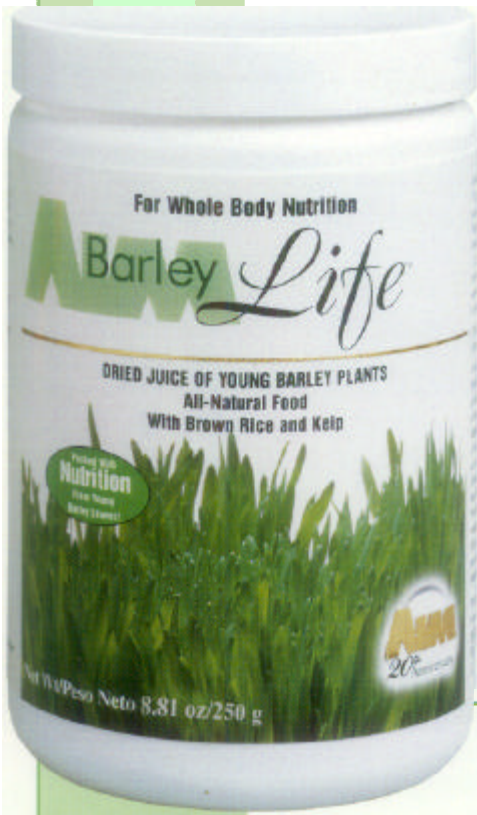


# Raising the Green Standard



*Nutritionally dense green barley juice powder  
raises the bar for the entire industry*

"With just three servings of AIM BarleyLife™, I could feel the difference. I noticed an increased sense of well-being, energy, and stamina. I just felt great! And I had already been using a barley juice powder for more than six years."

-Loren Schiele

*AIM Royal Emerald Director, Dallas, TX*

In the short time that I have been using AIM BarleyLife™, I have noticed that I am able to accomplish more during the day because I have more energy. I am also thinking more clearly. And, joint pain has disappeared.

--Toni Lund

*AIM Chairman's Club Member; Saint George, UT*

"To me, AIM BarleyLife™ is the answer to feeling like you want to feel- healthy and energetic, with no health problems, at my age, 75, when many people are having major health problems. AIM BarleyLife™ is the answer to living old gracefully."

-Jim Kling

*AIM Chairman's Club Member; Nampa, ID*

## Dietary shortcomings

North America is the continent of plenty: plenty of natural resources, plenty of farms, ranches, supermarkets, and restaurants, plenty of strokes, heart attacks, diabetes, and other obesity-related diseases. And as other countries develop, the incidence of these same health issues increases. Where did we go wrong? How have we turned nature's gift—the ingredients for quality and longevity of life—into a growth industry for the medical community, which becomes rich treating our nutritionally related maladies? The answer is we've taken nature's bounty and processed it into junk. According to the *American Journal of Clinical Nutrition*, one third of the average American's diet is junk food. This nutritionally empty food is high in calories and short on quality. And for every bite of junk food we swallow, we fail to take a bite of nutritious food. Worse yet, the journal's study was limited to obvious junk food, not the overprocessed, sickly marketed products that masquerade as "wholesome" food.



## Dietary goals

The irony of these sad facts is that the United States Senate Select Committee on Nutrition and Human Needs published the Dietary Goals for the United States in 1976, which sounded an alarm meant to lead us down precisely the opposite path we have traveled. We came to a fork in the road and took the wrong one. Writing for the committee, Senator George McGovern said:

The simple fact is that our diets have changed radically within the last 50 years, with great and often very harmful effects on our health. These dietary changes represent as great a threat to public health as smoking. Too much fat, too much sugar or salt, can be and are linked directly to heart disease, cancer, obesity, and stroke, among other killer diseases. In all, six of the ten leading causes of death in the United States have been linked to our diet.

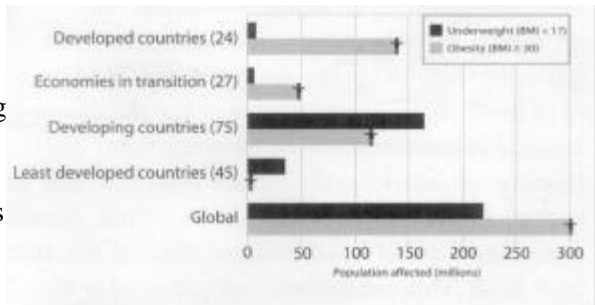
## Obesity link

That 79-page report called for new dietary goals, including the consumption of more fresh fruits and vegetables, and fewer processed foods

which include the overuse of salt, sugar, and fat. It is noteworthy that a quarter-century ago, the Senate recognized that our poor dietary habits were as harmful as smoking, and all these years later researchers are singing the same song as though, it were new. A study released in March 2002 by RAND, a nonprofit think tank, posited that obesity exacts a higher toll on health and healthcare costs than either smoking or drinking, and serious obesity-related problems are near epidemic levels.

