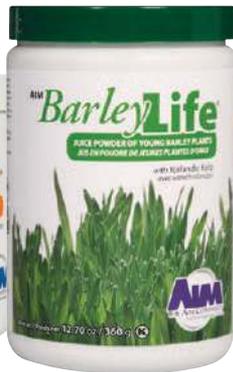


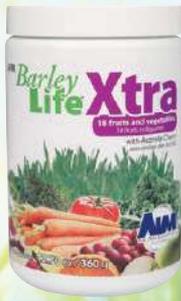
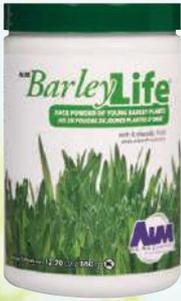
# fresh focus!

Supplement to AIM Living Well magazine, Vol. 1

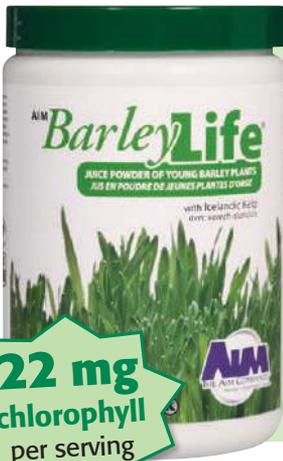


**AIM**  
THE AIM COMPANIES™

# GREENS & MORE GREENS!



BarleyLife	BarleyLife Xtra	LeafGreens	CoCoo LeafGreens
<b>Differences</b>			
Gluten-free, Kosher	Contains 18 different fruits and vegetables	Provides sulforaphane 400 mcg per one serving	Provides sulforaphane 400 mcg per two servings
Three ingredients	18 mg Vitamin C from acerola cherries	Additional greens include arugula, kale & Swiss chard	Additional greens include arugula, kale & Swiss chard
Serving: 4 grams	Serving: 4.5 grams	Serving: 3.5 grams	Serving: 4 grams
Take twice per day	Take twice per day	Take up to twice per day	Take twice per day
Tastes like fresh greens	Tastes like cherry apple greens	Tastes like fresh greens with a hint of citrus	Tastes like chocolate with a hint of greens
Contains kelp	Contains kelp	Provides quercetin and kaempferol	Provides quercetin and kaempferol
Contains brown rice oligodextrin	Contains brown rice oligodextrin	Contains broccoli sprout powder	Contains broccoli sprout powder
1 gram of sugar per serving	1 gram of sugar per serving	0 grams of sugar per serving	0 grams of sugar per serving
22 mg chlorophyll per serving	22 mg chlorophyll per serving	22 mg chlorophyll per serving	Three sources of cocoa
<b>Similarities</b>			
Non-GMO			
Certified vegan			
Contains barley grass juice powder			
Contains chlorophyll			
Contains SOD (Superoxide Dismutase)			
Alkalizing			
Contains naturally-occurring enzymes			
Grown without the use of pesticides, herbicides or fungicides			



**22 mg**  
**chlorophyll**  
per serving

## Chlorophyll is Famous for:

- ✦ Being a balancing part of the alkaline diet
- ✦ Anti-inflammatory properties
- ✦ Antioxidant and antimutagenic capabilities
- ✦ Promoting a healthy digestive tract
- ✦ Banishing bad breath
- ✦ Helping people feel fresher and cleaner

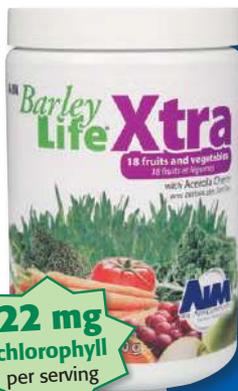
## Health Benefits of young barley grass

### FUN FACT:

The AIM Companies™ has sold over **700 million servings** of green barley powder since 1982. If you stacked them all into our present-day 90-serving canisters, the tower would be 686 miles (1,104 kilometers) high, extending over 400 miles (700 kilometers) past the international space station!

