



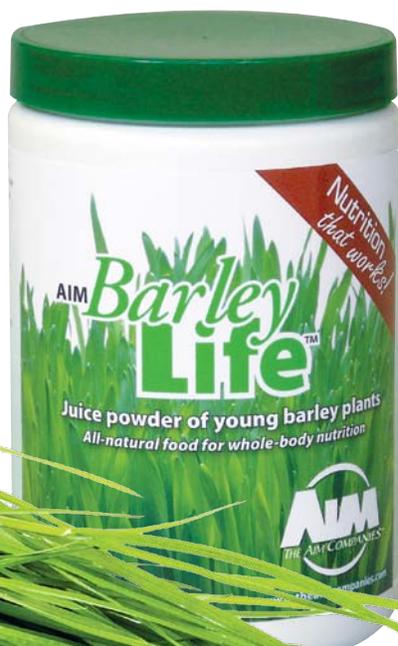
BarleyLife®

Whole body health is achieved when all body systems are in balance. 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. BarleyLife is available in a number of varieties: BarleyLife powder, BarleyLife Xtra powder (with 18 different fruits and vegetables), BarleyLife capsules (vegetarian), and BarleyLife Sample Packs.

Barley grass juice — 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 phytonutrients. Researchers 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 nutritional makeup from their adult counterparts.

A dilemma arises when we, as humans, attempt to derive nourishment from this nutrient-rich barley grass. The human



Benefits and Features

- Helps maintain whole-body health with a natural spectrum of vitamins, minerals, chlorophyll, antioxidants, phytonutrients, and enzymes*
- Offers unique and powerful plant antioxidants
- Contains superoxide dismutase (SOD)
- Naturally rich in chlorophyll
- Nutrients in natural proportions without synthetic or genetic modification
- Delivers two to three times more nutrients per serving than a typical serving of green vegetables
- Promotes a healthy cardiovascular and immune system
- Provides anti-inflammatory benefits
- Increases overall energy
- Enhances performance for those with active lifestyles
- Helps alkalize the body
- Built on 30 years of safe and beneficial use by AIM Members
- Holistic approach to barley grass crop management—crops cut only once
- Grown in clean, green, pristine environments
- Eliminates the task of juicing
- Pure juice, not milled grass; minimal fiber
- BarleyLife is also included in the AIM Daily Essentials™

* A full nutrition facts panel is available at www.theaimcompanies.com

body is not equipped with the enzymes to break down the fiber in the barley grass. Thus, without intervention, this nutrition remains insoluble and is, 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, the vast nutritional profile of barley was unlocked for human consumption. Barley grass became bioavailable. However, the nutrients in the liquid state were quite fragile and had to be consumed within a very short time to retain their nutritive value. To provide a realistic shelf life, one more step was needed to make this barley juice readily available to humans.

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, innovative, and efficient cool processing method for maximum nutrition and fresh-tasting juice powder.

Brown Rice Oligodextrin

BarleyLife now contains brown rice oligodextrin instead of corn maltodextrin. Brown rice oligodextrin offers the functional properties of maltodextrin with the benefits of native proteins and nutrients from brown rice that have always been a part of the BarleyLife formula. Oligodextrin added to the barley juice acts 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 vitamins, minerals, and other phytonutrients.

AIM uses only non-GMO, medium grain brown rice grown in the USA.

Kelp

BarleyLife contains *Laminaria digitata*, a wild, uncultivated species of kelp from Atlantic ocean waters. Kelp provides additional iodine content to BarleyLife. Deficiencies in iodine have been linked to developmentally impaired cognitive functions in young children. These deficiencies have also been associated with extreme fatigue, depression, weight gain, and low basal body temperatures.

As a nutrient-dense, whole food, BarleyLife becomes an ideal fast food. Among these nutrients, several deserve a closer look.