The study found that obesity linked to health complications, including diabetes, arthritis, heart disease, and certain cancers—raises a person's healthcare costs by 36 percent and medication

costs by 77 percent. And consider this: obesity rates in the United States nearly doubled in the 1990s, from about 12 percent to 23 percent!



## Obesity worldwide

This problem is not restricted to North America. Health experts at the 11<sup>th</sup> European Congress on Obesity reported that after smoking, the obesity epidemic is the single most important modification to reduce cancer. Weight reduction through better diets and more exercise could cut the number of cancer cases by 30 to 40 percent, or three to four million cases, worldwide each year. The World Health Organization estimates that 1 in 4 cases of kidney and gallbladder cancer, 1 in 10 cases of colon cancer, and 1 in 12 cases of breast cancer in postmenopausal women are attributable to obesity. Other experts at the conference reported that More than 300 million people worldwide are obese, and that obesity is increasing globally in both developed and developing countries at an alarming rate in children.

## Dietary shift

What has occurred in the United States and the world is a shift in diet from fruits, vegetables, and whole grains to fats and sugars. And our teeth, our waistlines; our hearts, and our bones are suffering from it. In spite of tremendous advances in food and medical technology, we sink deeper and deeper into a health crisis. Indeed, the figures are astounding. According to *the American Journal of Clinical Nutrition*, less than one percent of the

**99 percent of Americans do not consume the recommended servings of vital nutrients!**

population get all the recommended servings of fruits, vegetables, and other food groups. That means that 99 percent of Americans do not

consume the recommended servings of vital nutrients! The reason for these frightening statistics can be traced to our modern lifestyle. We live fast, but relatively sedentary lives when compared to previous eras.

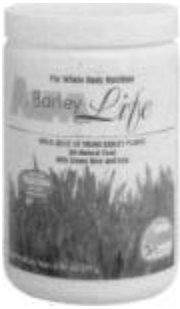
Technology has taken us from sunrise-to-sunset physical labor on the farm or in the factory to 16-hour days sitting in our cars, our offices, and our homes, staring at computers and television sets. Helter skelter, we fill our time with business and personal commitments. Eating is often done at the desk or in the car or from the television tray, and nutritional quality

has taken a back seat to convenience and a developed craving for sweetness. Proof of this is that added sugar consumption has risen 20 percent since 1986, and added sugars now account for 16 percent of the calories consumed by the average American, 20 percent for teenagers. These sugars in prepared foods and beverages have squeezed healthier foods from our diet.



## Nutrition made easy

The nutrition crisis seems insurmountable. And it probably would be if the only solution were to stop and then reverse the worldwide trend toward technology and convenience foods. That would be like trying to catch the Pacific Ocean in a thimble. Fortunately, there is another answer. In 1982, AIM International pioneered the distribution of a concentrated juice powder that contained the entire spectrum of nutrition found in rich barley grass. This innovative product was based on the research of Dr Yoshihide Hagiwara, who, after many years of research with whole foods, determined that green barley is perhaps the most nutritious whole food\* and one of the richest sources of nutrients on earth. The powdered barley juice quickly gained a dedicated consumer base around the world. It earned a reputation for being a "fast food" delivery system for protein, vitamins, minerals, amino acids, enzymes and chlorophyll. Testimonials abound concerning its health supportive benefits. What a powerful dietary



addition it has proved to be! Yet, after two decades of promoting this barley juice powder, AIM refused to rest on its laurels. Instead, the company owners set out to improve this already wonderful fast food. The result of this quest is called AIM BarleyLife™.

## Whole foods nutrition

That the modern lifestyle deprives us of well-rounded nutrition is thoroughly established.

