



Fresh Focus

2022 edition

INSIDE
LOOK



at
**nutrition
that works**



a review of **15**
AIM nutritional products



BarleyLife	BarleyLife Xtra	CoCoo LeafGreens
Gluten-free, Kosher, Non-GMO, Certified vegan	Gluten-free, Non-GMO, Certified vegan	Non-GMO, Certified vegan
Juice powder of young barley leaves	18 different fruit and vegetables including juice powder of young barley leaves	3 sources of cocoa plus nutritious greens including juice powder of young barley leaves
Serving size: 4 grams	Serving size: 4.5 grams	Serving size: 4 grams
Take twice per day	Take twice per day	Take twice per day
Tastes like fresh greens	Tastes like cherry-apple greens	Tastes like chocolate with a hint of greens
Includes kelp and brown rice oligodextrin	Includes kelp and brown rice oligodextrin	Includes arugula, kale, Swiss chard, spinach and broccoli sprout powders
Powerful antioxidants such as SOD, lutanarin and saponarin	18 mg of vitamin C from acerola cherries	Provides quercetin and kaempferol
1 gram of sugar per serving	1 gram of sugar per serving	0 grams of sugar per serving
22 mg of chlorophyll per serving	22 mg of chlorophyll per serving	400 mcg of sulforaphane per two servings

Similarities

Certified vegan
 Contain chlorophyll
 Alkalizing
 Grown without the use of pesticides, herbicides or fungicides

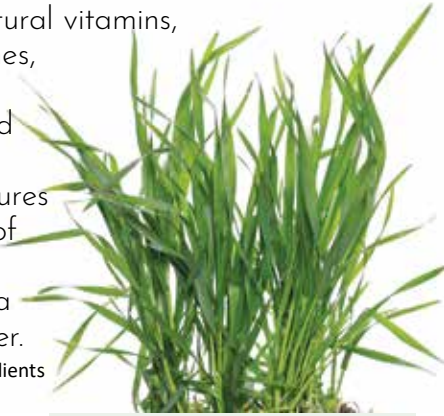
Non-GMO
 Contain juice powder of young barley
 Contain Superoxide Dismutase (SOD)
 Contain naturally occurring enzymes

BarleyLife



Young barley leaves are remarkably rich in nutritious and functional ingredients that include natural vitamins, minerals, enzymes, chlorophyll, antioxidants and phytonutrients. BarleyLife captures this vast array of plant-based components in a leaf juice powder.

bit.ly/BGIngredients



Innovations in night harvesting, cold processing and spray drying of barley grass has created the most nutritionally beneficial BarleyLife to date.



No Double Dipping!

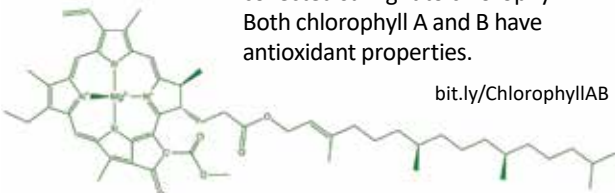
Harvesting crops of young barley leaves from only one seeding ensures their optimal nutritive value in BarleyLife.

The Oxidative Stress Reducer

Excess production of free radicals called reactive oxygen species overwhelms antioxidant defense, creating oxidative stress. This results in damage to DNA, cells, organs, etc. Superoxide dismutase is both an enzyme and a powerful antioxidant that defends the body against free radicals, particularly reactive oxygen species. BarleyLife is a super source of superoxide dismutase.

Around 75 percent of the chlorophyll content in plants is type A—the primary pigment that captures sunlight for photosynthesis. Accounting for the other 25 percent, chlorophyll B is an accessory pigment that passes collected sunlight to chlorophyll A. Both chlorophyll A and B have antioxidant properties.

Chlorophyll A



bit.ly/ChlorophyllAB

Each 4-gram serving of BarleyLife contains 22 mg of chlorophyll. At the core of every chlorophyll molecule is magnesium.

Chlorophyll NOT Chlorophyllin

Many supplements that claim to provide chlorophyll actually contain chlorophyllin: a semi-synthetic concoction of sodium copper salts derived from chlorophyll. BarleyLife delivers the real thing: natural plant chlorophyll.

bit.ly/SyntheticChlorophyll

BarleyLife Xtra became part of the AIM product lineup in 2005, offering an optional taste of BarleyLife that includes a healthy variety of nutritious fruit and vegetable powders.