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 absorption of three dietary carcinogens: heterocyclic amines (found in cooked muscle meat), polycyclic hydrocarbons (found in smoked and barbecued foods), and aflatoxin (a mold toxin found on peanuts). The chlorophyll formed complex compounds with the carcinogens while they were in the digestive tract, limiting their bioavailability. The limiting of aflatoxin's bioavailability has been reinforced in a 2009 human study published in *Cancer Prevention Research*.

Chlorophyll also removes carbon dioxide and carbon monoxide and has been found to reduce fecal, urinary, and body odor. In addition, it has anti-inflammatory and antioxidant properties. Chlorophyll is one of the most fragile nutrients in Bar-

leyLife. By testing for chlorophyll content during processing and throughout the shelf-life of the product, AIM ensures each serving of BarleyLife contains more than 19 mg of chlorophyll.

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 BarleyLife. Research 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

BarleyLife contains naturally occurring vitamin K1 (phytolnadiol), which is found in plants. This fat-soluble vitamin plays a key role in proper bone growth and bone density maintenance. 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. BarleyLife contains 100 percent of the Reference Daily Intake (RDI) of vitamin K per serving.

Superoxide Dismutase (SOD)

Green barley leaves contain a multitude of enzymes. Enzymes are essential for the thousands of chemical reactions that occur throughout the body, including the absorption of digested nutrients. The enzyme superoxide dismutase (SOD) is a powerful antioxidant thought to slow the rate of cell destruction by providing a defense against free radicals, especially the most prolific free radical, superoxide. Superoxide free radicals are thought to be responsible for the breakdown of synovial fluid that leads to the inflammatory response in joints. Much of the current clinical research on SOD is focused on arthritis, bursitis, and gout. SOD is heat sensitive, and it is considered to be a measurement of overall enzymatic activity. If SOD is present in a food in an active state, it can be concluded that the other enzymes in the food are also present in an active state. Enzymes are not found in processed and cooked foods.

Alkalinity (pH)

Green barley grass has a strong alkalizing effect, which helps keep the ratio between acidity and alkalinity in our body fluids balanced. Our cells cannot function efficiently if the pH (which measures acidity and alkalinity) is not in a narrow range. Most processed foods are acidifying, and when we consume too many of them, the acid-alkaline balance is upset.

Green barley grass contains the alkalizing minerals potassium, calcium, and magnesium. These minerals neutralize acidic materials and can help maintain a healthy acid-alkaline balance. Order an AIM pH Test Kit (5488E US) to determine whether your body is acidic or alkaline.



Beta-carotene

Vitamin A, a fat-soluble vitamin, plays an important role in vision, growth and development, immune functions, red blood cell production, reproduction, and the development and maintenance of healthy skin, hair, and mucous membranes. Vitamin A can be found in two main forms in foods:

- Retinol from animal and synthetic sources
- Carotenes that are synthesized by plants

The vitamin A in BarleyLife is beta-carotene, which is the most efficient of the carotenoids for conversion to vitamin A in the body. Vitamin A is also an important antioxidant known to protect cells. Beta-carotene has been linked to the maintenance of ocular, cardiovascular, and immune health.

Folic Acid

Folate is a water-soluble B vitamin that occurs naturally in food. Folic acid is a form of folate that is found in some foods and also in supplements. Folic acid helps produce and maintain new cells—it is needed to make DNA and RNA, the building blocks of cells. This is especially important during periods of rapid cell division and growth such as infancy and pregnancy. Research has shown that women who take folic acid before and during pregnancy have a 70 percent reduction in incidents of spina bifida and other neural tube defects. Folic acid also helps prevent changes to DNA that may lead to cancer. Both adults and children need folate to make normal red blood cells and prevent anemia. Three servings a day of BarleyLife provide over 30 percent of your RDI of folic acid.

Meet the family ...