Remember, 99 percent of Americans do not consume the recommended servings of vital nutrients. But that still leaves the question about how best to fulfill our nutritional requirements. Grocery and discount store shelves abound with isolated supplement products. Take vitamin x to support this health issue, vitamin y for stronger bones, and vitamin z for brighter eyes, the advertisements shout. But what about balance? Does nature actually work in isolation the way the vitamin and mineral distributors seem to be claiming? That doesn't make sense! Before the age of bottled vitamins and minerals-which is almost all of human history-people did not fill an isolated nutritional need by grazing on rocks- bite off some zinc on this hillside, maybe some iron over there on that canyon wall. No, the way people got their nutrients was through the consumption of whole foods. There are at least two sound reasons why we should continue to rely on whole foods for our nutrition.

### Bioavailability

For one, most of the nutrients in whole foods are more bioavailable than those in supplements. Bioavailability, the degree to which a substance is available at the site of activity, requires three important characteristics: solubility, absorption,



and metabolism. Solubility means that the substance will dissolve in a liquid medium, and in the case of nutrition, it must remain in that dissolved state in stomach acids and intestinal fluids. We must then be able to absorb it through our intestinal walls, and once in the bloodstream, our

cells must be able to metabolize it. That is, the cells must be able to utilize the nutrients for energy or for tissue construction. Most supplements are less bioavailable largely because they are less soluble. Isolated mineral molecules behave differently from those bound in the plant matrix. Obviously, if they're not soluble, they will never be absorbed or metabolized. There are special cases where this principle does not hold true. For example, a person can absorb the mineral iron to the point of overdose. However, as a general rule, plant-bound minerals are more bioavailable.

## **Phytochemicals**

Second, but certainly as important, is the issue of which substances are contained in whole foods vs. isolated nutrients. Let's compare:

- 1. Whole foods contain vitamins.** Supplements contain vitamins. In whole foods, the vitamins are naturally occurring and balanced by nature. Supplements contain whatever balance of vitamins their manufacturers contrive.
- 2. Whole foods contain minerals.** Supplements contain whatever minerals are packed in them by their manufacturer. As previously stated, most of those minerals are less bioavailable than minerals bound in a plant matrix.
- 3. Whole foods contain phytochemicals.** Supplements DO NOT contain phytochemicals. Phytochemical is a scientific word for plant chemical. These plant chemicals are derived from naturally occurring ingredients in plants, and they are found in vegetables, fruits, grains, legumes, and seeds, but not in isolated supplements.

## **Benefits of phytochemicals**

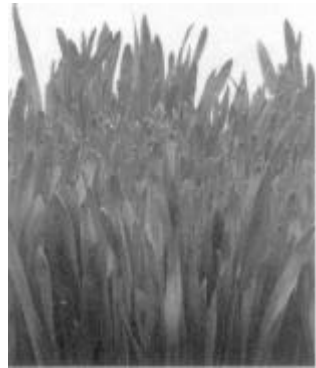
Here in brief is the position of the American Dietetic Association (ADA) on phytochemicals:

Phytochemicals and functional food components have been associated with the prevention and/or treatment of at least four of the leading causes of death in this country-cancer, diabetes, cardiovascular disease, and hypertension-and with the prevention and/or treatment of other medical-ailments including neural tube defects, osteoporosis, abnormal bowel function, and arthritis. The National Cancer Institute estimates that one in three cancer deaths is diet-related and that 8 of 10 cancers have a nutrition/diet component. These figures alone suggest that the potential impact of phytochemicals and functional foods on the health of Americans is worth examining,

Research published in the *New England Journal of Medicine* concluded that "additional dietary factors" such as phytochemicals may play an important role in reducing colorectal cancer risk. Phytochemicals have also been associated with the prevention of numerous chronic diseases. The evidence for the benefits of phytochemicals led the ADA to write: "In addition to the hundreds, or even thousands of components already identified, additional phytochemicals remain to be found. Evolving research indicates that benefits will need to be achieved through consumption of a varied diet that includes a minimum of five servings daily of fruits and vegetables, consistent with the Food Guide Pyramid." Sound advice, to be sure. Unfortunately, as has been established, that recommendation does not match the diet characteristic in developing countries, which is high in sugar, fat and salt, and low in fresh fruits and vegetables.

