

Whole body health results when all body systems are in balance. No single body system is targeted—we make choices that keep all systems toxin-free and that supply all systems with optimum nutrition. The result is total wellness: waking up every day feeling great! AIM BarleyLife™ is an all-natural, green barley grass juice powder concentrate that helps provide the daily nutrition you need to develop a strong foundation for your good health.

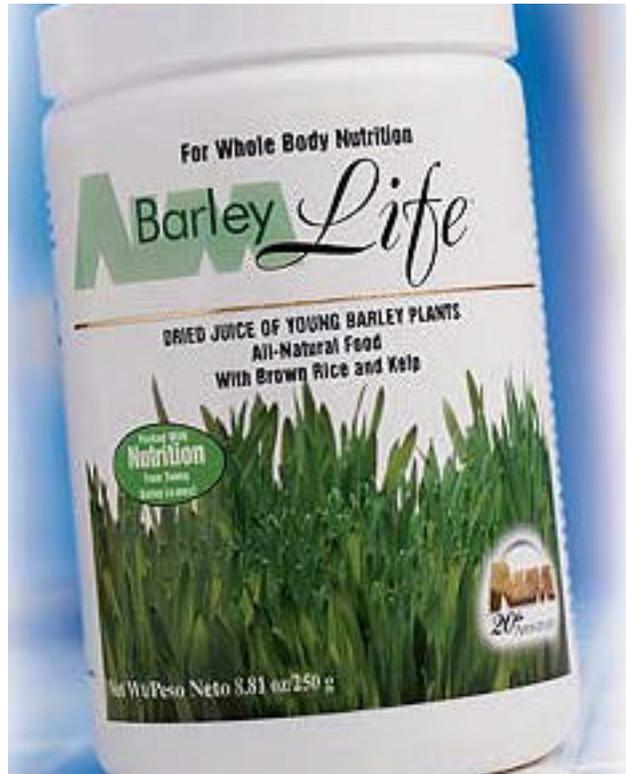
## Barley grass

Barley grass is one of the green grasses—the only vegetation on earth that can supply sole nutritional support from birth to old age. Agronomists place this ancient 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 BC. in Babylon. Barley is also a Biblical food, mentioned no fewer than 32 times in the Bible.

## Barley grass vs. barley grain

Green grasses are at their nutritional peak before they enter the reproductive cycle. To create grain, the plant must channel its nutrition up to the seed heads. When grasses are harvested before they enter the reproductive cycle, they have a different chemical makeup from their adult, largely depleted, counterparts. Young grasses contain about the same vitamins and minerals as dark green vegetables. When these grasses are juiced and concentrated, as in AIM BarleyLife, they are far superior nutritionally. This amazing discovery is supported by data.

For example, according to the U.S. Department of Agriculture's Nutrient Database, barley contains 22 International Units (IU) of vitamin A per 100 g and barley flour contains no vitamin A. AIM BarleyLife, however, contains 19,700 IU of Vitamin A per 100 g. This is 25 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. Vitamin A is an important antioxidant known to protect cells. It is implicated in cardiovascular health and is believed to have anti-cancer benefits. To use another example,



barley contains 33 mg of calcium per 100 g and barley flour contains 32 mg of calcium per 100 g. AIM BarleyLife contains 730 mg of calcium per 100 g. This is more than 7 times the calcium found in an equivalent weight of raw spinach and 15 times the calcium found in an equivalent weight of raw broccoli. Calcium is essential for bone development. You can see then, that grasses, when juiced and concentrated as in AIM BarleyLife, offer us great nutrition.

## The nutrients in barley grass

Barley grass is considered the most nutritional of the green grasses. Yoshihide Hagiwara, M.D., the pioneer of green foods, is responsible for more than 200 published studies on green and natural foods. After studying green plants for decades, he said, "It is clear to me, then, that the leaves of the cereal grasses provide the nearest thing this planet offers to the perfect food. For reasons of palatability, higher nutrient content, and favorable harvesting features, green barley stands out as the best among these."

Barley grass contains a wide spectrum of vitamins and minerals, amino acids, including the eight essential ones that we must get from our diets, proteins, enzymes, chlorophyll, and phytochemicals.



## *Amino acids and proteins*

Amino acids are the building blocks of proteins, which are the major constituents of every cell and body fluid, and are thus necessary for the continual cell building, cell regeneration, and energy production that we need for life. An added benefit of the green barley leaf proteins is that they are polypeptides—smaller proteins that can be directly absorbed by the blood, where they promote cell metabolism (the chemical changes that we need to live).

## *Enzymes*

Green barley leaves contain a multitude of enzymes. Enzymes are essential for the thousands of chemical reactions that occur throughout the body, including the production of energy at the cellular level, the facilitation of digestion, the absorption of digested nutrients, and the rebuilding and replenishing of all that the body requires for metabolism to occur.

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. Low levels of SOD are also associated with cataracts and other degenerative diseases. In addition, it is believed to help the body use zinc, copper, and manganese more effectively.

As SOD is heat sensitive, it is thought to be the yardstick for measuring 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.

## *Chlorophyll*

Green barley grass also contains chlorophyll. Chlorophyll has been studied for its potential as a deodorant, in stimulating tissue growth, and in stimulating red blood cells in connection with oxygen supply. Perhaps most remarkable is the similarity between chlorophyll and the red pigment in blood. Research in the 1940s demonstrated that the two pigments react the same during breakdown.

According to an article in the *Journal of the National Cancer Institute* (Jan. 4, 1995), chlorophyll fed to laboratory animals reduces absorption of three dietary carcinogens: heterocyclic amines (found in cooked muscle meats), polycyclic hydrocarbons (found in smoked and barbecued foods), and aflatoxin (a mold on peanuts). The chlorophyll formed complex compounds with the carcinogens while they were still in the digestive tract, limiting their bioavailability.

Chlorophyll also removes carbon dioxide and carbon monoxide, the by-products of respiration and pollution, and has been found to reduce fecal, urinary, and body odor in geriatric patients. In addition, it has anti-inflammatory, antioxidant, and wound-healing properties.

## *Phytochemicals*

Phytochemicals are simply plant chemicals that are thought to be essential to health. They have been associated with the prevention and/or treatment of at least four of the leading causes of death—cancer, diabetes, cardiovascular disease, and hypertension—and with the prevention and/or treatment of other ailments, including neural tube defects, osteoporosis, abnormal bowel function, and arthritis, as well as numerous chronic conditions.

## **The value of barley grass**

Research has found that green barley extract has antioxidant and anti-inflammatory activity, immune system support, and cholesterol-lowering effects.

## *Alkalinity*

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

Green barley grass contains buffer minerals such as sodium, potassium, calcium, and magnesium. Buffer minerals neutralize acidic materials and can help maintain a healthy acidity-alkalinity balance.

## *Antioxidants*

Green barley grass also contains unique and powerful plant antioxidants, including lutoxin (7-O-GIO) and saponarin (7-O-GIV). According to scientists, lutoxin is the superior antioxidant. Antioxidants protect cells from free-radical damage.



## AIM BarleyLife™ :

### A first-generation food

AIM BarleyLife is a whole food concentrate that captures all the nutrients in green barley grass. The power of AIM BarleyLife- is found in this combination of nutrients. The powdered juice of AIM BarleyLife- is as close to the natural state of young green barley leaves as possible and thus supplies the leaves' nutrients in natural proportions.

AIM BarleyLife is produced in the clean, green, pristine lands of New Zealand and Canada. While American soil, water, and air have become increasingly devoid of nutrients and polluted from chemicals, 'the soil, water, and air in New Zealand and Canada are richer and purer than in many places in the world.

The barley used for AIM BarleyLife- is grown from a variety of seed that allows for the longest harvest window and is residue-free. The leaves are harvested with state-of-the-art equipment when their nutrients are most potent and alive. The leaves are then juiced (not milled, as in many other barley grass products) and processed using the most advanced and efficient cold- processing methods for maximum freshness and nutrition. The juice is spray-dried, using a special, low temperature process. This preserves the delicate balance of nutrients and phytochemicals.

### Green barley grass juice made better

AIM BarleyLife- was born out of a vision for even better health for millions of people around the world. AIM discovered through its 20 years of experience and ambitious research that barley juice could be even more powerful simply by paying attention to detail at every step of the process.

- AIM's barley seed varieties provide the widest window of harvest.
- AIM's barley crops thrive in clean, green, pristine environments in which the nutrients in the soil contribute to the nutrients in the plants and the juice.
- AIM's barley crops are staggered so that each field is harvested when the plants are bursting with nutrition.
- AIM's barley crops are harvested when they are at their nutritional peak, before they enter the reproductive cycle and use their nutrients to produce grain.

## AIM BarleyLife™ Nutritional Profile\*

<b>Basic Nutritional Markers</b>		
Calories	339	Kcal/100 g
Total Fat	2.82	%
Sodium	343	mg/100 g
Total Carbohydrates	54.8	%
Total Dietary Fiber	3.7	%
Total Sugar	15.9	%
Proteins**	22.8	%
<b>Vitamins</b>		
Vitamin A (Beta Carotene)	19,700	IU/100 g
Vitamin B1 (Thaimin)	0.80	mg/100 g
Vitamin B2 (Riboflavin)	1.79	mg/100 g
Vitamin B6	1.27	mg/100 g
Vitamin B12	0.77	mg/100 g
Folic Acid	106	ug/100 g
Niacin	8.59	mg/100 g
Pantothenic Acid	2.20	mg/100 g
Vitamin C	27.80	mg/100 g
Vitamin E	10.10	IU/100 g
<b>Minerals</b>		
Calcium	730.00	mg/100 g
Chromium	0.22	mg/100 g
Copper	0.51	mg/100 g
Iron	14.90	mg/100 g
Magnesium	220	mg/100 g
Potassium	4,280	mg/100 g
Phosphorus	414	mg/100 g
Zinc	2.27	mg/100 g
<b>Enzymes</b>		
Peroxides	129.40	U/g
SOD	895	U/g
<b>Antioxidant Potential</b>	123	†
<b>Antioxidants</b>		
Lutonarin	4.62	mg/100 g
Saponarin	1.26	mg/100 g
<b>Chlorophyll</b>	398	mg/100 g
*Determined by independent analysis. Figures vary with each crop.		
**See amino acids profile on next page.		
† Percent antioxidant extractives x induction time.		



## Amino Acids Profile\*

AIM BarleyLife

Alanine	1.553
Arginine	1.733
Aspartic acid	2.649
Glutamic acid	2.804
Glycine	1.339
Histidine	0.508
Isoleucine	1.142
Leucine	2.085
Lysine	1.041
Methionine	0.394
Phenylalanine	1.430
Proline	1.246
Serine	1.163
Threonine	1.330
Tyrosine	0.928
Valine	1.457

**Totals** 22.8

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

- AIM's barley crops are cut only once, allowing for optimum nutrient density.
- AIM's harvested barley plants are juiced and chilled immediately, rendering the enzymes dormant and preserving their precious nutrients.
- AIM's barley juice is powdered using the most advanced and efficient methods for ensuring maximum freshness and nutrition.

## How to use AIM BarleyLife™

- Take 1 tbsp (5 g) 2 to 3 times per day. Many people start with 1 tsp (1.5 g) per day and gradually increase their serving every 4 to 5 days. You may take more or less depending on your needs.
- Young children begin with ¼ tsp per day and gradually increase to 1 tsp, (3 g per day).

- Teens often increase their servings up to 2 tbsp (10 g) per day. They often take more or less, depending on their needs.
- Athletes and others dealing with large amounts of stress often take larger amounts, sometimes as many as 6 tbsp (30 g) per day.
- Since mixing AIM BarleyLife™ activates the nutrients, drink it immediately after mixing it in water or your favorite juice.
- AIM BarleyLife™ delivers the greatest benefits when taken on an empty stomach, 30 minutes before or 2 hours after a meal. However, there will be some benefit no matter when you take AIM BarleyLife™.
- Because heat and acidity can affect enzymatic activity, it is recommended that AIM BarleyLife™ not be taken in any of the following: cranberry or prune juice, carbonated drinks, or hot drinks.
- You may take AIM BarleyLife™ with other AIM products. To receive the greatest absorption of nutrients, take AIM Herbal Fiberblend 1 hour before or 30 minutes after taking AIM BarleyLife.
- Close tightly after opening and store in a cool, dry, dark place (70-75 °F; 20.1-23.8 °C). Do not refrigerate. Do not use wet spoons or store them in the jar.





## Q & A

### *What are the nutrient levels in AIM BarleyLife™?*

See the Nutritional Profile for the amounts of nutrients in AIM BarleyLife.

### *What does it mean that AIM's barley crops are cut only once?*

Some producers of green grass juice powder plant their crops, grow them until just before they enter the reproductive cycle, and cut the leaves when they contain the widest spectrum of nutrients. Then, instead of planting new crops, they simply allow the plants to continue growing and cut them a second time before they enter the reproductive cycle. Through laboratory analysis, AIM discovered that taking two or more cuttings from the same plants compromised their nutritional density. The nutrient levels in the second cutting were always less than the nutrient levels in the first cutting, and so on. The plants seemed to use their nutrients to accelerate the reproductive cycle. AIM only takes one cutting from each crop so as not to sacrifice quality.