- Provides natural vitamins, minerals, chlorophyll, antioxidants, phytonutrients and enzymes
- Increases energy levels
- Boosts the immune system
- Provides anti-inflammatory and alkalizing benefits
- Delivers powerful antioxidants, including superoxide dismutase
- Balances body pH
- Helps to maintain whole-body health

**Kelp adds nutrient-rich food to BarleyLife and iodine that is essential for the production of thyroid hormones.**



## FEEL NOTICEABLY BETTER

“When I eat food that is full of saturated fat or low-quality vegetables from a carryout restaurant, I feel unhealthy (i.e., like some kind of bug has entered me!); I immediately take an individual BarleyLife Xtra sample packet. Then, almost right away, I feel noticeably better! Both BarleyLife and BarleyLife Xtra are convenient to have on hand when your immune system needs a boost.”

— Shelley Dryden



### Acerola Cherries: The Vitamin C in BarleyLife Xtra

BarleyLife Xtra gets its vitamin C content from acerola cherries. Out of any commonly eaten fruit, these cherries contain the highest amount of vitamin C. At one point in time, they have even been used to treat and/or prevent scurvy. Acerola cherries also contain several phytonutrients like quercetin and kaempferol. These cherries pack a wild, free-radical destroying punch, boosting immunity and fighting inflammation and infection.



### Health Benefits of CoCoo

- Lowers blood pressure
- Improves blood vessel health
- Decreases bad cholesterol while increasing good cholesterol
- Reduction in risk factors for diabetes and cardiovascular disease
- Aids with insulin resistance
- Increases the bioavailability of nitric oxide
- Improves endothelial function
- Contains polyphenols



### Top Reasons to Give Your Child CoCoo LeafGreens

- 1 Kampferol boosts immune system health.
- 2 Diversify their vitamin portfolio.
- 3 The flavanols in cocoa may protect your children from sun damage. Nobody wants sun-damaged kids!
- 4 Quercetin may provide relief from pesky allergies.
- 5 Better nutrition has been linked to better grades.
- 6 Iron deficiency can decrease cognitive functioning. CoCoo LeafGreens has 10% of daily iron needs.
- 7 Kids who don't eat healthy are at greater risk of developing unhealthy weight control behaviors.

**Barley Leaf, Spinach, Kale, Arugula,  
Swiss Chard, and Broccoli Sprout powders**



**95 mcg  
Vitamin K  
per serving**

**Studies associate Vitamin K with:**

- Bone health
- Increased bone mineral density
- Preventing coronary heart disease
- Decreased fracture risk
- Healthier, flexible arteries
- Better memory
- Decreased cognitive decline associated with aging
- Blood coagulation
- Protection against development of non-Hodgkins lymphoma
- Protection against osteoporosis
- Preventing bone loss associated with anorexia, cirrhosis, Alzheimer's and Parkinson's disease
- Lowering risk of cardiovascular disease
- Reducing neuronal damage associated with Alzheimer's.
- Decreasing likelihood of diabetes

**ASTONISHING  
BENEFITS OF ARUGULA**

- Aids with weight loss
- Immune booster
- Anti-bacterial
- Packed with minerals
- Antioxidant
- Anti-viral
- Bone health
- Brain health
- Cancer fighter
- Facilitates blood circulation
- Eye health
- Prevents macular degeneration
- Helps pregnancy
- Heart health
- Wound healing



**krazy benefits of kale**

- weight loss aid
- metabolism boost
- antioxidant-rich
- high in protein
- anti-inflammatory
- protects against macular degeneration
- helps keep skin healthy and strong
- immune boosting
- packed with phytonutrients
- helps activate detoxifying enzymes in the liver
- high in fiber, protein, thiamin, riboflavin, folate, iron, magnesium, phosphorus, calcium, potassium, copper and manganese, vitamins A, C, K and B6