Each BarleyLife Xtra serving weighing 4.5 grams contains the same amount of barley leaf juice powder as a 4-gram serving of BarleyLife.



The 18 fruits and vegetables puts the Xtra in this blend of nutrition.

In just one tablespoon of BarleyLife Xtra, you get the concentrated nutritive value of over 6 cups of young barley leaves.



Provides an array of vitamins, including A, B2 (riboflavin), B9 (folate), C and K. All of the vitamins are plant-produced, giving your body a natural source of these essential nutrients.

Ideal for gluten-free-food intake

The Sweet Choice

It's easier to get some people to enjoy the nutritional benefits of barley grass when you sweeten the offer. Only 1 gram of naturally existing sugar from plant-sourced ingredients gives BarleyLife Xtra its sweetness without any added sugar.

Apples and cherries create the natural fruit flavor of BarleyLife Xtra.



Protective Antioxidants

Fruits and vegetables contain a diverse number of plant-based antioxidants that guard against damage from free radicals.

CoCocoa LeafGreens



Delivering more go-to nutrition that works, AIM's exclusive blend of green leaves, broccoli sprouts and cocoa beans gives CoCocoa LeafGreens powder an impressive nutritional edge over the competition.



Eighteen healthy male volunteers who drank a flavanol-rich cocoa drink performed better during physiological and cognitive challenges than those who didn't. The randomized, double-blind within-subject acute study conducted in 2020 over two visits at the University of Birmingham linked improved cerebral oxygenation with the brain-boosting results. bit.ly/CerebralCocoa

A triple blend of cocoa powders gives CoCocoa LeafGreens its natural chocolate flavor that appeals to **people of all ages**. It's chocolaty without the sugar and fat found in most chocolate confections and beverages.



The abundant and diverse source of plant nutrients in CoCocoa LeafGreens includes over 700 compounds from cocoa beans, which provide a particularly rich source of antioxidants in the flavonoid family. This polyphenol class of phytonutrients includes cocoa's flavan-3-ols that protect and nurture your body. bit.ly/CocoaFlavanols

The Powders in CoCocoa LeafGreens

- Dutch Cocoa
- Organic Cacao
- Organic Cocoa
- Barley Leaf Juice
- Arugula Leaf
- Kale Leaf
- Spinach Leaf
- Swiss Chard Leaf
- Broccoli Sprout





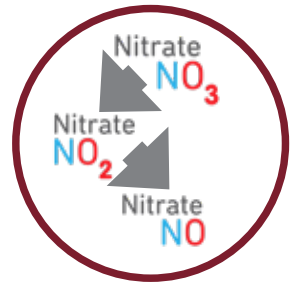
RediBeets

The concentrated juice powder of beets makes it easy to get supplemental nutrition from these incredibly nourishing root vegetables without having to cook or juice them. Just mix 1 teaspoon of RediBeets in 4 oz of water and drink this beverage twice daily. If you are athletically inclined, take up to 4 teaspoons in 10 oz of water once a day.



Relax: It's Vegetable Nitrate

Beets contain a sizable source of nitrate (NO_3) that once ingested becomes part of a conversion pathway, first transforming into nitrite (NO_2) and then converting to nitric oxide (NO). Nitric oxide naturally enhances circulation by relaxing and widening blood vessels. This inner relaxation supports healthy blood pressure levels. Each 4-gram serving of RediBeets contains 72 milligrams of beet nitrate that contributes to this pathway of relaxation.



Known to reduce inflammation and play a role in lowering homocysteine levels, **betaine** is also a lipotrope that helps reduce fat accumulation in the liver.



bit.ly/BeetBetaine

The Beets in RediBeets

Color

The color of beets makes them one of the rare fruits and vegetables with an inner, dark red hue. It's created by the presence of **betacyanins**, one of the plant pigments known as **betalains**, which also provide antioxidant activity and inflammation fighting properties. This coloring gives beets different nutrients and phytonutrients than those found in produce of other colors.



bit.ly/BeetBetacyanins
bit.ly/BeetBetalains

Taste and Aroma

The earthy taste and aroma of beets is the result of an organic compound called geosmin, which means earth odor. Produced primarily by soil-dwelling, good bacteria, geosmin may protect vegetables against predators. It is not known if beets are able to produce their own geosmin or simply absorb it from the soil.



bit.ly/GeosminB1
bit.ly/GeosminB2

Just Carrots



The Root of All Orange

Plants produce vegetables from their leaves, flowers, seeds and stems as well as their roots. Such is the case of the carrot, a popular root vegetable known for its distinct color, taste and healthy benefits. Just Carrots gets to the root of this “orange” nutrition in a cold-pressed, juice powder that delivers antioxidants, enzymes, minerals, vitamins and phytonutrients, notably carotenoids.