### *How is AIM BarleyLife™ Processed?*

AIM BarleyLife™ is produced in the clean, green, pristine lands of New Zealand and Canada, where the soil, water, and air are rich and pure. The barley used for AIM BarleyLife™ is grown from a variety of seed that allows for the longest harvest window. The leaves are harvested with state-of-the-art equipment when their nutrients are most potent and alive. The leaves are then juiced (not milled, as in many other barley grass products) and processed using the most advanced and efficient cold-processing methods for maximum freshness and nutrition. The juice is spray-dried, using a special, low-temperature process. This preserves the delicate balance of nutrients and phytochemicals.

### *Can I take AIM BarleyLife™ while taking medication?*

As long as your health practitioner has not forbidden you to eat salads or green vegetables, you can use AIM BarleyLife™.

### *Is there anyone who should not use AIM BarleyLife™?*

AIM BarleyLife is a whole food concentrate, so most people should be able to take it. Those with severe medical problems or complications should consult a health practitioner before introducing something new to their bodies. Those on a restricted diet (especially in regard to "green foods") should also consult a health practitioner.

### *I started taking AIM BarleyLife™ and I feel worse. Why?*

When you make a change in your diet, your body often goes through a cleansing known as detoxification. This can manifest itself in fatigue, rashes, and headaches. It is your body flushing out toxins. For more information, see AIM's Detoxification data sheet.

### *What is maltodextrin?*

Maltodextrin is a soluble (dissolvable) complex carbohydrate that acts as a buffer to keep enzymes and other molecules apart so that they do not react and denature (lose their healthful properties). It is not a simple sugar (dextrose, fructose, sucrose, table sugar, com syrup, etc.) and does not behave like a simple sugar. It can be derived from potato or cornstarch, and its starch component frees glucose across the human intestinal barrier in a time-release fashion over several hours, so no steep rise or fall of blood sugar results.

Maltodextrin is used to help stabilize and protect AIM BarleyLife. When the maltodextrin is sprayed on to AIM BarleyLife, it forms a protective coating around the fragile nutrients. This shield is "broken" when you add a liquid and drink the product.

### *Is AIM BarleyLife™ available in a no-kelp formula?*

At this time, AIM BarleyLife is only available with kelp. Although small, the amount of kelp in AIM BarleyLife has a dramatic effect on the product. Kelp is a densely nutritious food, which adds more vitamins and minerals.

### *Is AIM BarleyLife™ available in caplets?*

At this time, AIM BarleyLife is only available in a powder.



## Suggested Reading

### Juicing

Blauer, Stephen. *The Juicing Book*. Garden City Park, NY. Avery Publishing Group, 1989.

Heinerman, John. *Encyclopedia of Healing Juices*. West Nyack, NY. Parker Publishing Co., 1994.

Walker, Norman W. *Fresh Vegetable and Fruit Juices: What's Missing in Your Body?* Prescott, AZ: Norwalk Press, 1981.

### Ask About

AIM BarleyLife™ video

AIM BarleyLife™ CD

AIM BarleyLife™ booklet

AIM BarleyLife™ brochure

AIM BarleyLife™ shirt

AIM BarleyLife™ patch

## Benefits & Features

### Benefits

- Helps maintain whole body health
- Helps maintain a healthy immune system
- Provides increased energy
- Unique and powerful plant antioxidants
- Benefits of live enzymes, including superoxide dismutase (SOD)
- Benefits of complete amino acid profile
- Benefits of juicing

### Features

- Building on 20 years of safe and beneficial use by AIM Members
- Stands behind more than 25 years of research
- Developed through ambitious research
- Holistic approach to crop management
- Grown in clean, green, pristine environments
- Crops only cut once
- Combined with brown rice and kelp
- Natural chlorophyll
- Neutral PH: 7.0
- Pure juice, not milled grass; minimal fiber present
- Nutrients in natural proportions
- Benefits of juicing without the inconvenience
- 8.81-oz (250 g) powder

AIM BarleyLife™ is a Whole Body Nutrition product. The complete Whole Body Nutrition line consists of the AIM Garden Trio—AIM BarleyLife™, AIM Just Carrots™, and AIM RediBeets™. Use these products to give yourself a solid foundation for your health.

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