**SUPER <sup>benefits of</sup> SWISS CHARD**

- Antioxidant-rich
- Regulates blood sugar
- Helps create myelin sheath to protect nerves
- Promotes hair growth and strength
- Prevents blood clotting

**“With BABY BOOMERS approaching old age, there is huge public demand for lifestyle behaviors that can ward off loss of memory and other cognitive abilities with age,”** said Martha Claire Morris of Pennsylvania State University. **“Our study provides evidence that eating green leafy vegetables and other foods rich in vitamin K, lutein and beta-carotene can help to keep the brain healthy to preserve functioning.”**

# Which Beet Product



## RED RUSH™

- ① Pre-workout
  - ② Peak performance
  - ③ Severe nitric oxide deficiency
  - ④ Accurate nitrate delivery
  - ⑤ Convenience
  - ⑥ Non-beet taste
- 500 mg of beet nitrate per shot

## Unleash the rejuvenating power of **beets!**

**Science Daily:** “Daily dose of beet juice can promote brain health in older adults.”

### Nitric Oxide and Anti-Aging

If you're over the age of forty, then your nitric oxide levels may be taking a nosedive. Stress, high-fat diets, the aging process, high-fructose corn syrup, alcohol and obesity can all chip away at the valuable endothelial lining of your veins where nitric oxide is created. At age forty, you have 50% less nitric oxide than you did in your twenties. That's not good. Low levels of nitric oxide are now recognized as the “hallmark of endothelial dysfunction” and considered a major contributing factor of many ailments, including hypertension, hypercholesterolaemia, diabetes and atherosclerosis. Nitric oxide strengthens the heart, relaxes your arteries and works to maintain proper blood flow.



# Is Right for You?

## RediBeets®

- ① Nutrition
  - ② Everyday nitrate supplementation
  - ③ Enzymatic actions
  - ④ Beet taste
  - ⑤ Mixability
  - ⑥ Upkeep for non-workout days
- 72 mg of beet nitrate per serving**

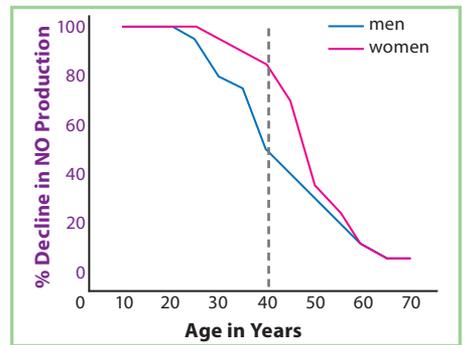


“Single dose administration of dietary inorganic nitrate **acutely reduces blood pressure** ... via bioconversion to the vasodilator nitric oxide.”  
—Hypertension Journal



“Beet juice lowers blood pressure.”

—WebMD



### From the American Heart Association Newsroom:

- ♥ Blood pressure decreased about 10 mm Hg in high blood pressure patients who drank a cup of beetroot juice daily.
- ♥ Beetroot juice contains dietary nitrate, which may help relax blood vessel walls and improve blood flow.
- ♥ Increasing intake of foods rich in dietary nitrate may be an affordable and attainable way to manage blood pressure.

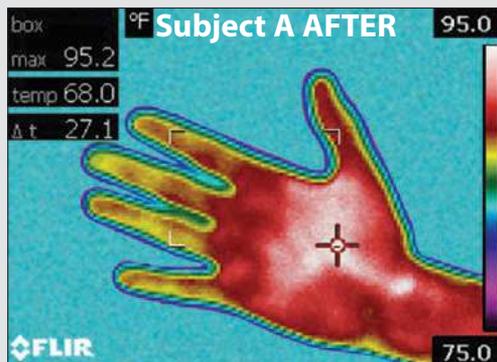
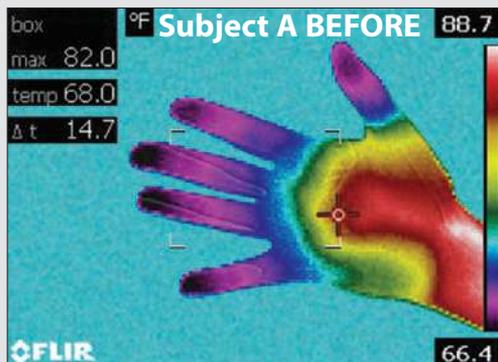