Color Carotenoids Carotenes

Plants synthesize yellow, red and orange pigments called carotenoids, which are also protective antioxidants. Beta-carotene is the carotenoid that gives carrots their orange color. What’s more, it’s a phytonutrient that the body converts into an essential nutrient for staying alive: vitamin A. One 12-gram serving of Just Carrots delivers 6,370 micrograms of beta-carotene.

bit.ly/Carotenes2

What’s in a Name?

The English word for carrot comes from the French language: *carotte*. The combination of the Greek word *beta* and the Latin word *carota* gave beta-carotene its name. Just Carrots gets its name from what it provides: just carrots.

Beta
Carotene
from just carrots



Did you know . . . ?

In the 1800s, a German pharmacist by the name of Heinrich Wackenroder was using plant chemistry to search for a medicine that would destroy parasitic worms when he discovered carotene in carrot juice. This phytonutrient is just one of over 25,000 produced by plants.

bit.ly/Carotenes1



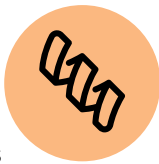
The AIM Weight Loss Pack

Contributes to shedding pounds with low-calorie fiber and protein supplements that fill you up for long periods of time and a mineral-herb combination that may help to support fat loss.



ProPeas

For supplementing your protein intake in a healthy plant-based way, you can't do better than the pea protein in ProPeas. It helps maintain lean muscle mass and increase metabolic rate, resulting in the ability to burn off more calories.



Weight gain is the result of consuming more calories than the body burns. The opposite is true for weight loss. Eat fewer calories than your body burns and you lose weight.

The Weight Loss Pack Calorie Count

1 Serving	Calories
ProPeas	60
Fit 'n Fiber	10
GlucoChrom	0



Fit 'n Fiber

When you think of carbohydrates and weight gain, it is vital to recognize that fiber is an essential carbohydrate that actually helps you lose weight. Fit 'n Fiber supplements your fiber intake and promotes weight loss by maintaining that "I feel full" feeling between meals.



GlucoChrom

Two minerals and two herbs are combined to help your body increase muscle mass and lower body weight. Take one GlucoChrom capsule 20–30 minutes before a meal for a head start.



Shake or Smoothie?

ProPeas and Fit 'n Fiber are perfect ingredients for weight-loss smoothies or shakes. Blend in any fruit or vegetables you like for even more healthy nutrition.



Herbal Fiberblend



Herbal Fiberblend's Combination of Psyllium and Herbs Helps:

- maintain digestive health
- cleanse the colon and remove toxins
- promote regularity and a thorough evacuation of waste
- maintain healthy blood sugar and cholesterol levels by increasing soluble fiber intake
- reduce hunger pangs between meals



Did you know ... ?

Since ancient times, psyllium (*Plantago ovata*) has been used in India and China for a variety of ailments, including constipation and diarrhea. Near the end of the twentieth century in North

America, psyllium gained prominence as a fiber supplement. The seeds of the plant are covered in fiber-rich husks, which are removed in flat-stone mills that crush the seeds to separate the fibrous coating. Psyllium husks provide a super source of supplemental fiber.

bit.ly/PsylliumFacts



Fiber is one of the dietary nutrients required for good health, yet it is associated with underconsumption due to low intakes of vegetables, fruit and whole grains.

bit.ly/FiberDeficiency



Each 7-gram serving of Herbal Fiberblend Raspberry or Unflavored powder provides 5 grams of fiber to supplement your intake of this important nutrient. Herbal Fiberblend Capsules provides 3 grams of fiber per serving.



