



# AIM Just Carrots®



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Just Carrots is a whole-food, carrot juice powder concentrate. Manufacturing advancements preserve the natural collection of vitamins, minerals, antioxidants, phytonutrients and enzymes in carrots.

## How is Just Carrots Unique?

- A pure extracted juice with all fiber removed
- Uses a unique drying technology that targets water molecules only, keeping nutrients intact
- Each canister contains 22 pounds of carrots

## Approach

It is well-established that carrots are a healthy food. They contain many important nutrients, including alpha- and beta-carotene, B vitamins, vitamin C, calcium, iron, potassium and lutein.

Fresh fruit and vegetable juices are rich in enzymes that spark thousands of chemical reactions that occur throughout the body. Enzymes are essential for the digestion and absorption of food and for the production of energy at the cellular level.

In fact, enzymes are essential for most of the building and rebuilding that goes on in our bodies every day. Without enzymes, and the sparks they provide, we would be helpless: a bag of bones, unable to walk, talk, blink or breathe. When foods are heavily cooked, enzymes and helpful phytonutrients can be destroyed, which is why raw or steamed vegetables and fresh juices are so important to us. They provide us with an excellent source of all-important enzymes and phytonutrients.

When you eat raw carrots, there is less absorption of beta-carotene. Lightly steaming carrots breaks down the fibrous walls of the vegetable and increases the body's absorption of beta-carotene significantly.<sup>1</sup> The process of juicing reduces plant fiber as well, allowing vital nutrients to become easily absorbed by the body.

Juicing provides another benefit to good health: water. Water is essential in the digestion and transportation of food, the elimination of waste, the lubrication of joints and the regulation of body temperature and cellular processes. All physiological functions rely on water in one way or another.

## Beta-carotene and Vitamin A

Beta-carotene is one of about 600 similar compounds called carotenoids, which are present in many fruits

## Key Benefits and Features

- Helps maintain whole-body health
- Delivers powerful antioxidants that can prevent free radical formation
- Provides beneficial nutrients for the eyes and skin
- Contains active enzymes
- Over three decades of safe and beneficial use
- Tested pesticide-free
- Each canister contains nearly 139 large carrots
- No added sugars, artificial coloring or sweeteners
- Eliminates the task of juicing



and vegetables. Of all the carotenoids, beta-carotene is known for its efficient conversion to vitamin A. Plant sources that are rich in beta-carotene include potatoes, spinach, mangoes, cantaloupes, kale and tomatoes, but one of the highest sources of beta-carotene may be found in raw carrots, steamed carrots and carrot juice.

The body changes beta-carotene found in these foods into vitamin A, which is important in strengthening the immune system and promoting healthy cell growth, including reproductive functioning. Vitamin A helps cells reproduce normally—a process called differentiation. For this reason, beta-carotene, as a precursor to vitamin A, is a natural antioxidant.

Vitamin A plays an important role in vision by helping to maintain the mucosal linings of the eyes and is required for the transduction of light into nerve signals in the retina. Vitamin A deficiency can result in individuals being plagued by night blindness and longer vision-restoration times.<sup>2</sup>



Vitamin A also contributes to good respiratory, urinary and intestinal health by protecting mucous membranes. Some researchers think that vitamin A helps lymphocytes, a type of white blood cell that may contribute toward boosting the immune system.

## Antioxidants

Beta-carotene is much more than just a natural source of vitamin A; it is also an important antioxidant. The body converts beta-carotene into vitamin A as needed. The remaining beta-carotene contributes to boosting the immune system, complementing other antioxidants and preventing and trapping free radicals. Antioxidants fight free radicals and help prevent them from causing membrane damage, DNA mutation and lipid (fat) oxidation.

## Just Carrots

Just Carrots is made from juiced carrots with only the fiber removed. Twenty-two pounds of raw carrots are used to make one canister of Just Carrots powder.

Just Carrots is tested pesticide-free, ensuring the absence of harmful toxins. The manufacturing process used to produce Just Carrots also ensures nutrients and enzymes remain active. No added sugar, sweeteners or artificial colors are used in the production of Just Carrots.

## FAQs

### Is there anyone who should not take Just Carrots?

Just Carrots is a whole food, so most people should be able to consume it.

### I started taking Just Carrots, 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 a variety of symptoms, including fatigue, rashes and headaches. Try starting off with a smaller amount to help your body adjust. For more information, see AIM's Detoxification datasheet.

### Can I take too much beta-carotene?

Beta-carotene converts into vitamin A in the body. Taking high doses of vitamin A can be toxic, but your body only converts as much vitamin A from beta-carotene as it needs. That means beta-carotene is considered a safe source of vitamin A. People who consume excessive amounts of dietary beta-carotene may experience a change in skin tone known as carotenemia. This condition gives the skin a golden tone and is not harmful.

### I live in a place with high humidity, how else can I store Just Carrots?

AIM Just Carrots can be put in a newer freezer (equipped with a dehumidifier) to preserve the nutrients and prevent humidity-related clumping. Shake canister well before opening. Do not refrigerate.