## Optimal source of nutrition

So, is there an option? Dr. Yoshihide Hagiwara thought so. His story is well-known. This medical doctor, who was trained as a research pharmacologist, spent many years searching for an optimal source of nutrition. After exhaustive studies, he concluded that, "The fast-food answer to our nutritional problems may well be in this powerful concentration of protein, vitamins, minerals, amino acids, enzymes, and chlorophyll-the powdered essence of vital young barley leaves." His discovery about barley was akin to finding that your reading lamp is an antique worth millions of dollars: it was always there, but no one had inspected it closely enough to discover its value. After all, barley is a Biblical food, mentioned no fewer



than 32 times in the Bible. Historically, it has been made into cakes, bread, porridge, and beer, and used as animal feed. Agronomists place this cereal grass as being cultivated as early as 4000 B.C., probably in the dry lands of southwestern Asia. In the West, barley grass was first known for the barley grain it produces; there is written mention of the grain as early as 2800 B.C. in Babylon. So, for thousands of years, humans milled and consumed the grain, which is the seed of the mature plant, without paying much attention to the grass itself. Dr. Hagiwara, not blinded by the past, looked instead at the barley grass while it was still young, green, and

unburdened with the task of growing seed. What he discovered was an incredible source of well-rounded nutrition.

**Young Barley Grass** What had been overlooked for millennia was that green grasses are at their nutritional best before undergoing the reproductive cycle, when the plant necessarily channels nutrition up to the seed heads. Indeed, young grasses contain about the same vitamins and minerals as dark green vegetables. Through research, Dr. Hagiwara discovered that grasses harvested at young age have a different chemical makeup from their adult, largely depleted, counterparts. And when they are juiced and concentrated, they are far superior nutritionally. This amazing discovery is supported by data. For example, the U.S. Department of Agriculture's \*Nutrient Database notes that barley grain contains 22 International Units (IUs) of vitamin A per 100 g while barley flour contains no vitamin A. Dr. Hagiwara's green barley concentrate, however, contains 5,450 IU of Vitamin A per 100 g. Moreover, his green barley concentrate contains 310 mg of calcium per 100 g, while barley grain contains 33 mg of calcium per 100 g and barley flour contains 32 mg per 100 g.

### **The ideal fast food**

Dr. Hagiwara's work with green grasses led to the conclusion that he had found a fast-food answer to human nutritional needs, and further led him to conclude that "green barley is perhaps the most nutritious whole food." Indeed, this wonderful food turned out to be a delivery system for amino acids (including the eight essential ones that we must get from our diet), for Proteins, enzymes, vitamins, minerals, and chlorophyll. But one problem loomed: humans are not grazers. We lack the grinding teeth and the enzyme cellulase to break down the fiber in barley grass and free all the nutrients. The answer to this problem came through a special method of processing that locked in barley's nutrients and packaged the wonder food in a way that could be delivered to people the world over. This process involved harvesting the plants when they contained the widest spectrum of nutrients, then washing them with pure water within 30 minutes to allow the barley grass to be juiced and cooled as quickly as possible so oxidation would be kept to a minimum. After the leaves were washed, their nutrients were removed from the cellulose fiber by extracting the juice through a hydraulic screw press, a process that removes 99 percent of the fiber, but guarantees that impor-

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**Young grasses contain about the same vitamins and minerals as dark green vegetables**

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### **Benefits of green barley extract**

- antioxidant activity
  - anti-inflammatory activity
  - immune system support
  - cholesterol-lowering effects
- 

tant nutrients remain in the juice. The next step was the addition of maltodextrin to the juice. Maltodextrin is a soluble complex carbohydrate that acts as a buffer to keep enzymes and other molecules apart so that they do not react and lose their healthful properties. The maltodextrin forms a hard coating

around the dried juice particles, which helps extend their shelf life by stabilizing the nutrients. The barley juice was then pumped to a spray dryer and spun in dry air in a large chamber. Temperatures never exceeded body temperature, thus, enzymes were not destroyed. The dried juice was collected and vacuum transported for packaging.

### **Benefits of young barley juice**

The discovery of the wonder food and the development of the harvesting and processing techniques formed only part of the picture. There was still work to be done. For one, numerous researchers in Japan wanted to study the new wonder food for any health-related benefits it might possess. Consequently, over the years, accumulated, research supports evidence for the antioxidant and anti-inflammatory activity, as well as immune system support and cholesterol-lowering effects, of the green barley extract.