Cleansing Herbs

The USA & Canada formulations contain:

- Hibiscus (Sorrel)
- Alfalfa
- Shavegrass (Horsetail)
- Rose Hips
- Pumpkin Seed
- Irish Moss
- Marshmallow
- Passionflower
- Capsicum (Cayenne Pepper)
- Mullein
- Slippery Elm
- Violet
- Witch Hazel

In addition, the USA formulation contains:

Yucca, Black Walnut, Oatstraw, Licorice and Cascara Sagrada*

* Canadian Members can take Herbal Release for a source of Cascara Sagrada

FloraFood



FloraFood increases the presence of healthy bacteria with a trio of probiotics: ***Lactobacillus gasseri***, ***Bifidobacterium bifidum*** and ***Bifidobacterium longum***.

Your gastrointestinal tract is the home of roughly 100 trillion microorganisms. This monumental population includes fungi, protozoa and viruses, but the microbiota majority are bacteria. These dominant microorganisms are known to be beneficial for a number of reasons, including the ability to synthesize both essential and nonessential amino acids, produce a number of vitamins and perform bile biotransformation. bit.ly/HundredTrillion

A glass bottle of **FloraFood** holds 60 vegan capsules, each containing three billion live cells that remain stable at room temperature: no refrigeration required.

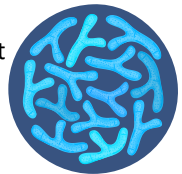
Lactobacillus gasseri isolated from infants proved to be one of two species that showed benefits for immune health while having the highest probiotic potential. bit.ly/Lgasseri



A baby's gastrointestinal tract was once thought to be sterile before birth, and microbe colonization was believed to begin during the birthing process. A 2016 study suggests otherwise, concluding that colonization of the microbiota may start before birth. At the same time, for the first twelve months of life, a baby's gut microbiota is compositionally simple yet integral for long-term health and shaping the adult microbiota. bit.ly/BabyMicrobiota



Bifidobacterium bifidum is a dominant bacterial species in the gut microbiota of infants. Also present is ***Bifidobacterium longum***. However, the aging process lowers the presence of both species. bit.ly/Bbifidum_longum



AIM Business Builders Take Note:

A 2021 survey of more than 13,000 consumers in 16 countries revealed significantly increased use of probiotics.

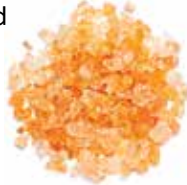
bit.ly/SurveyProbiotics

Fit 'n Fiber delivers 10 grams of total fiber in each serving. Fitting in this fiber as a supplemental part of your nutritional intake delivers nutrition that works not only for you and your health but for the growth and beneficial output of the good bacteria in your microbiota.



The Prebiotic Concept

In 1995, the concept of prebiotics was initially introduced and essentially defined as a nondigestible food ingredient that stimulates the growth and activity of gut bacteria, which



acacia gum

improve the health of their host.

Fit 'n Fiber contains three types of prebiotics from acacia, guar gum and konjac fiber.



guar gum derived from guar beans

Each serving of this fiber supplement provides 8 grams of prebiotic fiber that nourishes good bacteria.



konjac

By increasing both your soluble and insoluble fiber intake, **Fit 'n Fiber** supports digestive health, promotes regularity and supports weight management.

6 Health Benefits of Prebiotic Fiber

1. Increases in *Bifidobacteria* and *Lactobacilli*
2. Production of beneficial metabolites
3. Increases in calcium absorption
4. Decreases in protein fermentation
5. Effects on gut barrier permeability
6. Improved immune system defense



Fit 'n Fiber pairs up with FloraFood as food for your body's flora: **good bacteria**

Source: *Current Developments in Nutrition*
Volume 2 Issue 3 – March 2018

Relaxation Support

Composure

Stress can bring out the worst in us . . . poor health. Being relaxed during nerve-racking times allows you to:

- slow your heart rate
- lower your blood pressure
- reduce muscle tension
- control your anger or frustration

Handling stress requires composure, a feeling of calmness. But sometimes that feeling is out of reach, so reach for **Composure**, a calming combination of herbs. It's a natural way to relax.



Composure

The physical and mental benefits of getting enough sleep are restorative, helping in a number of ways that include:

- **Stress reduction**
- **Weight management**
- **Mood enhancement**
- **Immune system maintenance**



Why Herbs?

Herbs have been used effectively and safely for centuries by those struggling with stress and poor sleeping habits. **Composure** can be taken day or night to alleviate nervous tension and restlessness.

