



presents



**2022 AIM VIRTUAL
EVENT PROGRAM**



Hello and welcome to AIM LIVE. I'm Carolyn Holly. I'll be your host as we bring you some exciting news and information. Well, as you may know, 2022 is quite a milestone for the AIM family: an amazing 40 years that AIM, but most importantly, you, the AIM Members, have been improving people's lives by sharing AIM's incredible line of products with the world. There is a lot to celebrate and be thankful for this year. And now we have a lot in store for you today, so let's get started.



presentation

Dennis and Kay Itami Interview with Carolyn Holly



I recently had the wonderful opportunity to sit down and talk with Dennis and Kay Itami, AIM's co-owners who started it all. If you haven't heard their story, you'll want to read this.



Let's just talk for a little while because you two are the cutest little things on that couch right there. You are, you little lovebirds.

Dennis: Oh, well, you're just trying to kiss up.

No, I'm not. Would you guys agree? Aren't they just the cutest? And I love that this sofa comes from your house because it represents you, so you know. Because you guys have really been on an incredible journey. It was some 40 years ago that you made a life-changing career decision. Very sensitive story here. But we ask, will you please share that with us today?

Kay: Well, Dennis started farming with 80 acres, and he was 15 years old. He was a junior at Nampa High School. And he increased the acreage quite a bit amount, to about 300 acres I think it was by the time we were married. And then we had our children. John was first born, and 13 months later, Jeff was our last born. We had two children. Then in 1977, our family was selected by the state to be Idaho Farm Family of the Year. Three years later, in 1980, Dennis had the opportunity given to him to farm 3,500 acres.

It was intense row crop, all irrigated, and he was busy. Then July 30, 1981 came, and Dennis received a phone call that the boys were in an accident.

It changed our lives. They didn't survive, either one of them. And it really took it all out of Dennis to keep going. But he had to because of the crops. It was in harvest season.

I'm so sorry. Kay and Dennis, thank you for sharing. With that, it must have really made you want to give up hope in farming and going forward. So tell us, how did you keep going?

Kay: Well, people were good to us, but we did have to refocus because our life was changed in a moment.

What did you do?

Kay: Well, for Dennis, it was pretty well routine things. And he would come and get me for the day and we would go out. I would just be in the vehicle. But an acquaintance of ours brought a product to us in November of '81, Jim Kling. And it was a product from Japan called Barley Green. Dennis stayed in contact with Jim quite a bit. And we met others who were taking the product as well. And in late March of 1982, Dennis was out unhooking the sugar beet planter from the tractor, and he had to be under the equipment. And the phone in his truck rang. So he climbed out from under the equipment and it was Carolyn Kling, Jim's wife.

Carolyn said Jim had bought two airplane tickets to go to San Francisco and then on to L.A. (Los Angeles) for the following morning. The flight from Boise to San Francisco was commercial, and from San Francisco to L.A. was private. So he hung up the phone. They just had a short conversation, and he started to get back to his job of finishing up the tractor situation.

He realized that Carolyn wasn't saying what it was about. He assumed it was something about this product from Japan. But he didn't know. So he called her back, and she just gave a delightful answer and said, "Jim will tell you on the airplane on your trip." So he finished his day up and he did tell Carolyn that he's ready for a break—he's done with his 600 acres of planting the sugar beets, and it's a good time to go. So it all worked out really good.

This is the beginning of the beginning of the beginning, so everybody stay tuned because I did a little research here. And from what you're talking about, Kay, I must ask you, I understand Mr. Kling had made failed attempts to achieve a license for Barley Green from that Japanese company. So what happened next?



Kay: Well, I'll pass that to Dennis. He was directly involved.

Dennis: Well, Jim decided to bring me down there and it took two trips to L.A., meeting with the importers, and they licensed us a brand called Barley Green—you know, the green powder that was extracted from the green juice of the young leaves of barley. And so we incorporated right away in April of 1982, and so AIM was born at that time. So, it really impressed both of us that in two short trips, after Jim had tried so long, that we actually got the license for the product.

Well how did that change your lives? I know you've changed a lot of lives with the barley, but how did this change your life?

Kay: Giving thought, AIM was incorporated nine months after our children's deaths. Jeff was 11 and John was 12, and it happened in the barley seed grain. Yet it was the green barley leaf juice powder that brought us on a new journey for Dennis and my life.

We're in the early days and like anybody, you have to be struggling a little bit hadn't you, or did it just take off?

Dennis: Well, as a young start-up company, we didn't have a large line of credit, but we needed new capital investment to help finance the big growth. We were rapidly growing with all these people that were waiting more or less for the barley. So Ron Wright, who, by the way, has a fantastic, amazing testimony on the product, sold a couple of his real estate holdings to finance and help us out with the capital investment. So then he became an equal 50% co-partner in AIM. That was a big deal, you know, because if you don't have financing as a new company, you can go out of business really fast.

I take it that the Barley was still being processed in Japan.

Dennis: Yeah, in those earlier years, all of the cropping and manufacturing was all done in Japan. But as time and sales grew, I became sensitive about the quality and the growing volume needed. To solve those concerns, eventually AIM invested in and developed its own, much more advanced, cold-process technology.



Yeah, this was amazing. This was really a leap forward. So tell me about cold process.

Dennis: Well, as we know, we cook or pasteurize most of our foods, because why? To kill the bad guys, the germs. Bacteria.

Dennis: Yeah, bacteria, mildew and such. But that heat also kills much of the goodness that nature had preserved in the leaves and the juice. So on the other hand, with cold process, with AIM, the good guys like the antioxidants and enzymes are preserved alive in the product.

So that was really a revelation in moving the product forward and getting, as you say, the good guys and preserving them in that. What happened next?

Dennis: Well, AIM's cold process was shared with a company that had the coldest spray dry process, so the result is that AIM's BarleyLife is the highest quality, coldest processed product in the world, and it's produced in America. Also, I should mention that over the years we have also added highly nutritional plant-based products to AIM's line.

Wow! What a company. AIM is celebrating 40 years of person-to-person marketing. My congratulations—everybody at home probably congratulating as well. You make families really feel the difference. You help them with being healthy, you help them with financial health as well. So congratulations on all of your high-quality products with AIM. What is going to happen next?

Dennis: Well, the foundation and cornerstone of AIM is *nutrition that works*. So, in the future, obviously, we would continue to have high-quality, nutritional-based products in our line.



Fabulous. So how has the pandemic changed in the way that AIM is doing business worldwide?

Dennis: Well, AIM is advancing into modern information technologies along with social media and also improving the compensation plan—in other words, the commissions and the monies that AIM pays its Members. We need to keep innovating into this area not only for the current generations, but future generations.

And you're not going to leave anybody behind with these changes, are you? You've made sure of that.

Dennis: A lot of companies, if not most, are restricting a lot of their members—thousands of distributors—because they are not able or not allowed to engage in certain information technologies like the Internet for religious or other reasons. On the other hand, at AIM we respect all Members and all Customers, so manual orders are and shall continue to be taken either by call-in or mail-in services. Plus, we have a 24-hour phone service called Interactive Voice Response System.

That is wonderful. You must anticipate continued growth then.

Dennis: Oh, yes. In fact, right now we're increasing the floor space of our warehouse and shipping department in order to accommodate the future growth of our AIM Members.



You know, this has been very exciting to talk with you. Congratulations on 40 years with AIM. You two are absolutely marvelous. But I want to give you just a few seconds and ask you, do you have any final comments?