Health

# Benefits of Beets

- Supports healthy liver function
- Is an alkalizing food
- Boosts energy
- Rich in B vitamin folate
- Contains betacyanins, a natural anti-inflammatory
- Contains betaine that helps protect cells from dehydration
- May reduce blood pressure
- May lower homocysteine levels
- Naturally low in sodium
- Rich in phytonutrients
- Purifier of the blood
- Natural colon cleanser
- Immune system booster
- Supports capillary health
- Rich in potassium
- Natural stomach acid tester
- Improves mood
- No saturated fat
- Low in calories

Beet juice made simple with **RediBeets®** and **Red Rush™** whole foods from The AIM Companies.



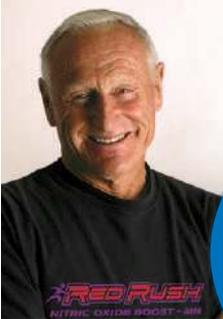
*The secret of  
**Athletes***



**Anél Oosthuizen**  
South African  
Race Walker and  
Red Rush Athlete

## **BLAST OFF!**

Kris said that she took one-half shot of Red Rush 1.5 hours before her Zumba® class that started at noon. At 12:30, exactly two hours later, she felt like a rocket booster that blasted off! She totally felt the difference that it made in her workout!



## Lew Hollander

*Oldest Competing IronMan •  
AIM Member • Nuclear Physicist*

As a triathlete you need sustaining power. The ATP cycle drives your muscles and provides that power. **Nitric oxide is very important for an efficient ATP cycle which generates the energy to drive muscles.** If you are active, you need nitric oxide. It increases your short- and long-term abilities by allowing your ATP cycle to function more efficiently. When exercising, you will quickly use up your nitric oxide. The best "quick fix" for getting nitric oxide that I have found comes from **Red Rush**. The best news is that you will be less stiff and sore the day after.

It truly is a great product! If I didn't believe in it I wouldn't use it. In fact **Red Rush** is the best product out there for any athlete who wants to get better, faster and stronger! I use Red Rush before every one of my workouts.

—**Thomas Hine**, CrossFit Red Rush Athlete



Studies have shown that the **blood pressure-lowering effects of beet juice lingered for two weeks** after the subjects stopped drinking it!

Two thermographic photos show the before and after images of the same hand two hours after consuming a bottle of Red Rush. The first indicates depleted NO levels; the second indicates the NO levels are at target.

## Beet Juice Helps You Lose Weight!

- Studies have found that beet juice may turn white fat into its easy-to-burn counterpart, brown fat.
- Higher nitric oxide levels have been linked to increased metabolism levels!
- Nitric oxide increases the amount of glucose the skeletal muscles use during exercise. Beet juice may have the potential to help burn more fat as fuel.



# **Look at what these studies have to say about the Antioxidants Found in Carrots!**

## ***The Nutrition Journal***

“Drinking carrot juice may protect the cardiovascular system by increasing total antioxidant status and by decreasing lipid peroxidation independent of any of the cardiovascular risk markers measured in the study.”

## ***The European Journal of Nutrition***

“Carrot consumption modifies cholesterol absorption and bile acids excretion and increases antioxidant status and these effects could be interesting for cardiovascular protection.”

## ***American Optometric Association***

“Many studies have shown that lutein and zeaxanthin reduce the risk of chronic eye diseases, including age-related macular degeneration (AMD) and cataracts.”

## ***Circulation Journal***

“These epidemiological, in vitro, and mouse model findings support the hypothesis that increased dietary intake of lutein is protective against the development of early atherosclerosis.”

## ***Archives of Ophthalmology***

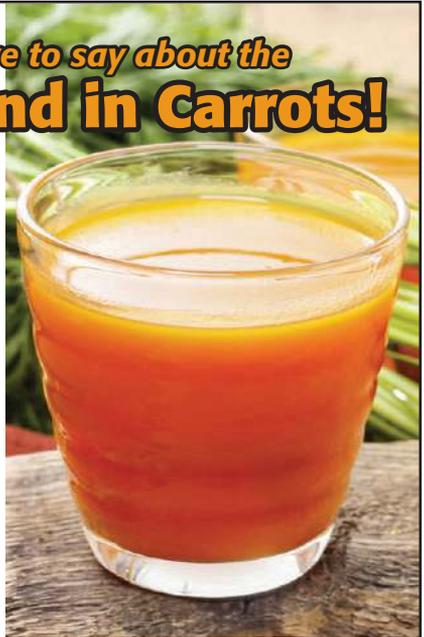
“In these prospective observational data from a large cohort of female health professionals, higher dietary intakes of lutein/zeaxanthin and vitamin E from food and supplements were associated with significantly decreased risks of cataract.”

## ***Cancer Causes and Control***

“The findings provide evidence that a diet rich in beta-carotene and lutein/zeaxanthin may play a role in renal cell carcinoma prevention.”

## ***Journal of the National Cancer Institute***

“This comprehensive prospective analysis suggests women with higher circulating levels of alpha-carotene, beta-carotene, lutein+zeaxanthin, lycopene, and total carotenoids may be at reduced risk of breast cancer.”





### 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 under investigation for its ability 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.

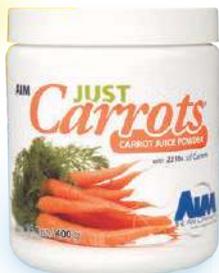


### Carrots for Oral Health

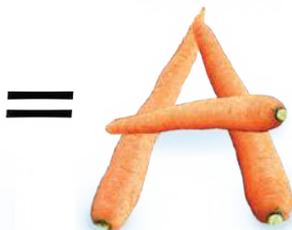
Vitamin A has bone-boosting properties which can strengthen teeth and is good for the gums, too.

### 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



### Vitamin



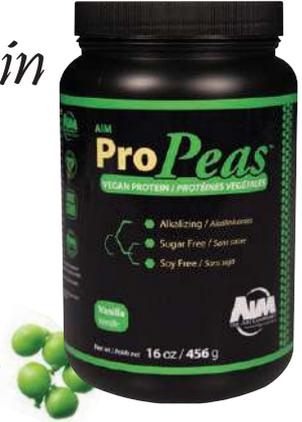
- Improves eye and skin health
- Boosts immune health with beta-carotene

- Supplements a nutrient deficient diet

# Health

## Benefits of Green Protein

- Provides energy
- Aids in tissue repair
- Keeps the immune system strong
- Builds and maintains muscle mass
- Needed for healthy skin, hair and nails
- The body does not store protein and is therefore essential for a healthy diet!



## Signs That You Need More Protein:

- ✓ Brain fog
- ✓ Brittle nails
- ✓ Muscle and joint pain
- ✓ Constantly getting sick
- ✓ Weakness
- ✓ Fatigue, trouble sleeping
- ✓ Hair thins, falls out
- ✓ Cravings for sweets
- ✓ Weight gain



ProPeas takes 4 hours to digest leaving you fuller longer



Whey and soy proteins digest fast leaving you hungry in 90 minutes

	AIM ProPeas™	Whey protein	Soy protein
Non-allergen	✓	✗	✗
Alkalizing	✓	✗	✓
Non-GMO	✓	✓	✗



