

It is well-established that carrots are a healthy food. They contain many important nutrients – including alpha- and beta-carotene, B vitamins, vitamin C, plus calcium, iron, potassium, and many antioxidants, including lutein. AIM Just Carrots® provides the nutrition you need to develop a strong foundation for your good health.



## Beta-carotene and vitamin A

Beta-carotene is one of about 600 similar compounds called carotenoids, which are present in many fruits and vegetables. Of all the carotenoids, beta-carotene is known for its efficient conversion to vitamin A. Plant sources that are rich in beta-carotene include potatoes, spinach, mango, cantaloupe, kale, and tomatoes, but the highest source of beta-carotene may be found in raw carrots, steamed carrots, and carrot juice.

The body changes beta-carotene found in these foods into vitamin A, which is important in strengthening the immune system and promoting healthy cell growth, including reproductive functioning. Vitamin A helps cells reproduce normally – a process called differentiation (cells that have not properly differentiated are more likely to undergo pre-cancerous changes). For this reason, beta-carotene, as a precursor to vitamin A, has become widely accepted as a natural antioxidant.

Vitamin A plays an important role in vision by helping to maintain the mucosal linings of the eyes, and is required for the transduction of light into nerve signals in the retina. Although vitamin A deficiency blindness is relatively rare in North America, a vitamin A deficiency may result in making the cornea very dry and promoting damage to the retina and cornea.

Vitamin A also contributes toward good respiratory, urinary, and intestinal health by protecting mucous membranes. When these linings break down, bacteria can enter the body and cause infection. Some researchers think that vitamin A helps lymphocytes, a type of white blood cell that fights infections. In this way, vitamin A may contribute toward boosting the immune system.

The following groups of people may find natural sources of vitamin A helpful in their diets:

- Vegetarians who may have limited vitamin A intake from dairy sources, or those who consume too few beta-carotene containing vegetables.
- Those who consume excessive amounts of alcohol since alcohol intake may deplete vitamin A stores within the body.
- Toddlers and preschool children, including children with inadequate general health care, as well as those living in environments where nutritional deficiencies are present.
- Anyone with intestinal fat digestion and absorption difficulties, or those who've experienced chronic diarrhea or intestinal flu.
- Anyone with insufficient intake of protein, calories, and zinc in their daily diets, since these nutrients are required for the body to mobilize vitamin A from the liver to the circulatory system.

## Antioxidants

Beta-carotene is much more than just a natural source of vitamin A; it is also an important antioxidant. Only so much beta-carotene can be changed into vitamin A, and that which is not changed contributes to boosting the immune system. Antioxidants fight free

radicals and help prevent them from causing membrane damage, DNA mutation, and lipid (fat) oxidation, all of which may lead to many of the diseases that we consider “degenerative,” such as cataract or macular degeneration of the eye, heart disease, or cancer.

### *Alpha-carotene often overlooked*

Beta-carotene is not the only antioxidant that is found in carrots. Often overlooked, and also found in carrots, is alpha-carotene. According to a study in Japan, alpha-carotene is very protective against spontaneous liver cancer and two-stage lung cancer in mice and, more importantly, protective against the proliferation of human malignant tumor cells. Alpha-carotene is said to be about 10 times more protective against cancer than beta-carotene.

### *Lutein associated with eye health*

Lutein is another antioxidant in the carotenoid family, and is found in carrots. Lutein is the primary carotenoid present in the central area of the retina (called the macula) of the eye. Scientists think that lutein may act as a filter to protect the macula from potentially damaging forms of light (sunlight triggers oxidative damage to the macula). Lutein, therefore, may be helpful in defending against age-related macular degeneration, which is the leading cause of blindness in older adults.

Researchers have also found a suggested link between low dietary intake of lutein and the risk of cataracts. Results are preliminary and research is ongoing to study the correlation between carotenoids, such as lutein, and the long-term associated protection of vision.

## **Benefit of juicing**

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

In fact, enzymes are essential for most of the building and rebuilding that goes on in our bodies every

day. Without enzymes, and the sparks they provide, we would be helpless: a bag of bones, unable to walk, talk, blink, or breathe. When foods are heavily cooked, enzymes and helpful phytochemicals can be destroyed; that is why raw or steamed vegetables and fresh juices are so important to us. They provide us with an excellent source of all-important enzymes and phytonutrients.

When you eat raw carrots, only 1 percent of the beta-carotene is absorbed by the body. Lightly steaming carrots breaks down the fibrous walls of the vegetable and increases the body’s absorption to 19 percent. The process of juicing reduces plant fiber as well, allowing vital nutrients to become easily absorbed by the body.

Juicing provides another benefit to good health – water. Water is essential in the digestion and transportation of food, in the elimination of waste, in the lubrication of joints, in the regulation of body temperature, and in cellular processes; all physiological functions rely on water in one way or another. Most health professionals recommend that we drink eight glasses of water per day.

## **AIM Just Carrots®**

AIM Just Carrots® is made from 100 percent natural carrot juice crystals with only the fiber removed. The powder is concentrated 25 times, which means that 25 pounds of raw carrots are used to make one pound of AIM Just Carrots® powder. The caplets are formed from the powder.

AIM Just Carrots® has one of the highest sources of natural beta-carotene. One serving (12 g) of AIM Just Carrots® powder reconstituted with water is nutritionally equivalent to 4.5 oz of freshly squeezed juice. In addition, AIM Just Carrots® contains generous amounts of calcium, iron, and potassium. AIM Just Carrots® is monitored for maximum nutrient levels.

A single serving of AIM Just Carrots® powder contains 43 calories, and 420 percent of the (RDA) Recommended Daily Allowance (US) of vitamin A in the form of alpha- and beta-carotene; a single serving of AIM Just Carrots® caplets contains 35 calories, and 190

percent of the RDA (US) of alpha- and beta-carotene.

The carrots used in AIM Just Carrots® are residue-free, ensuring that you will get no harmful toxins. A special process is used to produce AIM Just Carrots® that ensures nutrients and enzymes remain active. This process does not use added sugars, sweeteners, or artificial colors to produce AIM Just Carrots®.

## How to use AIM Just Carrots®

- **Powder:** Take 1 tbsp once per day. Mix with water, juice, or other products of the AIM Garden Trio®.
- **Caplets:** Take 12 caplets once per day. You may take more or less depending on your needs.
- For best results, place AIM Just Carrots® powder dry under the tongue.
- Drink AIM Just Carrots® juice immediately after mixing it.
- AIM Just Carrots® is best taken on an empty stomach: 30 minutes before or two hours after a meal.
- Close tightly after opening and store in a cool, dry, dark place (70-75 F; 20.1-23.8 C). Do not refrigerate.
- You may mix AIM Just Carrots® with other AIM products, except AIM Herbal Fiberblend®. Take AIM Herbal Fiberblend® one hour before or 30 minutes after taking AIM Just Carrots® powder.

## Q & A

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

Beta-carotene is nontoxic and does not appear to affect health apart from strengthening the immune system. This is unlike synthetic vitamin A supplements, which can be toxic in large doses. People who take exceptionally large quantities of beta-carotene may experience a change in skin tone known as carotenemia. This condition gives the skin a golden tone and is not harmful.

### *Are the carrots in AIM Just Carrots® organically grown?*

Because of varying regulations and environmental

conditions, it is difficult to define “organic.” Wind can blow chemicals from far away and acid rain can affect the soil of a field. Some states stipulate that no chemical products could have been used for two years on a field, and other states say three years, for crops grown on it to qualify as organic. The carrots for AIM Just Carrots® are tested for pesticides and herbicides to ensure that AIM Just Carrots® is residue-free.

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

AIM Just Carrots® uses a special three-step process. In this process, beneficial heat-sensitive enzymes are not destroyed. This has been validated by testing the enzyme activity of AIM Just Carrots® when reconstituted in water.

### *AIM Just Carrots® does not taste exactly like carrot juice. Why?*

This is because the process does alter the taste. As stated above, we use this process to ensure that the carrot’s nutrients remain intact. We feel that it is better to have a slightly different (but good!) taste and more nutrients than the same taste as carrot juice and fewer nutrients.

### *Haven’t some studies indicated that beta-carotene is bad for you?*

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

Some association of beta-carotene with increased risk of lung cancer has been discussed by the healthcare community. But, according to the National Institutes of Health, the results of a 1996 lung cancer study were conflicting and difficult to interpret. Until more is known, some healthcare practitioners recommend limiting beta-carotene and natural sources of vitamin A for cigarette smokers. If you are a heavy smoker, you may wish to consult your healthcare practitioner to determine what is best for you.

## Benefits and Features

### *Benefits*

- Helps maintain whole body health
- Powerful antioxidant, prevents cell damage
- Special nutrition for the eyes and skin
- Helpful as a dietary supplement for those concerned with age-related diseases
- Benefits of live enzymes

### *Features*

- More than 18 years of safe and beneficial use by AIM Members
- Pure juice product, minimal fiber present
- Tested residue-free
- Nutrients in natural proportions
- No added sugars, artificial coloring, or sweeteners
- Benefits of juicing without the inconvenience
- 14.1-oz (400 g) powder or
- 350-count caplets

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Amy Houston ID: 426039  
603-679-9595  
[www.ABetterWay2Health.com](http://www.ABetterWay2Health.com)