Dennis: Well, yes. The future depends on what we do in the present. And that is why AIM will continue to invest and create life-changing opportunities for generations to come. Let's remember, you are never too old to set another goal or to dream a new dream. Guess what? The best is yet to come.



presentation

Product Update

with AIM Quality Assurance Manager, Phillip Jermann



Over the past three years, AIM Quality Assurance Manager Phillip Jermann has been working with an exciting new product, complete with Member trials and a whole bunch of research. Last year, Phillip explained AIM's process of new product development. He returns to the stage this year with some really exciting news.

Phillip: Well, I'm happy to be here today. What we're going to do is we're going to jump right into it. As you can imagine, as a quality assurance manager, I have to have a detailed understanding of not only the products, but the ingredients, the testing that goes into those ingredients, the efficacy, the safety testing. And that gives me a unique perspective in developing new products for AIM.

If you remember last year, I went through the research and development process. It all starts with looking at the AIM products. We're looking for gaps in nutrition, whether that be a product or a nutrient or an ingredient, and a lot of that starts with Member feedback. Any time you're on the phone with a call center representative, talking about something that's new and exciting that you'd like to see AIM be a part of, maybe a new product, a new nutrient, we take that information and review it. Maybe you're online chatting with AIM Online or you send in a letter or a note. We're going to look at all that information, and that's really going to drive new research.

Research & Development



As we research these ingredients and nutrients, we're going to look for clinical trials that are going to help benefit that ingredient. Then, if we find an ingredient or formulation that really works, we're going to go into the piloting process. What we're doing is we're creating a very small batch, a small number of capsules, and we're taking that and we're giving it to the Members in getting those Member trials started. And, you know, we're going to take the AIM staff and they're going to be the guinea pigs in this as well. They're going to give us some of that immediate feedback that we need.

Once we go through that process, we make any formula adjustments that need to be made. Then we're going to go to the registration process. And then finally, new product launch.

Again, last year, I introduced this term of nutricosmetics. This is the ingestion of a product that enhances the function and appearance of skin, nails and hair.

And with that new research, I'm happy to announce a new product: AIM BioVivify. This is a dietary supplement that improves the health of skin, hair and nails through the power of astaxanthin, the amino acids proline, lysine and glycine, vitamin B7 (or biotin) and vitamin C. So you might think, "Bio what?" It's "BioVivify." If we break this name down, we have "Bio" which means "life" and then "Vivify," which is a late Latin word for "renewed." So this is "life renewed" for hair, skin and nails.

Now, if you know me and you've seen my presentations in the past, you know that I'm all about the details. I want to dive immediately into the meat and potatoes of a product, and that really starts with the nutrition facts panel.

So when we look at the nutrition facts panel for BioVivify, it's going to look a little different for our U.S. Members. You guys probably remember our supplement facts panels typically are more of a tabular style, kind of line item by line item. *This* is called a linear supplement facts.

And within this, we've got all the same information, it's just more in a paragraph form. I think we want to start things off by really examining the star of the show, which is going to be the astaxanthin.



BioVivify • LIFE RENEWED

Improve the health of the skin, hair and nails through the power of astaxanthin, Proline, Glycine, Lysine, Biotin, and vitamin C

_____ all

Supplement Facts	Serving Size 2 Capsules,	Servings Per Container 30
Amount per serving: Astaxanthin (as microalgae extract) <i>Haematococcus pluvialis</i> - AstaReal® 6 mg († DV), Biotin vitamin B-7 (as D-biotin) 90 mcg (300% DV*), Vitamin C (as ascorbic acid) 90 mg (100% DV)*, L-Lysine (as L-lysine monohydrochloride) 167 mg († DV), Glycine (as aminoacetic acid) 160 mg († DV*), L-Proline (as L-proline) 100 mg († DV).		
* Percent Daily Values are based on a 2,000 calorie diet.		
† Daily Value (DV) not established.		

Other ingredients: Hypromellose (vegan capsule), rice flour (Non-GMO), modified corn starch (Non-GMO), rice blend extract (Non-GMO).



BioVivify supplies six milligrams per serving of AstaReal® astaxanthin. AstaReal astaxanthin is extracted from fresh, green water microalgae, that when exposed to high-illumination light, actually converts chlorophyll to astaxanthin. And this astaxanthin is what we're looking for. Astaxanthin kind of sounds like zeaxanthin which you can find in GinkgoSense, but it is a different carotenoid with all kinds of new health benefits. AstaReal grows and processes their astaxanthin in the Pacific Northwest of the United States in an enclosed, indoor facility.

Now, when I first started researching AstaReal astaxanthin, it kind of reminded me of growing up. My parents had this little pond out on their property, and during the summer months it would kind of grow this light green sheen of algae on top. This couldn't be further from the truth with AstaReal astaxanthin. It all starts with a culture technician, and they actually have to pick the perfect algal cell. So what they do is they take a culture of this green microalgae, and they use what's called an inoculation wand (and it looks like a wand), and they dip it into the culture and they smear it across this petri dish, which you can see to the right.



As they're inoculating the dish, they're spreading that culture across. It's then incubated and then those cells are going to grow. And once those cells have a chance to grow, that culture technician has the chance to then pick the perfect algal cell. They're going to look to eliminate any type of potential contamination. Once they find that cell, it's going to be added to a photobioreactor, which is essentially just a vessel that encourages growth of these algal cells.

In these photobioreactors, it receives triple-filtered water and air, and it's just the perfect environment for growth. Once that single cell is then produced into billions of cells, then we go to the high illumination. So we're exposing that chlorophyll to high-illumination light, which is then going to convert to astaxanthin. Then we're going to harvest that astaxanthin at its peak, and then we're actually going to break those cells apart. You can kind of think of this as the same way that we process BarleyLife. So we're taking the barley grass, and we break that cell wall, then we extract the juice. Same thing here. We're breaking the cells to extract the astaxanthin, and it then goes through a very clean, 100% solvent-free process to create the AstaReal astaxanthin.



AstaReal is the most clinically studied astaxanthin brand worldwide. In fact, they have six clinical studies on skin alone, ranging between 2 and 12 milligrams per day. Remember, AIM BioVivify contains six milligrams per daily serving, so it's right in the middle of that research. All this research is found to increase collagen production, synthesis. It supports skin hydration, promotes smoothness of skin, enhances skin elasticity and reduces fine lines.

Okay, so we know astaxanthin is this very clean process, and there's a lot of clinical studies, but how much are we getting in our diet? Because if we're taking AIM BioVivify,



we're supplementing that. So if we look at one of the main sources of astaxanthin, it's going to be salmon. On average, we consume about 11 milligrams of astaxanthin per year from salmon and, remember, BioVivify contains six milligrams per daily serving. So if we take two days of BioVivify, we've gotten more astaxanthin than we get in an entire year's consumption of salmon. And let's look at some of these other sources. We've got the salmon, we've got shrimp and krill, salmon roe, lobsters, other kinds of shellfish. Unless you're living on a ship in the sea and you're consuming these things on a daily basis, you're probably not getting enough astaxanthin in your diet. And maybe you do live near the ocean and you are consuming a lot of this kind of food. I mean, you're consuming a lot of salmon. Well, in one bottle of AIM BioVivify, there was 180 milligrams of astaxanthin, then you'd have to consume 49-and-a-half pounds of Atlantic salmon to get that same amount that you're getting in one bottle of BioVivify.

Okay. So we know that we need astaxanthin. How powerful is it? How much are we getting out of this great ingredient?



On average only 11mg/year is obtained from salmon in the USA

courtesy of AstaReal™



Each bottle of BioVivify contains 180mg or 6mg per serving

Well, if we compare it to other antioxidants out there, if we look at lutein and beta-carotene (these are two carotenoids), astaxanthin is 2.6 times stronger than lutein and 4.9 times stronger than beta-carotene. It is 110 times stronger than vitamin E, and 800 times stronger than CoQ10. It's 6,000 times stronger than vitamin C.