## Reasons to Add MORE Protein to Your Diet

Fifteen percent of your total calories consumed should be protein. There are certain situations where you may want to increase protein intake temporarily:

- 1 Weight loss:** Protein provides satiety
- 2 Metabolic conditions:** Proteins have a stabilizing effect on blood sugar
- 3 Athletes training hard:** To build muscle
- 4 The elderly:** To maintain muscle mass. Loss of muscle mass is a huge problem among aging
- 5 People under stress:** To keep the system balanced

### Complete Protein vs ProPeas (mg per g)

Amino Acids	Complete Protein	ProPeas	%
<b>Tryptophan</b>	7	6	82%
Threonine	27	39	144%
Isoleucine	25	54	218%
Leucine	55	103	187%
Lysine	51	61	120%
Methionine + Cystine	25	20	78%
Phenylalanine + Tyrosine	47	91	194%
Valine	32	55	172%
Histidine	18	23	130%

Average: 147%

ProPeas has a great average AA profile at 147% (compared to the complete protein criteria).

**Tryptophan**, methionine and cystine are low, but are high in sulfur, which has an acidic effect on the body.

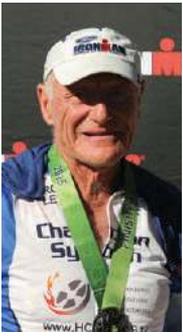
A 20-year prospective study of over 80,000 women found that those who ate low-carbohydrate diets that were high in vegetable sources of fat and protein had a 30 percent lower risk of heart disease compared with women who ate high-carbohydrate, low-fat diets. Diets were given low-carbohydrate scores based on their intake of fat, protein and carbohydrates. However, eating a low-carbohydrate diet high in animal fat or protein did not offer such protection.

—Harvard School of Public Health.

“I have had respiratory problems (pneumonia and bronchitis), and as a result, I now avoid dairy products. I am essentially a vegetarian and love **ProPeas** since it is dairy-free. Just before my lunch, I mix up a scoop of AIM ProPeas, plus a scoop of AIM BarleyLife and kick it up a notch with a scoop of CalciAIM.

It looks like a green smoothie milkshake but has no dairy in it! It fills me up, gives me energy, adds to my vegetarian protein, and I get my ionic calcium, too! Sometimes I use it as a meal replacement! Love it! Thank you, AIM, for ProPeas.”

—Jan Baxter,  
AIM Director



# Interview with Lew Hollander:

**AIM Member Lew Hollander** holds the world record for being the oldest person to complete an IronMan Triathlon as well as the record for being the oldest person to complete the IronMan

Triathlon Championship in Kona, Hawaii.

**The AIM Companies (AIM):** You've run about 2,000 races, correct?

**Lew Hollander (LH):** That's an estimation, counting all the little races and the endurance riding.

**AIM:** Which triathlon is your favorite?

**LH:** Roth, Germany. That's a great race. It's probably everyone's favorite. It's very well run. You ride through all these little Bavarian towns on your bicycle. Some have cobblestone streets. That's not so great on a bike, but there are tables set up along the route and on all the tables are beers. People sit at those tables and drink beer. It's a comfortable race, a lot more comfortable than dangerous.

There's no crowd control. That's the way it is there. I rode through one of these towns and somebody said "That's Lew Hollander, seventy-year-old triathlete"—I was seventy then—and everyone cheered and they pushed me and my bike up a hill which is sort of scary even though they were trying to help.

**AIM:** Are there any that you don't like to do?

**LH:** They are all a little dangerous, especially the swim. But any one that I finish is a good one.

**AIM:** How important is nutrition for training and longevity?

**LH:** You are what you eat. Nutrition in the broad sense, you survive. I don't eat anything I can't identify the part to. No hot dogs or hamburgers. I guess I eat candy bars. Who knows what are in those? But I like to see a bone or a wing or some feather. Nothing ground up. I try and eat healthy.

