more natural sugars in AIM BarleyLife® new harvest?

Each 5g serving still contains only 1 g of natural sugars, derived mainly from the barley juice.

AIM BarleyLife® capsules

Are capsules completely vegan?

Yes, AIM BarleyLife® capsules are completely vegetarian in composition and acceptable in a vegan diet.

How quickly do the capsules dissolve?

AIM's vegetarian capsules have been shown to dissolve within 5 to 10 minutes in water. Dissolution may be more rapid in the stomach's acids.

AIM BarleyLife® Xtra

Why is Lo Han used in AIM BarleyLife® Xtra?

Lo Han, shortened from Lo Han Kuo (plant name: *Siratia grosvenorii*) is a member of the cucumber and melon family. Used for centuries as a sweetener in China, Lo Han's sweetening ingredients, mogrosides, are 300 times sweeter than sucrose when extracted with water and dried. This allows us to minimize the amount of natural flavoring added and maximize the nutrients from the barley juice, fruits, and vegetables while providing a delightfully sweet fruit taste.

Is there more vitamin C in AIM BarleyLife® Xtra than in the other varieties of AIM BarleyLife®?

Yes, the percentage of vitamin C per serving is larger in AIM BarleyLife® Xtra than other AIM BarleyLife® products. Acerola cherry powder, used in AIM BarleyLife® Xtra, is one of the richest sources of natural vitamin C available today. The 15 natural fruit and vegetable powders used as flavoring in AIM BarleyLife® Xtra bring their nutritional content to the mix, enhancing the nutritional profile, including increased levels of vitamin C.

Is the "natural cream flavor" from dairy cream?

The natural cream flavor is a combination of naturally derived ingredients that mimic the taste of cream. The ingredients are derived from vegetable sources only and acceptable for vegans. The "cream" does not contain dairy products.

Benefits & Features

Benefits

- Helps maintain whole body health for a strong foundation
- Delivers two to three times more nutrients, per serving, than found in a typical serving of green vegetables
- Assists in fulfilling the new Food Pyramid recommendations by providing six to nine fruit/vegetable portions per every three servings of AIM BarleyLife®
- Promotes a healthy immune system
- Increases overall energy
- Offers unique and powerful plant antioxidants
- Contains live enzymes, including superoxide dismutase (SOD)
- Includes a complete profile of amino acids—considered the building blocks of life
- Enhances performance for those with active lives—athletes, business professionals, parents on-the-go
- Provides anti-inflammatory action for healthier joints and tissues
- Exhibits cholesterol-lowering effects
- Gives you the advantage of juicing without the mess

Features

- Built on more than 20 years of safe and beneficial use by AIM Members
- Developed through more than 25 years of research
- Holistic approach to crop management
- Grown in clean, green, pristine environments
- Crops only cut once
- Natural chlorophyll
- Neutral pH
- Pure juice, not milled grass; minimal fiber present
- Nutrients in natural proportions without synthetic or genetic modification

AIM BarleyLife® is a Whole Body Nutrition product. The complete Whole Body Nutrition line consists of the AIM Garden Trio®—AIM BarleyLife®, AIM Just Carrots®, and AIM RediBeets®. Use these products to give yourself a solid foundation for your health.

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