### **AIM distributes young barley juice**

Second, no matter how potentially good the product was, bringing it to the world would prove to be a bold task unto itself. And that's where AIM entered the picture. Dennis Itami first tried the barley concentrate in 1981 in spite of his skepticism about drinking a "green juice." In a very short time, however, he grew convinced that this product would provide people with all the nutritional benefits of whole foods. A farmer by profession, Dennis knew what such a power-packed food could do to help people maintain health, and he set out to answer his own question about how to bring this new product to as wide a market as possible. He remembers, "I strongly felt that not only did I want to provide people the opportunity to discover health, but, as a firm believer in the free enterprise system, I also wanted to give people the opportunity to achieve financial health. I had looked at some network marketing plans and thought



the concept was sound. I knew that an honest and ethical network marketing plan would allow people to see firsthand the quality of Barleygreen® and would ensure that they would be able to participate in the free enterprise system."

Barleygreen® and the network marketing system Dennis set up spread around the country like a raging fire, and Dennis needed help keeping up. Help was nearby, nearer than he could have imagined. Real estate developer Ron Wright, recently forced to retire because of a recurrent heart condition, had become a Barleygreen® enthusiast. His enthusiasm was fueled by his belief that Barleygreen® was largely responsible for his improving cardiovascular health. He and Dennis met, and an entrepreneurial relation- ship was forged.

I wanted to be involved," Ron says. "When you know something is right, and when you know the people combination is right, you've got to take action. I knew Barleygreen® would be the best powdered food of the future, and I was determined to do my best to make sure as many people as possible would have it available to them."

And Ron Wright was, well, right. For the past 20 years, Barleygreen® was the best-powdered food in the world, and it proved to be AIM's flagship product. But the story is still unfolding.

## AIM BarleyLife™

### Constant improvement

If Dennis Itami has a mantra, it is kaizen, the Japanese term for constant improvement. Kaizen led to the development of Barleygreen® in the first place, and to the growth of AIM as the worldwide distributor of Barleygreen®. Through the years, Dennis listened as testimonials rolled in. The anecdotal evidence was loud and clear that people's lives were enhanced by the green juice. Those who faithfully consumed the product swore to its health benefits.

"One of the things that excites me about AIM BarleyLife™ is that AIM now has total control of the quality of the product. In this age of sophisticated research, we owe it to our customers to take advantage of the latest technological developments to maximize the health benefits we receive. I believe that AIM BarleyLife™ is an example of that kind of approach and that our customers will surely reap a harvest of better health."

-Alan Bishop  
AIM Director, Linden, TN

Dennis personally believed that, too, but his nature wouldn't let him rest on it. A recurring vision told him that, yes, the product AIM delivered to the world was good-very good-but maybe it could actually be better. "For some time; I thought we might be able to make improvements in it," he says, "and if we could do that, we'd raise the bar of the whole industry." To accomplish that vision, however, would require total commitment by AIM pick up the torch of research and development, to become an innovator of advanced food technology. Additionally, for the first time ever, AIM would be taking total control of its own destiny. For its Members, it would mean having the ability to offer something unique in the marketplace. As Ron put it, "Our Members would have exclusivity because we would be producing a unique product-grown, tested, packaged, and otherwise controlled by AIM at every stage of development."

### **A new vision**

This decision was reached at a nexus of vision, time, and place. The vision was for the enhanced health of millions resulting from a vastly improved product. The time was 1999 after nearly 20 years of experience and research. The place was the Canterbury Plains of New Zealand. Dennis and his wife, Kay, had built a home in New Zealand to live in the beauty and serenity of one of the cleanest environments on earth. It suited Dennis well and re-ignited his vision of an improved product, only now the vision was as clear as the South Pacific air. Kaizen-constant improvement relied on three words: clean, green, pristine. "If New Zealand does one thing well," he says, "it grows grass, the greenest grass in the world."

### **An improved product**

Dennis knew that if he could bottle the health benefits of the barley grown in this rich, volcanic soil, watered by mineral-enhanced glacial flow, free of airborne toxins, kaizen would be a reality. After consulting with Ron and the AIM board of directors, Dennis began a fast-track operation. Back in New Zealand, he hired consultants, leased land, secured a

production facility, and began research and development. In the southern hemisphere autumn of 2001, several test plots were harvested and juiced, and the results were stupendous.

"I'm excited about the increased nutritional value of AIM BarleyLife™. I can't wait to share it with everyone."

-Toni Lund

*AIM Chairman's Club Member, Saint George, UT*

Preliminary analyses showed that the new product had nearly twice the protein and chlorophyll in Barleygreen<sup>®</sup>, and was richer in the powerful antioxidant superoxide dismutase (SOD). There was much cause for celebration, yet there was also the sobering reality that AIM had an overwhelming responsibility to its Members. To keep its Members in business, AIM must be able to go far beyond a small test run; indeed, it must be capable of producing tons of this exciting new product year after year. AIM's owners and board well remembered the shortage of 1988 and vowed to guard against the whims of Mother Nature at all costs. Their solution was to farm barley in both of earth's hemispheres.