For over 200 years, **passionflower** has been documented for reducing stress and relieving muscle tension. Both keep you awake at night. Passionflower is just one of the soothing herbs in the Composure formulation.





Vision Support GinkgoSense

Along with helping to maintain memory, concentration and mental clarity, GinkgoSense has been formulated with extracts that support healthy vision: ginkgo biloba, curcumin, black pepper, lutein and zeaxanthin.



Ginkgo biloba helps to maintain blood flow to the extremities, improving microcirculation that delivers oxygen and nutrients to the eyes via small blood vessels.

bit.ly/VisionMicrocirculation

Lutein and **zeaxanthin** have been shown to filter high-energy blue light, which can damage the retina. Both of these carotenoids can help to counteract increased exposure to blue light through the use of devices such as mobile phones and tablets.

bit.ly/BlueLightLZ

Blue Light by Day ... Okay

The sun is the main source of blue light, which gives the sky its color. Blue light is beneficial during the day but particularly disruptive at night. When absorbed from TV, computer or phone screens, blue light suppresses the secretion of melatonin, a hormone that controls the sleep cycle. GinkgoSense improves the filtration of blue light, neutralizing its nighttime effects.

bit.ly/Why_Blue_Sky
bit.ly/BlueLightNight

Curcumin is a potent antioxidant that scavenges free radicals and interrupts the chain reaction of oxidation (the loss of electrons by atoms, ions or molecules in chemical reactions). A 2019 study suggests that curcumin's mechanism of antioxidant protection inhibits inflammation and as a result, supports healthy vision. The inclusion of **black pepper** in GinkgoSense is essential for the absorption of curcumin extract.

bit.ly/AntioxidantCurcumin



GarlicAIM

Garlic Bulb, Black Garlic and Alpine Wild Garlic

Key Benefits and Features

- May help maintain cardiovascular health
- Provides all the benefits of regular garlic and more
- May increase immune health
- Exhibits antioxidant activity



Garlic Compounds

Garlic contains two primary organosulfur compounds credited with providing health benefits: L-cysteine sulfoxides and γ -glutamyl peptides. L-cysteine sulfoxides generate allicin, a chemical compound that gives garlic its distinctive odor and taste. The γ -glutamyl peptides are even higher in wild garlic leaves than in the bulbs, giving GarlicAIM's combination of garlic leaves and two types of bulbs a healthy edge over the competition.

bit.ly/Garlic_OSCs



Genus *Allium*

The botanical name for garlic is *Allium*, originating from Latin. GarlicAIM contains three types of garlic. Two are *Allium sativum* in two forms: the common bulb and black fermented bulb. The third type is *Allium ursinum*: wild garlic leaves. This unique combination delivers all the health benefits of garlic and more.



As far back as 3000 B.C., garlic was used for cooking food and medicinal purposes. Today, the recognition of beneficial compounds in garlic make GarlicAIM a supplemental choice for cardiovascular health.



CalciAIM provides bioavailable calcium from three types of calcium just by mixing it with water.



The Vitamin D in CalciAIM



Having sufficient calcium in your diet means you're giving your body the primary building block of strong and healthy bones. However, your body also needs the presence of vitamin D to absorb this mineral; otherwise, calcium can be wasted. CalciAIM contains ergocalciferol, a plant-based source of vitamin D that helps your body to effectively absorb calcium.

L-lysine is an essential amino acid that has to come from dietary intake or a supplement. L-lysine is necessary for the formation of collagen, a protein in cartilage, tendons, skin and bone. One serving of CalciAIM contains **150 mg of L-lysine** (as L-lysine hydrochloride).

According to the National Kidney Foundation*:
"A diet low in calcium actually increases your risk of developing kidney stones . . . The recommended calcium intake to prevent calcium stones is 1,000 – 1,200 mg per day . . ."
And drink plenty of water daily!

bit.ly/KSPrevention



It is vital for children and adolescents to have a sufficient intake of calcium. During these stages of life, bone structure is continuously broken down by the body as new bones are built. This process is called remodeling, and bones grow in size and strength because the body is building more bone material than it is removing.

As the most abundant mineral in the human body, calcium plays a vital role in many body processes, such as hormone secretion, blood clotting, and muscle contraction, most notably in the heart.



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