## How to use Just Carrots

- Mix 1 tablespoon (12 g) with 4 oz (120 ml) of water or juice. Take once per day. Best taken on an empty stomach.
- Drink Just Carrots juice immediately after mixing it. Best taken 30 minutes before or 2 hours after a meal. To receive the greatest absorption of nutrients, take AIM Herbal Fiberblend® one hour before or 30 minutes after taking Just Carrots.
- Use within 60 days of opening. In hot, humid environments, store in a freezer.
- Close tightly after opening and store in a cool, dry, dark place. Do not refrigerate.
- AIM recommends Just Carrots with BarleyLife and RediBeets. These three together are known as the AIM Garden Trio®.



## What can you tell me about the processing used for Just Carrots?

The process dehydrates the carrot juice by targeting water molecules only, which leaves nutrients intact.

### Is beta-carotene safe to ingest?

The National Institutes of Health states that "provitamin A carotenoids such as beta-carotene are generally considered safe because they are not traditionally associated with adverse health effects."

### Why does the powder have a crystallized appearance?

During production the juice is dried into a thin sheet of crystallized juice. This sheet is then pulverized into a powder. To reduce the generation of heat during this step we minimize time in the grinder, which can result in larger crystalline particles.

1. Livny O, Reifen R, Levy I, Madar Z, Faulks R, Southon S, Schwartz B. Beta-carotene bioavailability from differently processed carrot meals in human ileostomy volunteers. *Eur J Nutr.* 2003 Dec;42(6):338-45. doi: 10.1007/s00394-003-0430-6. PMID: 14673607.
2. Tanumihardjo SA. Vitamin A: biomarkers of nutrition for development. *Am J Clin Nutr.* 2011 Aug;94(2):658S-65S. doi: 10.3945/ajcn.110.005777. Epub 2011 Jun 29. PMID: 21715511; PMCID: PMC3142734.

Additional Source:  
<https://www.mountsinai.org/health-library/supplement/beta-carotene>

## Distributed exclusively by:

**LOREN & KATHLEEN SCHIELE**

**direct: 214-340-0379**

**toll free: 877-735-2121**

**email: [Loren@YourLifeSource.com](mailto:Loren@YourLifeSource.com)**

**website: [YourLifeSource.com](http://YourLifeSource.com)**

**AIM ID: 343417**



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# 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](http://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](http://bit.ly/Carotenes1)

**Carrots** are considered to be an ideal health food. That's why back in 1991, AIM introduced a whole-food concentrate containing just carrots to its nutritional lineup. No juicing of this root vegetable required!



In spite of being naturally sweet, carrots have a relatively low impact on blood sugar levels. One serving of Just Carrots contains 7 grams of natural sugar from this healthy vegetable. No other sugar, sweeteners or artificial coloring is added.



Beneficial for **overall whole-body health**, Just Carrots delivers particularly effective nutrition for the **eyes and skin**.

The beta-carotene in carrots is an antioxidant carotenoid that your body converts to vitamin A, essential for red blood cell production, immune-system support, good vision and healthy skin.



## Creating Just Carrots

A three-step process is used to make pure, extracted juice from carrots with the fiber removed. Preserving the carrot's nutritional bounty, AIM's process involves freeze-drying at low temperatures in a vacuum-sealed chamber to create carrot crystals that are clearly, healthy gems!

Twenty-two pounds of raw carrots go into each canister of Just Carrots powder, delivering their wealth of vegetable nutrients, including a rich source of beta-carotene and active enzymes.





### Carrots for Eyes

Beta-carotene, found in carrots, is a non-toxic precursor to Vitamin A. Vitamin A helps protect the cornea and has been linked to preventing, impairing or reducing several eye-related health concerns: dry eye, superior limbic keratoconjunctivitis, macular degeneration, retinitis pigmentosa and Stargardt's disease, cataracts and recovery after laser eye surgery. Furthermore, vitamin A helps you see better in low light and improves peripheral vision.



### Carrots for the Skin

Vitamin A is currently being studied for its potential to reduce wrinkles caused by the aging process. Vitamin A has also been used to treat acne, repair sun and other damage, maintain healthy skin and relieve psoriasis a bit.

### Carrots for the Immune System

Vitamin A deficiency has been linked to an impaired immune system and can increase your risk of catching an infectious disease.



### Carrots to Help with Fertility

Vitamin A is vital for the continuation of the species as it helps the male and female reproductive systems as well as embryonic development, especially the development of a healthy nervous system.



### Carrots for Oral Health

Vitamin A has bone-boosting properties which can strengthen teeth and is good for the gums, too.

### Carrots to Help Fight Cancer and Disease

Vitamin A has been linked to lower rates of breast cancer and has been found to be helpful reducing complications in the following illnesses: malaria, HIV and measles



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- Improves eye and skin health
- Boosts immune health with beta-carotene



- Supplements a nutrient deficient diet

## Vitamin