Now, don't get me wrong—you still need these other nutrients that can't replace CoQ10. But as a comparison of antioxidant power, astaxanthin is far and away a stronger antioxidant.

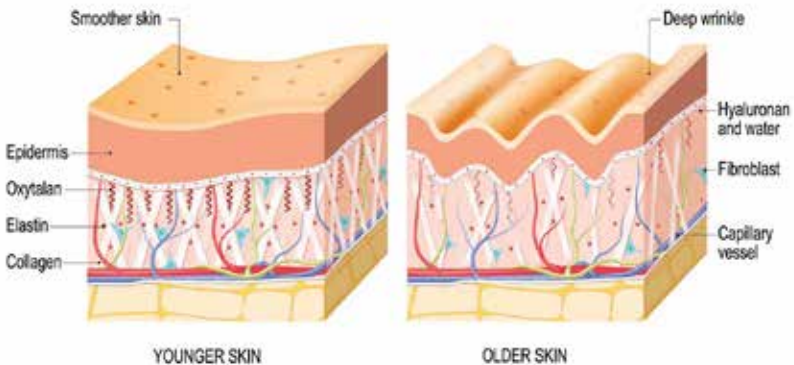


Courtesy of AstaReal®

Okay, so we know we need it. We know it's powerful. How does it impact our skin? So, first we need to kind of have an understanding of the skin structure. So you look at this figure below and you'll see we've got young skin on the left, and we've got older skin on the right.

On that young skin, we've got this nice thick epidermis, but as we age and we're exposed to those free radicals, that epidermis layer, it thins out. And because of that, we start to lose water as a part of evaporation. It can't hold on to moisture as well.

Skin Structure



In addition to that, hyaluronic acid, which lies deep in the dermis and actually holds a thousand times its weight in water—astaxanthin can help protect hyaluronic acid from free radical damage and thus hold more moisture in the skin.

The next thing I want you to look at are these structures within the skin. So we see these big white Xs. These are collagen, and we can see they kind of break down as we age. They're not as strong. They're not as clear cut. Same thing with elastins. These are going to be important topics that we talk about here later.

So let's put it to the test. AstaReal astaxanthin in clinical research, what has it found for skin texture? Well, I've listed four studies here. The first saw a 49% improvement in texture of skin. This is at three milligrams per day over the course of eight weeks. Studies two and three, both using six milligrams per day, saw a 4% improvement in skin texture. And finally, at four milligrams a day in the fourth study, after nine weeks, subjects improved the rough skin and texture that they saw. I think what we can kind of derive from this information is that you're going to see some benefit at four weeks, but you've got to commit to taking AstaReal astaxanthin for more than just a month. You've got to commit to three months' use to really feel and see the full benefit.

The first study also looked at skin elasticity. They looked at 20 healthy women aged 30 to 49. And what they saw was those taking AstaReal astaxanthin at three milligrams per day saw an 18% improvement in skin elasticity. Now, skin elasticity is going to be

49 percentage point improvement in texture vs. control (p<0.01)	3 mg/day	8 weeks	Tsukahara, H. et al. 2016
4% improved texture vs. control (p<0.01)	6 mg/day & 0.74 mg/mL cream	4 weeks	Tominaga, K. et al. 2012
4% improved texture vs. control (p<0.01)	6 mg/day & 0.74 mg/mL cream	4 weeks	Tominaga, K. et al. 2009
Subjective improvement in "rough skin" and "texture" (p<0.05)	4 mg/day	9 weeks	Ito, N. et al. 2018

Courtesy of AstaReal™

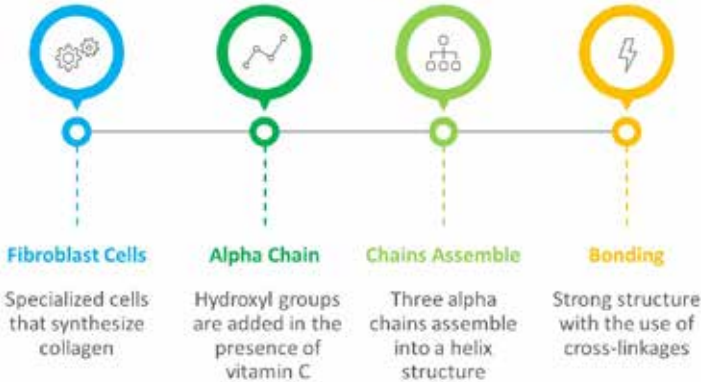
your ability to smile, and then for your skin to return to its original form. So we definitely want to improve that elasticity of the skin, and that's what they saw in this study.



Tsukahara, H. et al. Jpn J. of Comp. and Alt. Med. 2016 Sep;13(2):57-62. Courtesy of AstaReal™

So let's really dive into the collagen a little bit. I want you to have a really greater understanding of why we included some of the ingredients in AIM BioVivify. Astaxanthin and vitamin C play a critical role along with those amino acids, glycine, proline and lysine.

Collagen Synthesis



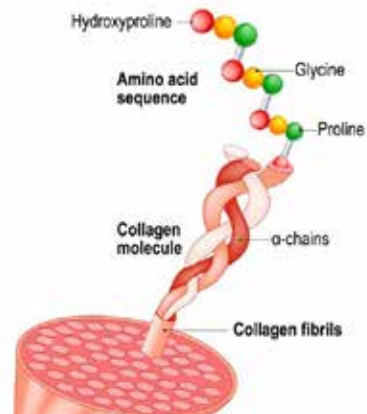
On this slide above, I could talk about collagen synthesis for the entire presentation, but I'm going to try to condense this into just one slide and make it as simple as I can. First off, within the skin, we have cells called fibroblast cells. These are specialized cells and their only function is to synthesize collagen. Within the fibroblast cell, they are going to organize amino acids into what is called an alpha chain. Once that chain is created with those amino acids, it's then going to need to hydroxylate, and in order to hydroxylate, it has to have vitamin C. Without the hydroxylation, we don't have the structure that we need from collagen.

Once we have these alpha chains, the alpha chains can then assemble. And what happens is three of these alpha chains actually intertwine and create a triple helix, very similar to what we think of as DNA creating a double helix. It creates an intertwined,

Collagen Structure

- Alpha chains are rich in the amino acids proline and glycine. Each third position within the alpha chain is glycine.
- Lysine is important in cross-linkages between the collagen fibrils.

Collagen's half life is several months. We are always breaking down and synthesizing collagen.



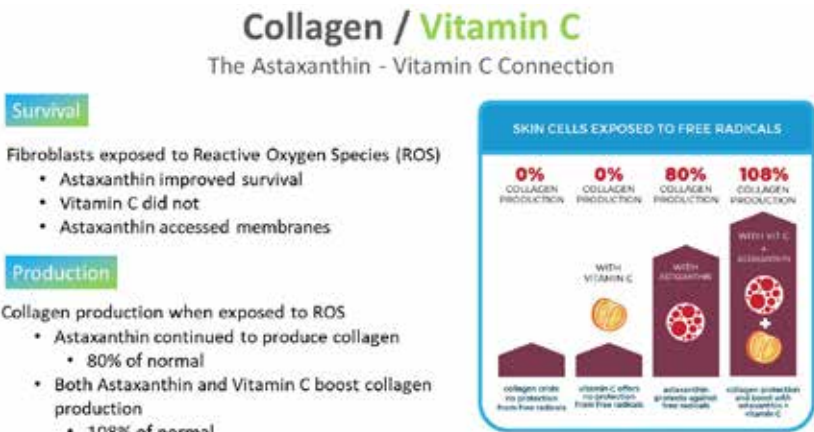
triple helix, and that is going to be our collagen monomer. It can then exit the fibroblast cell. And then the last really important thing that goes along with collagen synthesis is it's going to create these cross-linkages between each collagen monomer. That is what's going to then provide more tensile strength to the collagen.

That was a lot of information to take in. But now, if we look at the broken-down collagen structure here, we can actually see those alpha chains intertwining together. And we can see that amino acid chain, the alpha chain. It's made up of glycine and proline. In fact, every third position of that alpha chain is a glycine.

Now, for the very important cross-linkages that create that tensile strength, lysine is going to be an important component in creating those cross-linkages. I think the last thing that I want you to remember with collagen is that its half-life is just several months, so we're always breaking down and synthesizing collagen.

Now, I talked about the amino acids, the proline, the glycine, the lysine. These are the very important parts of BioVivify. Next is going to be the vitamin C connection to astaxanthin and collagen.

So in this study, they looked at AstaReal astaxanthin, and they took those fibroblast cells that we talked about—those are the cells that are going to create collagen—and



Tomimaga et al., 2009 Food Style 21 13(1):84-86. Courtesy of AstaReal®

they expose them to reactive oxygen species (ROS), which is basically a subset of free radicals. When the cell had not been inoculated with astaxanthin, the cell essentially died and didn't produce any collagen. If it was inoculated with vitamin C, again, the cell died. If it was inoculated with astaxanthin, the fibroblast cell was actually able to survive. Now let's look at the production. Okay, so we know if it was exposed to astaxanthin, the fibroblast cell actually did survive. Well, if it was exposed to astaxanthin, it was able to produce about 80% of normal collagen production, which is good but not great. However, when the cell was exposed to both astaxanthin and vitamin C, the fibroblast cell was able to produce 108% of collagen normal. That's the main reason why we included vitamin C along with astaxanthin in the BioVivify formulation.

Lastly, since we're talking about the formulation, I'm just going to touch on biotin. If you look at other hair, skin and nail products on the market, they're going to center their product around biotin because of its benefits towards hair. In AIM BioVivify, biotin plays a supporting role. It helps protect the hair follicle. Thus, it can help control things like breakage, split ends, rough cuticles and color loss. But again, it's only playing a very supportive role in AIM BioVivify.



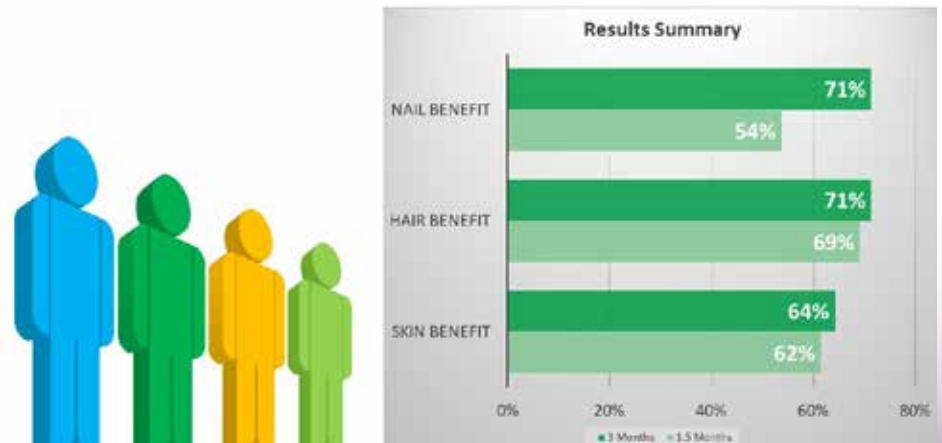
Biotin

Hair consists of 90% keratin and is damaged by free radicals. This can cause or contribute to breakage, split ends, rough cuticles, and color loss.

- Breakage
- Split Ends
- Cuticles
- Growth

Okay, now the fun part—we got through all the science. Let's talk about the Member testing. Yes, we tested the Members with the same formulation over the course of 12 weeks, two capsules a day. And the results were really exciting. At the one-and-a-half-month mark, Members who actually took BioVivify saw a 54% improvement in nails, 69% improvement in hair and 62% improvement in their skin. At three months, this increased to 71% improvement in their nails, 71% improvement in their hair and 64% improvement in their skin.

Member Trial

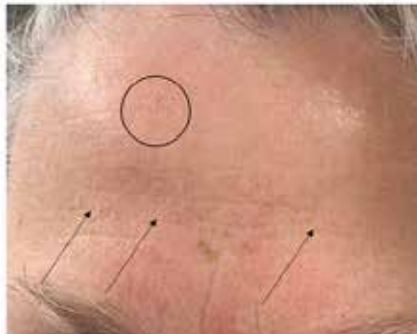
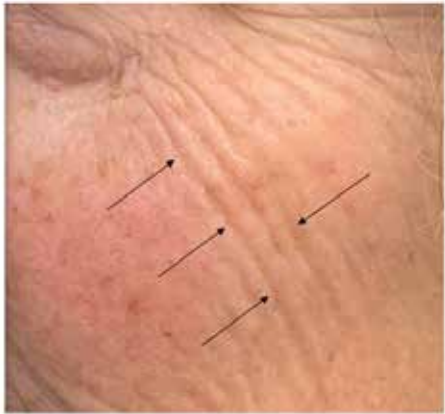
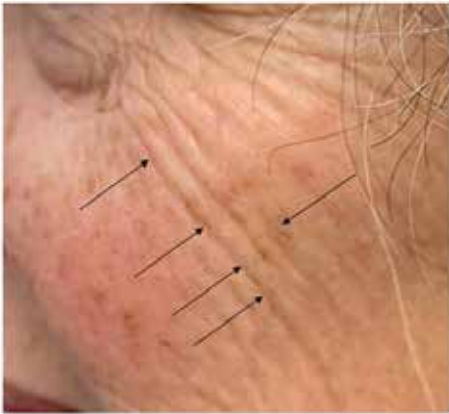


This goes back to: you've got to take this product for more than just one month. Three months—you've got to commit to that to really start to see significant benefits.

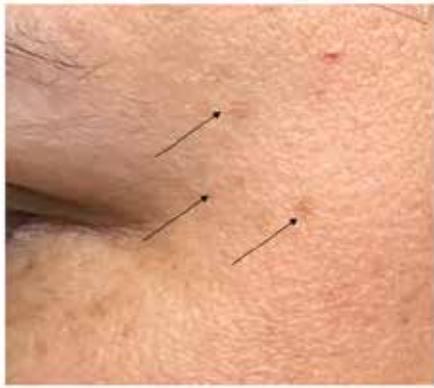
And you know, we tested the AIM staff on this formula, and we did the exact same thing. So what we did is we took that same formulation across 12 weeks, two capsules a day. But the nice thing about testing the AIM staff is we can really keep close tabs on them. And in this case, we actually photographed them every two weeks. We used the same lighting, the same positions, same camera. And the results were really exciting.

So let's take a look at this subject below. The photo on the left is at zero weeks.

The photo on the right is at the end of the 12-week trial. You can see a significant improvement in skin texture, just like we talked about with the clinical trials. We also see an improvement in fine lines and a reduction in some of the age spots found. She also saw an improvement on her forehead. Same thing—skin spots and the improvement in fine lines.



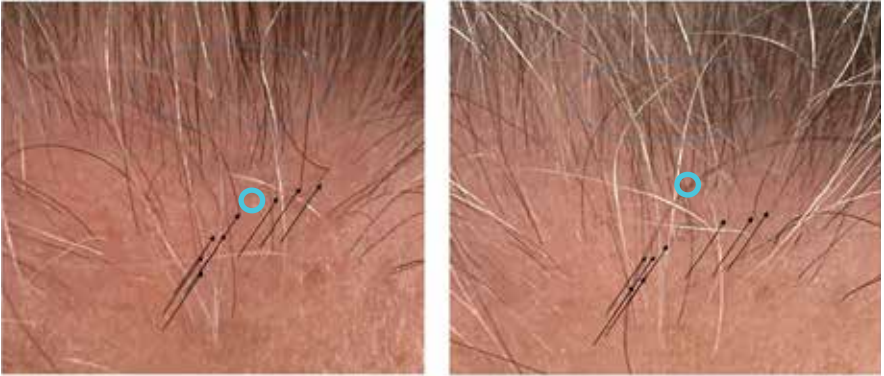
This second individual, again, saw a decrease in the appearance of their skin spots found on their face.



And this gentleman—he kind of got all the benefits. So we saw an improvement in skin texture, improvement in fine lines, and also a reduction in the appearance of those age spots.



And if you take a look at this photo below, you're right. I started counting individual hair follicles. And you can see that small circle in blue. Those are two new hair follicles that I was able to find in addition to that larger circle. You can just see the density of the hair has increased in this individual.



The last staff photo that I'm going to show you is this gentleman. Now, I didn't count hair follicles or anything like that, but the really important thing here was this gentleman had not grown out his hair in years. And after taking this product for three months, he had so much self-confidence and was so excited about the benefits that he was seeing, he actually started to grow his hair back out for the first time in years.



And that's really what it's all about in making these AIM products. I'm so excited to be able to launch a new product. It's been a while. And AIM BioVivify has all the research. It's got all the trials behind it. It's very exciting.

This statement here kind of really rings true to me. Creativity comes from fresh-minded, creative people. It starts with the AIM Members and goes on to the AIM staff as well.



Speaking of something fresh, we've got a fresh new product, AIM BarleyLife pineapple flavor. We're going to offer a limited time, new flavor of BarleyLife Xtra, it's pineapple—tastes amazing, by the way. It's the same formulation, same 18 fruits



and vegetables. You're getting the same one serving of BarleyLife in every serving of BarleyLife Xtra—you're just getting it in a new flavor. Now, if you like the apple-cherry BarleyLife Xtra you have now, it's still going to be available. You can still purchase it.

BarleyLife Xtra Pineapple



- Limited-time flavor
- 18 Fruits and Vegetables
- Greater than 22mg of Chlorophyll
- One Serving of BarleyLife in each serving



But like I said, this pineapple version, it's only around for a limited time. So keep an eye out for those e-blasts and announcements in the magazine and get it before it's gone, because once it's gone, it might not come back. So get it.

The next kind of new and exciting change at AIM is Frame Essentials. We're moving this formula from a glucosamine that is derived from shellfish to a vegan formula. We've maintained the same amount of glucosamine from the same hydrochloride and sulfate sources, but now it's coming from fermented corn.

Frame Essentials Vegan Formula



Supplement Facts

	Amount Per Serving	% DV**
Serving Size 2 Capsules Servings Per Container 60		
Glucosamine complex	864 mg	†
Glucosamine hydrochloride (Zea mays)		
Glucosamine sulfate (Zea mays)		
Boswellia extract (Boswellia serrata) gum	200 mg	†
65% boswellic acid		
Methylsulfonylmethane (MSM)	196 mg	†

**Percent Daily Values are based on a 2,000 calorie diet.
†Daily Value not established.

Other ingredients: Hydroxymethylcellulose (vegan capsule), rice bean extract (Non-GMO), rice extract blend (Non-GMO), silicon dioxide.



- Current HPLC analysis cannot differentiate between shellfish and vegetable glucosamine
- Vegetable source purity confirmed through Isotopic Signature Carbon Tracing

One of the challenges in the past has been moving away from shellfish is that you could have a powder glucosamine that is from vegetables and a powder glucosamine that was from shellfish. But through testing, you couldn't determine which was which. Now through this isotopic signature carbon tracing, we can actually determine and validate that the powder that we're putting in every Frame Essentials is in fact, vegan glucosamine and ensure that you're getting a vegan formula in Frame Essentials. Again, keep an eye out for those e-blasts and magazine announcements when that will be introduced into your market.

So what's next? That's a lot of information. So what are we working on? Well, it always starts with the AIM Members. We're always waiting for you guys to provide us with some feedback that's going to drive more research. BioVivify is actually going to act as a really natural bridge to get us to a topical skincare system. Skin is the largest organ of the body, and we can further influence that through topical applications.

And finally, we need to have an ingredient-level connection between the current core AIM products and a new topical AIM system.

So what's next? Skincare with AIM is next. I've spent over three years doing research and development on this product, with several products actually. And it's exciting, it's



Skincare With AIM

Three years of R&D

- Ingredient A**
 - Botanically-Based Active**
 - Soothes and Protects
 - Reduces biomarkers
 - Reduces redness and burning
 - Anti-aging benefits for sensitive skin
- Ingredient B**
 - Bioavailable Active**
 - Promotes collagen production
 - Holds 1,000 times its weight in water
 - Reduces the appearance of wrinkles

new, but I'm only going to tease you with a few of the ingredients. I'm not going to give you all the details, but the first ingredient is botanically based. All these products are based around the single ingredient that smooths and protects skin, reduces inflammatory biomarkers, reduces redness and burning, and has anti-aging benefits.

The second ingredient is a bioavailable active. It promotes collagen production and it holds a thousand times its weight in water. Now, if you go back to the beginning of this presentation you might actually be able to figure out what that ingredient is. It also reduces the appearance of wrinkles.

The next ingredient is a fermented active. It can increase cellular respiration and metabolism, increases collagen and elasticity and combats wrinkle formation. The last botanical that I'm going to talk about is a pore-tightening botanical extract, that moisturizes and has a firming effect to the skin.



Skincare With AIM

Three years of R&D

Ingredient
C

Fermented Active

- Increase cellular respiration
- Increase collagen and elastin
- Maintain skin tone and elasticity
- Combat wrinkle formation

Ingredient
D

Botanical Extract

- Pore-tightening
- Moisturizing
- Reduces oiliness without drying skin
- Firming

The future looks really bright here at AIM. We've got some really exciting products, some exciting new ingredients. And I can't wait for you guys to see what's next.



Oh, Phillip. You're not kidding. This is super exciting and just moving everything forward! Can I just take a moment to ask one question that came to mind? What are some complementary AIM products that Members can maybe take with BioVivify?

Phillip: Absolutely. So probably the best product is going to be AIMega. You're going to get those essential fatty acids (EFAs) which are going to be good for the skin, but also the fat source of those EFAs are going to help with the absorption of the astaxanthin. So, it's a very good combination.

You are so smart. We are so glad you shared all of this with us. So thank you very much. Super, super exciting.





presentation

Income Plan Enhancements and Changes

with AIM Member Support Call Center Manager, Andrew Smith



As you know, AIM financially rewards Members for distributing the AIM products throughout the world. And like chlorophyll to BarleyLife, you, the Members, are the lifeblood of The AIM Companies. The success of the business opportunity comes down to a fair compensation plan that is both beneficial and attractive to people. And now, from what I understand, this plan has just gotten better. Ladies and gentlemen, this is Andrew Smith, who is AIM's Member Support Call Center Manager in Nampa. Andrew, are you ready?

Andrew: Let's get into it, Carolyn. Thank you. And thank you, AIM Members.

Andrew: Why is AIM making changes to the AIM Member Income Plan? Of course, we hope that this helps increase Member-earning potential by growing your own business. But as loyal AIM Members in our 40th year anniversary, this is AIM's commitment to you and giving back.



Why is AIM making changes to Member Income Plan

- To increase Member earnings potential by growing their AIM business
- To encourage and reward Members for following best practices in the direct selling industry
- The AIM Companies effort to give back to our loyal AIM members

Let's start by offering a new choice.

The new choice will be called AIM Customer. This will make it easy for anyone to order directly from AIM. This is a perfect opportunity for those people who are interested in the AIM products for personal or family use but not necessarily in building a business.

Offering A New Choice The AIM Customer



- To make it easy for anyone to order direct from AIM
- For people interested in the AIM products for personal or family use but not in building a business
- Beneficial to AIM Members in their efforts to share AIM products

Regarding AIM Customer benefits, we'll be offering a new plan called Customer Loyalty Rewards. Customers will earn one loyalty reward point for every \$10 spent. Loyalty Rewards are then redeemable toward their next AIM product purchase within six months. There will be special Customer pricing and free shipping on all orders over \$50 or more using the standard shipping method. This will be available to AIM Customers, and they will never pay a fee.

AIM Customer Benefits

- **Loyalty Reward points** – earn one loyalty reward point for every \$10 spent
- **Loyalty Rewards** redeemable towards your next AIM product purchase within 6 months
- **Special Customer pricing** – within a few dollars of AIM Member price
- **Free Shipping** – on orders of \$50 or greater using the standard shipping method
- **No fees** – AIM Customers do not pay an AIM membership or renewal fee ever
- **No membership requirements**



So who is an AIM Customer?

Well, as I said before, it's someone who's interested in the AIM products, but not necessarily the business opportunity. Perhaps they don't want to join anything or feel they have to sell anything. They just want to try out products before making a commitment to a membership.



Who is an AIM Customer?

- Interested in AIM products but not in a business opportunity
- Doesn't wish to provide a tax ID number, or "join" or "sell" anything
- Wishes to "try out" the products before committing to a membership

So how does an AIM Customer benefit me as an AIM Member?

You'll be earning commissions on the BVP of your Customers' product purchases, the same as you now earn on personally sponsored Wholesale Members. This also provides you a flexibility when promoting and sharing AIM products with others.

How does an AIM Customer benefit me?

- Earn commissions on the BVP of your Customer's product purchases, the same you earn on a personally-sponsored Wholesale Member.
- Provides you with flexibility when promoting and sharing AIM products with others.
- Easy for the Customer to become a Member at any time simply by paying the initial membership fee.



Here's an example of how the AIM Customer will benefit you.

Let's say you're at the grocery store. You meet someone who wishes to purchase AIM BarleyLife from you. You don't have the product on hand or at home, but now they can purchase directly as an AIM Customer without any commitment.

They can call us or they can go to our website, and they can get free shipping on orders of \$50 or more. This is *better* than Amazon. It comes with AIM's money-back guarantee and your personal support as the sponsor on how they should use the product and what they can expect. Plus, you receive commissions on their purchases.

The next change comes at the Preferred Member title level. There will be a new requirement. To promote to AIM Preferred Member, you must accrue 600 Group Volume (GV) points within three consecutive months. Currently, that is at 450 GV.

Preferred Member

New Requirement

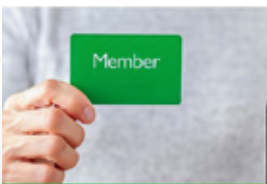


- To promote to AIM Preferred Member, accrue 600 Group Volume points within three consecutive months (currently 450 GV is needed).
- Your Group Volume includes the BVP from your personal purchases, as well as those from your downline Customers and Members.

Next change we have for you is the annual membership fee. To receive a free automatic renewal, you must accrue 600 personal volume points during your membership year, otherwise you're subject to the fees shown. This will begin in June 2023, thus allowing our existing members affected to adjust their personal purchasing. Remember, all AIM Members receive a one-month grace period to renew, after which they will now convert automatically to AIM Customer.

Annual Membership Fee

- Receive a free automatic renewal by accruing 600 PV points during your membership year. Otherwise:
 - Preferred Members and Group Builders pay a \$20 renewal fee
 - Directors and Elite Directors pay a \$150 renewal fee
- For Wholesale Members, accrue 100 PV points during your membership year or pay a \$20 renewal fee.
- Begins June 2023 to allow existing Members affected to adjust their personal purchasing.
- Members receive a one-month grace period to renew, after which they convert automatically to AIM Customer.



Membership is only \$20 the first year.

The next change we have is with the leadership bonus requirements. There will now be a maximum of 300 Personal Volume (PV)* points that will be counted towards your Group Volume when calculating Director Growth Bonus and Director Three-Deep Bonus. This helps AIM better comply with industry standards. This also benefits Members who are growing their downline the right way, instead of bonus buying or inventory loading, which are discouraged in the industry.

* Note: revised to 1,000 PV for an interim period as a courtesy so that Members have time to adjust their business-building accordingly.

Leadership Bonuses

New Requirement

- A maximum of 300 Personal Volume (PV) counted towards Group Volume when calculating Director Growth Bonus and Three-Deep Bonuses
- Helps AIM comply with industry standards
- Benefits Members growing their downline instead of "bonus buying" or "inventory loading"



Next, something exciting to give back to our AIM Members: the Director Promotion Awards. AIM wants to better reward you as you grow your own business to Director and above. Now there will be increases in the Director Promotion Award for the Director, Star Sapphire Director and Royal Emerald Director title promotions.

Director Promotion Awards

AIM wants to better reward you as you grow your AIM business to Director and above.

Increases in the Director Promotion Reward for
Director, Star Sapphire Director and Royal Emerald Director title promotions:



Note: Members will be paid in the currency of their country based on the AIM exchange rate at the time of payment

Next, but certainly not least, a well-deserved raise for our AIM Members. We will be increasing the commission earnings on your Group Volume downline. All Members who are titled in the plan will receive an additional one percent commission on their Group Volume downline. Plus you'll begin earning on a new category, your AIM Customers. This all begins July 1st, 2022.

As you see on this slide below, the current AIM Member Income Plan commission percentages versus the new percentages which will be starting in July.

AIM Member Commission Increases



MEMBER TITLE	COMMISSION PERCENTAGES	
	Currently	NEW
Directors and Elite Directors		
Favored Customer	not available	19%
Wholesale Member	18%	19%
Preferred Member	12%	13%
Group Builder	6%	7%
Group Builders		
Favored Customer	not available	13%
Wholesale Member	12%	13%
Preferred Member	6%	7%
Group Builder	3%	4%
Preferred Members		
Favored Customer	not available	7%
Wholesale Member	6%	7%
Preferred Member	3%	4%

*Note: Members must qualify at their title level to earn commissions.
Commissions are calculated based on the titles and group volumes of your frontline Members*



Wow, a lot of exciting changes, Andrew. I know a lot of people want to hear more and learn more about this. Where can they get this information?

Andrew: Visit the AIM website at theaimcompanies.com, as well as see the June issue of the AIM Living Well magazine.

Fabulous. All of that coming out very, very soon. Andrew, bravo. Good job. Thank you so much.

The Peterson Legacy on reaching AIM's Two Million Dollar Club

with Brent Peterson, AIM Chairman's Club Director



We are so pleased to recognize a special membership for its achievement in January 2022 of reaching the Two Million Dollar Club. Before he passed away, Ralph Peterson touched so many lives and accomplished so much. So read now, as we hear from his son, Brent Peterson, who assumed the role of president of Ralph's AIM business.



Brent Peterson

Brent Peterson: Well, thank you so much for the introduction. It was in 1989 that my parents, Ralph and Phyllis



Peterson, began their journey with AIM. My father had been in pain and had trouble walking due to arthritis in his knees. He'd gone to a doctor and was told that he would probably have to have them replaced one day. He was in his early forties at the time, and they said he had 60-year-old knees. It was not what he wanted to hear.