### **A joint venture**

Simultaneous with the New Zealand operation, AIM forged a joint venture with another group thousands of miles away in Red Deer, Alberta, Canada. The partnership was with Sepallo Corporation and its president, Brad McNish. Brad and his experts had spent many years researching and developing cereal grass juices for animal and human supplementation. just as important, northern Alberta offered almost exactly the same environment as the Canterbury Plains: clean, green, pristine. Brad secured a production site north of Red Deer in Barrhead and commissioned local farmers to begin growing barley. Before the season was over, he and his crew of dedicated workers proved that full-scale production of a high-quality barley juice powder would be possible in the next growing season. Dennis's vision of delivering the healthiest whole food to the world was coming closer and closer to fruition. What was taking place through AIM's research and development was not merely the next step in technology, it was a process of securing a legacy for AIM Members and a health-enhancing to the world.

**"With the attention to excellence that AIM has given to growing and cultivating the barley grass-down to the location in which it's grown- and the extraordinary technology, AIM BarleyLife™ will become the number one selling green juice product in the world!"**

**-Pat Blasingame**  
*AIM Royal Emerald Director, Houston, TX*

### **Full-scale production**

In March 2002, Dennis returned to New Zealand to oversee the cropping and production of a new barley crop and to make certain that the

best people and production facilities were in place. Ron remained in Idaho, spearheading efforts for bottling, labeling, and delivering the new product. Their bold, two-pronged approach had risks to be sure, but, if successful, would contribute to a secure future for AIM and its Members. True, they had established that an improved green barley juice was possible, but that was in a series of smaller trial runs. Now, the question was, could the AIM team mass-produce a product of the same high quality? The answer was soon to come... After the first full-scale run, random samples were shipped to independent labs for analysis. Results were clear. The dream had come true. AIM h was the superior product of Dennis's and Ron's dreams.

<b>Nutritional Comparison*</b>				
		<b>AIM BarleyLife™</b>	<b>Barleygreen®</b>	<b>Units</b>
<b>Nutritional Markers</b>	Calories	339	356	Kcal/100g
	Sodium	343	465	mg/100 g
	Carbohydrates	54.80	72.26	%
	Dietary Fiber	3.70	2.34	%
	Protein	22.80	12.50	%
<b>Vitamins</b>	Vitamin A (Beta Carotene)	19,700	5,450	IU/100 g
	Vitamin B1 (thiamin)	0.80	0.48	mg/100 g
	Vitamin B2 (Riboflavin)	1.79	0.82	mg/100 g
	Vitamin B6	1.27	0.56	mg/100 g
	Vitamin B12	0.77	0.69	mg/100 g
	Vitamin E	10.10	1.49	IU/100 g
	Pantothenic Acid	2.20	1.04	mg/100 g
	Niacin	8.59	3.50	mg/100 g
<b>Minerals</b>	Calcium	730	310	mg/100 g
	Copper	0.51	0.33	mg/100 g
	Iron	14.90	8.20	mg/100 g
	Magnesium	220	85	mg/100 g
	Potassium	4,280	2,700	mg/100 g
	Zinc	2.27	2.20	mg/100 g
<b>Enzymes</b>	Peroxidase	129.40	20.20	U/g
	SOD	895	783	U/g
	Antioxidant Potential	123	21.5	+
<b>Anti-oxidants</b>	Lutonarin (7-O-GIO)	4.62	0.16	mg/100 g
	Saponarin (7-O-GIV)	1.26	1.47	mg/100 g
	Chlorophyll	398	216	mg/100 g

\*Determined by independent analysis. Figures vary with each crop.

\*\*See amino acids profile in next chart.

+Percent antioxidant extractives x induction time.

## Nutritional comparison

AIM BarleyLife™ is bursting with nutrition. For example, it contains about 31/2 times the beta carotene of Barleygreen®. This amounts to 21/2 times the beta carotene found in an equivalent weight of raw carrots and about 25 times that found in an equivalent weight of raw

broccoli. Beta carotene is an important antioxidant known to protect cells. It is implicated in cardiovascular health and is believed to have anti-cancer benefits. The calcium content of AIM BarleyLife™ is more than 2 times that of Barleygreen®. Calcium is essential for bone development. AIM BarleyLife™ also has nearly twice the amount of chlorophyll as Barleygreen®. Chlorophyll is a known deodorizer, and Dr. Hagiwara posited that it also builds red blood cells that carry oxygen throughout the body. Lab results also illustrated that AIM Barley has an amazing protein

**“AIM BarleyLife™ Presents every AIM Member and customer with nutrition that simply is not available elsewhere. They’ll be thrilled with the quality and benefits that AIM BarleyLife™ has to offer.”**

**---Loren Schiele**

**AIM Royal Emerald Director; Dallas, TX**

<b>Amino Acids Comparison*</b>		
	<b>BarleyLife Barleygreen</b>	
Alanine	1.553	0.895
Arginine	1.733	0.873
Aspartic acid	2.649	1.374
Glutamic acid	2.804	1.551
Glycine	1.339	0.751
Histidine	0.508	0.313
Isoleucine	1.142	0.638
Leucine	2.085	1.140
Lysine	1.041	0.638
Methionine	0.394	0.261
Phenylalanine	1.430	0.789
Proline	1.246	0.641
Serine	1.163	0.622
Threonine	1.330	0.696
Tyrosine	0.928	0.482
Valine	1.457	0.804
<b>Totals</b>	<b>22.8</b>	<b>12.5</b>

*\*Figures vary with each crop. Figures are percentages.*

and amino acid profile, double that of Barleygreen®, including all the essential amino acids necessary for adults. Essential amino acids cannot be synthesized in adequate amounts by the body and must be supplied in foods. They are necessary for growth and metabolism in the body.

The antioxidant level in AIM BarleyLife™ is beyond expectations. From early trials, the AIM team knew that AIM BarleyLife™ had greater levels of SOD than Barleygreen® a result that held up in tests of the full-scale product but they weren’t content to rest on that evidence alone.

Pushing back the frontiers of science,

AIM funded experts in phytochemical research to examine the new product. The scientists found that AIM BarleyLife™ is rich in at least two powerful antioxidants, lutanarin and saponarin. According to the scientists, of the two phytochemicals, lutanarin is the superior antioxidant, and it is found at extremely high levels in

AIM BarleyLife™. Indeed, AIM BarleyLife™ has almost 29 times the level of lutanarin as an equal weight of Barleygreen®.

Evidence continues to mount that antioxidants protect cells from free-radical attack and, thus, are effective agents of health. This subject alone points to the conclusion that AIM BarleyLife™ should be part of everyone's life. However-and perhaps more important-is the fact that AIM BarleyLife™ is a whole food. It is the combination of phytochemicals, vitamins, minerals, enzymes, and amino acids working synergistically that increase its potential for supporting health.

### **Holistic approach**

AIM BarleyLife™ is a superior green Juice because of ambitious research and a holistic approach to crop management. AIM's barley thrives in a clean, green, pristine environment. The seed variety AIM uses was chosen only after thorough investigation and field trials showed that it would give the widest window of harvest. Because the planting must be staggered for a consistent processing campaign, this wider window provides the ability to harvest each field at precisely the optimal stage when each plant is bursting with nutrition. The soil from which it is grown is blessed with an optimal pH level, microactivity, and trace

"A recent bone scan (density X-ray analysis) showed bone density and strength 'off the chart' for a woman my age (40). I have not taken a calcium supplement for 15 years, and do not eat dairy products. Because I have been amenorrheic (having no menstruation-very common in female endurance athletes) all my life, my doctor was concerned that I was experiencing bone loss. She explained that I could be susceptible to stress fractures and at very high risk for osteoporosis. After reading the bone scan results, her eyeballs popped out and she just couldn't understand or explain it.

In addition, I test my blood monthly for hemoglobin, red blood cell count, and other markers, and my most recent test revealed the best results of my life! These numbers were far greater than after training at altitude for eight weeks. My physiologist and coaches are scratching their heads, thinking that I had a blood transfusion.

I know that AIM BarleyLife™ has made a major impact on my health and performance in a very short amount of time."

---Debbi Lawrence  
*AIM-sponsored Olympic race walker*

elements that combine to contribute substantially and critically to the nutritional profile of the juice itself. Holistic management also requires the harvested plants to be juiced and chilled immediately, thus rendering the enzymes dormant and preserving precious nutrients. And every phase of researching and developing AIM Barley-46- was influenced by a single, but all encompassing concept--Life.

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**"For years, I've been searching for a way to make an eight-day week-you know the problem, never enough time to get everything done. Well, now I've found the answer in AIM BarleyLife™. This powerhouse of nutrition has certainly put more hours in my day. It's one thing to see the nutritional content on paper, but it's a totally awesome experience to feel the benefits in your own body. I truly believe that anyone who takes AIM BarleyLife™ faithfully will add years to their life and life to their years."**

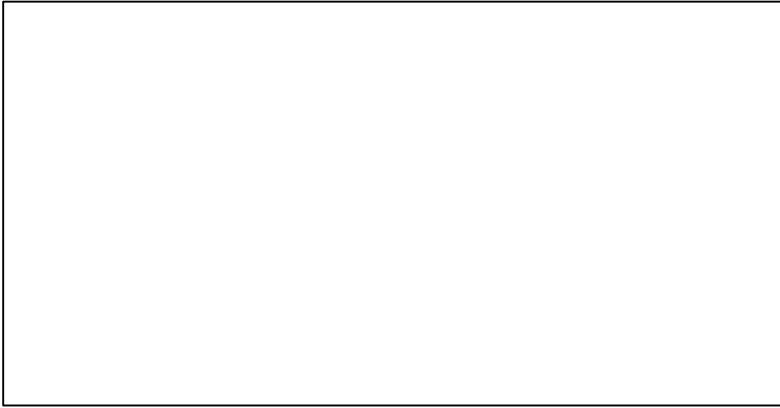
**---Edna Smith**  
*AIM Chairman's Club Member, Stayner, ON*

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Dennis explains, "We have expressed at every turn that we have to improve life. We have to have life in the seed in the form of high germination. The soil has to have life in it. That's why we chose soil teeming with microactivity. If you have live seed in a dead soil, you still get barley, but it doesn't have those live, bioactive fractions. During cropping and harvesting, we have to maintain and preserve the stability of that green juice, that lovely, live, green juice. Even the name has life in it. I believe that divine guidance led Ron Wright to give an order that we need to have 'life' in the name of this product. The result of all this work is AIM BarleyLife™

And, indeed, AIM BarleyLife™ is the result of 20 years of experience and dedication from those people who comprise AIM. But for the consumer, it's much simpler than that. It is the best whole food answer to today's quick-paced, nutritionally deficient lifestyle. AIM BarleyLife™ is the wonder food in a bottle.

To order AIM BarleyLife™,  
contact the person who gave you this booklet.



"I am excited about the new AIM BarleyLife. Since taking it, I have more energy, better digestion, and a feeling of well-being. I am 77 years young and AIM BarleyLife will help me live to be 100."

---Teresa Schumacher

*AIM Chairman's Club Member; Saint George, UT*

"I believe that AIM BarleyLife will be the the industry standard to Measure nutritive value in whole food concentrates. It will be the best to help solve some of the health issues that plague our society today."

---Megs Padiachy

*AIM Chairman's Club Member; Nepean. ON*

The logo features the letters 'AIM' in a large, light green, blocky font. The word 'Barley' is written in a smaller, dark green, sans-serif font, positioned over the middle of the 'AIM' letters. To the right of 'Barley', the word 'Life' is written in a black, elegant cursive script. A small 'TM' trademark symbol is located at the top right of the 'Life' wordmark.

# AIM Barley Life™



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"With **AIM BarleyLife™**, I first experienced a feeling of euphoria. Now, my high-energy level stays with me longer and I have a greater degree of stamina. A testament to this came when I had an extremely exhausting schedule of meetings, conferences, and travel in which I wasn't able to get the proper amount of sleep or exercise. Normally at a time like this, I would get a sore throat or cold, but I sailed through just fine-no colds or flus."

-Carolyn Kling  
*AIM Chairman's Club Member, Nampa, ID*

"When I started taking **AIM BarleyLife™**, a lot of things started to turn around for me, physically and emotionally. I felt like getting out more and getting involved with life activities again. My sleep patterns began to improve and my energy levels increased. I have sustained energy throughout the entire day now with no more need for afternoon naps. And it takes longer to 'overload' if stress gets to be too great. I feel a sense of well-being.

In fact, I am feeling so good that I have decided to totally update our 22-year-old home and have been hot and heavy into this project, running around like I'm 40 years old again, picking out flooring and countertops. I feel like I'm on my way back, and I attribute a lot of my progress to this wonderful new product."

-Sandra Hicks *AIM Chairman's Club Member, Marion, TX*