I like to say without chocolate, life is darkness and chaos. I also left bacon off my list of things that I can't eat, so I could eat it.

**AIM:** Do you feel there is a psychological component to the aging process? A sense of people saying I can't do such and such because I'm x years old.

**LH:** Oh, absolutely. There is nothing unique about Lew Hollander. There are people who bike faster, think better, and run faster, do everything better than me. I'm pretty persistent. I fall down just like everyone but I keep going. I think people find excuses for a more leisurely lifestyle. "I'm too tired. I'm too cold."

If I know I have an entry in a race, I like to think backwards. I'm crossing a finish line. I have to do it in seventeen hours. What do I have to do to be at that spot? I need good running shoes. If they don't fit well, I'd be in pain by mile seventeen. How about my eating? How about my weight? I can't eat that it'll cause me to gain weight. I won't be able to finish.

You can preserve your quality of life. The older you get, the longer you have to push at it. I know a lot of people who are still alive at my age, but they are being wheeled around with an oxygen bottle, waiting for the coroner to come. One of the big differences is the quality of life. You had better start training at forty.

# World's Oldest IronMan Triathlete

I was checking out of the Sheridan in Clearwater years back and a lady goes, "Hey, look at this guy. He's eighty and he did the Iron Man." A guy looks at me and says "What do you take?" I said, "Nothing. You want to spend a day with me and see what I do? This was a conscious decision." He didn't want to come with me.

You get your first forty years free. You can overcome and repair a lot of damage then. You get to forty and then you have to pay. Life, your length of life, is like a bank account. You can put money in, or you can take it out. You can be in debt and die early and you'll be miserable.

Eat right and exercise and have a full life. That's money in the bank.

**AIM:** Can you talk about your motto of "Go Anaerobic Every Day?"

**LH:** I talked to a guy in a Triathlon club in Mississippi. He said "You go anaerobic every day. We run that way because you told us. We run up hill that we named Hollander Hill."

How do you know when you're going anaerobic? When you can't breathe. It's not rocket science. You run as hard as you can. The next time run a little farther until you clear your anaerobic threshold.

I'm a physicist. What I think, I'm really out on a limb here. This is only an observation. I think when you're in that state, I think a whole lot of things happen to your endocrine system, your pituitary, your thyroid. All these things are linked together. You were designed to die at thirty-five like the cavemen. All those glands and hormones just start to give out. When you go anaerobic, your body goes "this guy is serious" and it keeps producing that stuff. Most people won't make that choice.

**AIM:** Congratulations on your win in Florida.

**LH:** I opened a new age group at the next Hawaiian Iron Man. 85-90. I tell people that two things helped me: Idaho potatoes and Red Rush beet juice. **I drink Red Rush all the time.** I love it. I drank three during my race in Florida.

I have always recognized the necessities of nitric oxide. Most people are not aware of the value of nitric oxide. It's necessary to the ATP cycle. You can use it to lose weight and it helps your sex drive.

I think you have a good product. Why not take it? Why not increase your nitric oxide? If you want a better life, take nitric oxide.

I also take Red Rush for ping pong. I think it elevates your reaction time and your ability.

**AIM:** Do you have races between now and Kona?

**LH:** I have like twenty races between then. I just did the Hot Chocolate Run in Seattle. I do something every weekend: a run, a bike race or a swim race.

I put my max effort into everything. That's my philosophy: persistence. I heard a talk once at a high school graduation. "Everybody falls down, everybody, every day. The great ones get right back up." Just suck it up and keep going.



Your pets can benefit from many AIM products, too.  
See the Pet Health datasheet for more information.



Other *fresh focus!* supplements  
are also available for purchase.

For **Nutrition that Works!** contact:



**FOR MORE INFORMATION**  
**[WWW.YOURGOODHEALTH.COM.AU](http://WWW.YOURGOODHEALTH.COM.AU)**



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