Ralph Peterson

A friend and future sponsor, AIM Director Wendell Berg, heard this and gave dad an entire jar of the green stuff, a barley grass powder, with the caveat that my father would use all of it. My father was skeptical, but two weeks later, his knees stopped hurting. It was his first experience with nutrition that works.

It wasn't long before he introduced me and my siblings to the barley grass powder and Herbal Fiberblend. I was playing football and wrestling in high school at the time, and probably with an eye roll, I was open to trying it if it would help with energy and especially endurance wrestling. My mother always reminded me to drink enough water, especially with the Herbal Fiberblend.

She was good at reminding me of a lot of things. As soon as I turned 18, my father signed me up as an AIM Member, and helped build a small group so I could make enough commission to pay for the product I was using through college, and then later with a young family. Little did I know my father was handing me a legacy at the time.

My wife, Kristin, and I have six children. They have grown up with the benefits of nutrition from AIM, as my wife gave them the Garden Trio from a bottle. As they got a little older, I remember scenes of them coming into the kitchen like newborn birds in a nest. They would all line up with their mouths open to receive their spoonful of BarleyLife or Garden Trio mix each morning.



AIM came at the right time for my parents, not only for nutrition, but as additional income. It was at times very tight for money at home growing up, but Jesus always provided for all our needs, and so it was with the AIM business. My father did a little of everything to support his family, and my mother was right there with him in many endeavors.

He was often the voice, and she kept everything in order. They built the business together. They delighted in serving people with a smile through a variety of products and services, including Peterson Furniture, which was a small furniture store in our town, a Sears catalog agency, Ralph's Sharp Shop, which included sharpening knives and blades and selling and repairing Stihl chainsaws and Dixon lawn mowers.



He worked as a school bus driver. And a local favorite for him and for those in the community, he grew sweetcorn. He was a jack of many trades. Many of those businesses did well for a time, and then dropped off. The AIM business has just steadily grown over the years, not ever dropping off.



Valerie joined the family as dad's second wife in 2019 and jumped right in beside him in AIM sales and friendship.



Through it all, I know it was his favorite of the businesses, and he would be very happy to see it carry forward, not just as nutritional products to use, but as a business. This legacy business supports the family even after my parents have gone to be with the Lord.

My father enjoyed every aspect of The AIM Companies™. He loved helping people one-on-one with letters, emails and phone calls. He enjoyed working on the Presidential Advisory Council. He loved making friends, not just from North Dakota or the U.S., but from around the world. He enjoyed putting on local conferences to invite more people to hear how they could feel better. He loved to travel, especially to the annual conventions to reconnect with friends, learn about nutrition and products, and generally renew his own energy around the business.

He loved to track progress to his goals, daily and weekly and monthly, and to strategize on how to do more. Of all the things he did, working with the AIM products is the only business that carried on to the next generation. Dad was enjoying working towards the Two Million Dollar Club and would be proud of the recognition today. It is truly an incredible blessing as a business that can be handed down.

Over these last several years, dad was gracious enough to teach me some more about the business side of his work. I was able to listen to him talk about the strategy and progress, and what he did for advertising and connecting with people, and what needed to be done with finances and taxes in a small business. At the urging of some of his AIM friends, he also set up his business under Joy Enterprises LLC, which I think helped us in transition.

After working as an engineer and engineering manager for 25 years, most recently with John Deere, it was a bit of a leap for me to make a full-time move to something as different as nutrition and sales. But I made the move into running my father's business



in January of 2022 full-time for the family. It is interesting as one gets older. Statements of grandparents and parents come back to you, and you think, "Ah, that's what they were talking about, that's what they meant." I'm finding joy in many of the things I saw and heard my father talk about now. It has been great to connect with many of my father's friends in AIM, and to make new friends and help people. God's provision for my father and his family continues with AIM today.

Congratulations Brent and Family for picking up the torch and making the effort that certainly your father would be proud of. Thank you and best wishes from your AIM Family.





presentation

The Bright Future of AIM

with Future Development Consultant, Nicolas van Rensburg



Now we're going to send it clear across the ocean to South Africa where Future Development Consultant Nicolas van Rensburg has a special message for you.

Nicolas: Good morning, good afternoon, good evening, wherever you are tuning in live for this event around the world. And most importantly, happy 40th birthday, AIM. What an amazing accomplishment, 40 years old. And it really is a testament to the caliber of the company, the power of our products that work, and you—the special and amazing culture of the AIM Members. So, happy birthday.



My name is Nicolas, and I am the Future Development Consultant here at The AIM Companies™. And what I really want to share with you is more about our industry: what's been happening, the future of the industry, and then more importantly, how AIM is going to position themselves in this space for future growth.

And so first and foremost, let's discuss our industry. We are a part of the network marketing industry, better known as the direct selling industry. And, you know, with all the hardships that have been happening over the last two years—all the hurdles, all the obstacles, all the challenges—so many industries have taken a big knock and are suffering. But the industry—the direct selling industry—keeps on evolving and growing and bulldozing through.

And even just last year, 2021, our industry grew 5.8%, which is very healthy growth during what we know was COVID or lockdown times. And really what I think is there are two ingredients that's driving this growth. Firstly, think about what we do in our industry, what we do here at AIM and what we've been doing for over a decade: people place orders online, over the phone, by mail or fax, and they get the products shipped directly from the warehouse straight to their front door. We've been pioneering this space for a long, long time. And finally, the world is busy catching up. And so even though a lot of companies—brick-and-mortar retail shops—had to close down during

lockdown, network marketing continued to grow and thrive. And so we're in such a good space, no matter what happens in the future.

Secondly, and I really want to try and nail this down with you: think about what our industry offers to people. We've been pushing the opportunity that people can actually grow their businesses and build them from the comfort of their own homes. You can grow a global business from home without staff, without infrastructure, without a company, without a building. And now, for the first time in our history, what just happened over the last two years? The entire world was locked down. People were either fired or retrenched, or they had to go home and learn to work from home. And so this created a very interesting dynamic because people started to utilize Skype and Zoom and all types of technology.

But what has happened is that people have become accustomed to this new way of living—no more traffic, no more putting in gas and driving to work every day, and no more arriving at the office frustrated. People could wake up in their own time, be productive and do their work. And with that extra time, they could spend time with their family and with their loved ones. And so what's interesting is that Forbes did a survey on employees at the biggest companies in America, and I found this so fascinating: 40% of employees said that they would rather quit their jobs and try to work from home or create an opportunity to work from home than go back to the office. Because people are now going back to the office, right? And so people have become so accustomed to this new lifestyle, and they're enjoying this new lifestyle. This is what's helped drive our industry because this is what we do, this is what we offer people. And so this really is forming the perfect storm that's going to help propel our industry into the future. So let that digest for one second. We're in the right space at the right time, and we are in the right industry.

Another interesting fact that I want to share with you is that, in our industry, the majority of products sold are under the wellness and health category. Most people demanding products in our industry are wanting health and wellness products, and that's exactly what we do here at The AIM Companies.

Another very exciting fact for me is that a lot of experts are predicting that over the next couple of years, there's going to be fewer and fewer companies in our industry, and they are going to be capturing more and more market share. So when I first read this, I was like, why fewer companies if we're growing at such a rate?

But think about this for a second. We have regulators now that are starting to come and clamp down on companies in our industry because there's a lot of companies that launch that are fly-by-night, that are get-rich-quick schemes, and they hide themselves under our industry. And there's a lot of mumbo jumbo out there. And so the regulators are trying to identify which companies are legit: which companies have got rock solid products that actually consumers want.

These changes that are going to be happening in the near future are a very good thing for you and me. Because what that means for us firstly is, we are going to have more people joining our industry who are wanting to work from home. But secondly, we are going to have more people looking for a brand-new home. And I don't know about you, but if I were looking for a new home in our industry, I personally wouldn't join a company that's been around for 30 years that the whole world knows. There's some

big companies out there that everybody has heard of, and everybody's probably tried or knows about their product. And so their market is very saturated. Where with AIM, we have the entire population and a whole playing field at stake. And so we really have such a huge opportunity ahead of us. And I'm so excited about these future changes.