BarleyLife powder

- Introductory size 6.35 oz (180 g) – 45 servings
- Family size 12.70 oz (360 g) – 90 servings
- Provides a full spectrum of nutrients
- Grown in clean, green, pristine areas free from ground or industrial pollution
- Tested to be herbicide, pesticide, and fungicide-free
- Free of animal products, soy, and wheat

BarleyLife capsules

- 280 vegetarian capsules / 40 servings
- Provides a full spectrum of nutrients
- Capsules dissolve rapidly for excellent assimilation and absorption
- Great for travelers and people “on the go”
- Free of animal products, soy, and wheat

BarleyLife Sample Packs— in convenient single servings

AIM’s Sample Packs come in handy, resealable pouches containing six single servings of BarleyLife or BarleyLife Xtra.

Heading out on vacation or just a quick trip somewhere? Want to share BarleyLife with someone? Looking for a handy way to carry some BarleyLife as you go about your day? The single serving Sample Packs are the answer.

BarleyLife Xtra powder— when taste makes all the difference

BarleyLife Xtra is a delightful, cherry-apple flavored green barley juice powder with 18 different fruits and vegetables. With only one gram of sugar per serving, 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.

- 12.70 oz (360 g) powder / 80 servings
- Provides a full spectrum of nutrients
- No artificial sweetener, coloring, or preservatives
- Free of animal products, soy, and wheat
- Each 4.5 g serving of BarleyLife Xtra contains 4 g BarleyLife
- Vitamin C—a 4.5 g serving contains 34 percent of the Recommended Daily Intake

How to use BarleyLife

- Take one rounded teaspoon 2 times per day. Many people start with 1/2 teaspoon per day and gradually increase their serving every four to five days.
 - Young children begin with 1/8 teaspoon per day and gradually increase to 1/4 teaspoon.
 - Since mixing BarleyLife activates the nutrients, drink it immediately after mixing it in water or your favorite juice.
 - BarleyLife delivers the greatest benefits when taken on an empty stomach, 30 minutes before or two hours after a meal.
 - You may take BarleyLife with other AIM products. To receive the greatest absorption of nutrients, take AIM Herbal Fiberblend® one hour before or 30 minutes after taking BarleyLife.
 - Close tightly after opening and store in a cool, dry, darkplace (70-75° F). Do not refrigerate.



Q & A

Is there anyone who should not use BarleyLife?

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 care practitioner. Those on a restricted diet (especially in regard to “green foods”) should also consult a health care practitioner.

I started taking 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 datasheet.

What is oligodextrin?

Oligodextrin is made from whole brown rice using a natural hydrolysis process without the use of acids, alkalis, or sulfites. Brown rice oligodextrin is a complex carbohydrate that functions as a buffer between the enzymes and other molecules, stabilizing and maintaining the nutrients.

How can I prevent humidity related clumping?

AIM BarleyLife can be put in a newer freezer (equipped with a dehumidifier) to preserve the nutrients and prevent humidity related clumping

BarleyLife powder

Has the serving size changed?

No, the serving size/weight is still 4 grams but the serving volume is dropping from 2 level teaspoons to 1 rounded teaspoon. The new and more economical 360 g “family size” canister now provides 90 servings.

How much natural sugar is in each 4 g serving?

Each 4 g serving contains only 1 g of natural sugars, from the barley juice.

BarleyLife Xtra

Why is Lo Han used in BarleyLife Xtra?

Lo Han, shortened from Lo Han Kuo (*Siraitia grosvenorii*), is a member of the cucumber and melon family. Used for centuries in China, Lo Han is 300 times sweeter than sugar. 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 BarleyLife Xtra than in the other varieties of BarleyLife?

Yes, the percentage of vitamin C per serving is larger in BarleyLife Xtra than other BarleyLife products. Acerola cherry powder, used in BarleyLife Xtra, is one of the richest sources of natural vitamin C. The 18 different fruits and vegetables used in BarleyLife Xtra bring their nutritional content to the mix, enhancing the nutritional profile, including increased levels of vitamin C at 34%.

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.

AIM recommends BarleyLife with the Garden Trio (Just Carrots and RediBeets) and Daily Essentials (AIMega and Herbal Fiberblend).

Distributed exclusively by: