

# 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.



### **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-



### **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.



## 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 two teaspoons (tsp) or six capsules 2 to 3 times per day. Many people start with one tsp or three capsules per day and gradually increase their serving every four to five days.
- Young children begin with ¼ tsp per day and gradually increase to ½ tsp or two 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® one 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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