AIM is constantly developing and looking for new ways to improve in every area and every aspect. And you heard about a lot of those areas today from the other speakers. But what we're trying to do is always be ahead of the game, trying to fertilize our opportunity crops for you, the Members, so that you always have the best possible opportunity for you and your teams. So what I really want to talk about today is what we've been doing behind the scenes at AIM and give you a little taste of what's to come into the future.

Firstly, I'm very excited to announce that we have just teamed up with an award-winning social media agency that's going to be doing an entire takeover of all of our social media platforms. They're an incredible company and they know what they're doing—they've been doing it for a long time. And one thing that they specialize in, is they are brilliant at actually shooting and taking very sort of trendy and creative photography. You as the AIM Member are going to be able to capitalize and utilize all these images and posts and things, and in your own creative way, use it to help you build your business. And so your family, your community and your friends are going to be so proud, and they're going to see what waves AIM is causing in the social media and digital world. If you haven't already joined the social media platforms, watch AIM's space because there's a lot of exciting things happening in the coming months.

You heard earlier from Andrew and the exciting new changes with our income plan. I want to give you a little sneak peek at potentially what's to come and which concepts we are currently working on at the moment.

So firstly, the back end of an income plan is after you become a Director. Once you become a leader with the company, you unlock a whole new level of income, which we call the back end. Being in the industry for over 15 years, I know for a fact that so many companies' back ends are horribly confusing. It is so difficult to understand all the levels and the percentages and the bonuses, and all these things are going to be very overwhelming. And never mind for those of you who are experts in the field. How does a new Member feel about that? And so what we're doing is we're looking to completely strip and simplify the back end so that it's going to be easy for you to learn and coach and teach new people on how they can maximize the back end of AIM's income plan.

Secondly, let me pose this as a question to you. This is something that we are also working on at the moment. And it's a conceptual program that we're working on. But how would you like to have a yearly contest where every single person has the ability to be a winner? Every single person. Plus, how would you like to have a contest where every single one of those winners are going to travel somewhere together, have fun together, and share in this experience together?

This is something that we are calling success trips. What is a success trip? It's a yearly contest where you're going to be able to hit certain benchmarks. So no matter where you are in the income plan, you're going to get personalized benchmarks that you need to hit. And if you hit those benchmarks, you will be rewarded an all expense-paid trip on AIM's account, where you will go with other AIM Members that also reach those

titles or benchmarks, have fun with them, dine with them, do activities with them, share business ideas with them—what’s working, what’s not working. But more importantly, it’s a program for AIM to reward you and give back to you, the AIM Members, for your hard work. So this is something we’re looking at. It’s in the works, and we would love to bring this to you and introduce this concept to you in the near future.

Before we wrap up, we’ve discussed the industry. We’ve discussed a little bit about what AIM is busy working on at the moment. And, you know, I have been in the industry for over 15 years. I’ve built big teams around the world, and I want to give you guys a few little tips that I’ve found worked for me and what I’ve learned from industry experts.

Firstly, and this really is what I’ve seen over the last couple of years, I don’t understand why some people are able to grow their businesses and others are not. It’s something that’s always fascinated me. Some people’s struggles become some people’s opportunities. I’ve got a very fitting story about a pair of shoes. And you may have heard this, but it’s so relevant to what we do.

There was a shoe company that sent off two people into North Africa to go explore the possibility of them launching a new shoe market in this area. These two people did their research and their due diligence, and they came back to the company a few weeks later. The first person said to the company, I spent time there, and I think there’s no opportunity. And the founder of the company asked, “Why no opportunity?” And he replied, “Because no one wears shoes there. They all were barefoot.” The following day, the other person came back to the office. He called the founder and said, “I’m so excited about North Africa. I’m so excited.” And what he said is, “I was in North Africa. The possibilities are endless because we can sell our shoes to every single person there because no one’s got shoes.”

So the same scenario, the same hurdles, but two different people looked at the same hurdles with two different lenses, two different perspectives. And that’s what I really want to encourage you to do with AIM. Every hurdle, every struggle can be turned into an opportunity. It really can. You just need to figure it out and go do it.

Another thing that’s so crucial, and I really want to encourage all of you, especially now with what we know about the industry, wellness growing, and people wanting to work from home, is that you need to sharpen your skill sets about talking about the product and talking about the business opportunity. If you’re good at talking about the business, learn more about the products—learn to share the products. If you’re good at talking about the products, you need to learn to share about the business.

A perfect example is me. When I was 21 years old, I was unhappy with my career choice. I was in a bit of dire straits on what career path to follow. And the person who introduced me to the industry did so by asking me the right questions. They told me that there’s an opportunity for me to build a global business from my home, and the product is a skincare product. So I was like, “But skincare, I’m young—I don’t really have wrinkles.” But they said, “It’s not about you. It’s about what the market is demanding.” You see, the approach was a business. If that same person had said to me, “Nicolas, I’d love to sell you a skincare product, and first use it and try it out. If you like it, I want you to sell it,” I would have told them, “Guys, I’m young, I’m 21. I don’t have lines and wrinkles. I’ve got no interest in using skincare.” And so that process is so important, that you understand the person you’re chatting with. You ask enough questions, and then you understand their needs. And if they have a need for our products or service, we can offer it to them.

Some of the best people that I've rubbed shoulders with in this industry, what they are brilliant at is they are so good at connecting with new people. They find ways every day to connect with new people. If it's joining the gym, if it's going to Pilates classes, hosting cell groups, getting involved and going to their kid's sports matches, online, social media—whatever the case, they're very good at connecting with people, making friends with those people. And if you're friends with somebody, the natural discussion is, what do you do, what do you love? And you're obviously going to discuss certain things. And that is your opening of the door to talk about either the AIM products or the AIM opportunity. That's when you offer them a solution. And some people might be happy with their job, and they might not be worried about their health, but that doesn't matter. You keep that friend; you keep that relationship. And when someone that they know might want to work from home, or might be struggling with their health, then they're going to refer you to their friend. It's so important that you connect with people, make friends with people, ask enough questions, find out their needs, and then if their need is skincare products (which is to come as Phil mentioned), wellness products or a business from home, we can offer them that solution. So, it's just such an exciting time.

In closing, I want to give one more piece of advice and wisdom that I saw in my own business for so many people, and why some people were successful and some weren't, regardless of their skill sets. The biggest thief of success in this industry is procrastination. Some people just spend so much time overthinking everything. And I want to tell you something today. The more you think, the more you doubt. The more you doubt, the less you do. The less you do, the more time you have to think. The more you think, the more you doubt. The more you doubt, the less you do.

It's this vicious cycle that runs in circles and it is a killer of success—a total killer. And so write this down: *imperfect action beats perfect thinking*. Just get to action, get to work, have fun, befriend people. We've got so much to offer the world.

That's everything from my side. Happy birthday once again. What an exciting time to be a part of this amazing company. And I love you all. I hope to see you all soon. I'm going to send it back over the ocean, back to Carolyn. Lots of love. And we'll chat soon. Bye.



Thanks, Nicolas. We can't wait to hear more from you.

You know, after getting to know Dennis and Kay and some of the staff in preparation for this event, I have witnessed their love and passion for you, the Members. And I've come to understand why it's called the AIM family. After hearing everything that AIM has planned for the future, I can imagine you must be excited to get busy building your businesses, so let's not take any more of your time. That's it for us for now. I'm Carolyn Holly, and it has been a pleasure hosting you.