

The **AIM** Barley Life® Family



Essentials for Life

Whole body health is achieved 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. AIM BarleyLife® is available in four varieties: AIM BarleyLife® new harvest powder, AIM BarleyLife® Certified Organic powder, cherry-apple flavored AIM BarleyLife® Xtra powder, and AIM BarleyLife® capsules.



old children rose from 12.2% to 15.6% in just two years.¹

At least we're eating well, right? Not really. *The American Journal of Clinical Nutrition* tells us that one third of the average American's diet is junk food. According to the World Health Organization, overweight and malnutrition are occurring simultaneously as over-

consumption of empty foods increases caloric intake without increasing nutritional value.³

As the quality of our nutritional intake plummets, obesity and related diseases such as type II diabetes, heart disease and certain cancers are on the rise. The incidence of children contracting type II diabetes (usually considered an adult disease) has more than quadrupled since 1990, now claiming 20 percent of all diagnosed cases of diabetes in children. 4 More than 300,000 deaths per year in the US are attributed to obesity-related disease.⁵

Overfed and undernourished

You cannot turn on the TV, read the newspaper or listen to the radio today without being bombarded by news of the obesity epidemic. Worldwide, over 1 billion people are overweight, including 300 million who are obese (world population – 6.4 billion).¹ Over the past 30 years, the percentage of overweight and obese people in the US has increased 36% according to the Centers for Disease Control and Prevention (CDC).²

According to the International Obesity Task Force, 22 million children worldwide under the age of 5 are overweight.¹

The most rapidly growing segment involved in this phenomenon is children. While 15 percent of children and teens in the US are overweight, developing countries are not immune. In Thailand, the prevalence of obesity in 5-12 year-

Too many choices—too little nutrition

Thirty years ago, we went to “the market” where our choices were few and included mostly whole foods. Today, we head to the “super store,” where we find a multitude of choices in every food category—mostly highly processed foods severely lacking in nutritional value. How do we choose the foods we eat? Most shoppers choose by packaging. If the manufacturer declares, “It’s good for you,” “it tastes good,” and it’s a “great price,” it goes into the cart. Unfortunately, the manufacturer’s concept of what is “good for you” and true nutrition are often two very different things.

Take energy drinks for example. What gives you that tremendous boost? Try looking at the sugar content of your favorite energy drink. The sugar will temporarily boost your energy, but once the spurt of energy is gone, you will find your energy lower than before.

What about foods that are “Fortified with vitamins X, Y, Z?” While vitamins may have been injected into the ingredient list, unless they are present in a form or combination your body can assimilate, they pass through your system without contributing to your nutritional needs

Even when eating seemingly wholesome foods, we are not necessarily deriving the benefit we should due to the over-farming of our lands, depletion of our soils and reduction in nutritional value in many of the crops we grow.

As early as the 1920s, nutritional experts warned the US government that the soils on which most crops were grown were so deficient in mineral content that the food grown on them contained less than 10% of the vitamins and minerals they should provide. The expectation was that action would be taken to replenish the soils leading to more nutritious grains, fruits and vegetables.

Sadly, the government took no action to correct the problem. In fact, intensive farming methods have increased the problem. As a result, grains, fruits, and vegetables today have little vitamin and mineral content. This devastating result is compounded by the extensive use of chemical sprays causing some fruits and vegetables to be poisonous.⁶ With US soils depleted, premium whole food and supplement companies have had to go beyond US borders to find nutrient-rich soils in clean, green, pristine environments.

Whole food nutrition

That our modern lifestyle is sadly lacking in well-rounded nutrition is an established fact. The Harvard School of Public Health, in their paper *Fruits and Vegetables*, states, “If you don’t count potatoes—which should be considered a starch rather than a vegetable—the average American gets a total of just three servings of fruits and vegetables a day. The latest dietary guidelines call for five to thirteen servings of fruits and vegetables a day.” The newest Food Pyramid released by the US Food and Drug Administration provides customized daily intake recommendations depending on sex, age, and activity level.⁷ It is interesting to note that all foods recommended in the Food Pyramid are whole foods.

Choosing whole, live food (foods with nutrients intact and active) is the key to health. History and research have shown that whole foods are our most effective source of nourishment for many reasons, most notably—balance and bioavailability.

Balance

Everything in nature exists in a delicate balance. Our bodies are an exquisitely balanced ecosystem. Every aspect of our life from the cellular level upward exists in a finely tuned harmony. Nutrients are assimilated in our body in keeping with this balance. For example, to assimilate calcium effectively, the body needs magnesium, phosphorus, boron, several vita-

mins, lysine and essential fatty acids. Calcium taken in isolation will not benefit the body and may become harmful. An amazing truth is that whole foods provide the needed elements—vitamins, minerals, enzymes, protein, carbohydrates and fats—in the balance and combinations the body requires.

Phytochemicals are a prime example of the balance found in whole foods. Phytochemicals are nonnutritive plant chemicals that contain protective, disease-preventing compounds. They have been associated with the prevention and/or treatment of at least four of the leading causes of death in North America—cancer, diabetes, cardiovascular disease and hypertension. Although significant attempts have been made to isolate phytochemicals, they have proven to be ineffective when isolated from their plant source. Phytochemicals are only effective when assimilated as part of balanced whole food.

Bioavailability

Most of the nutrients in whole foods are more readily available for nutritive use in the body than isolated supplements. This “bio-availability” is the result of the solubility of whole foods. 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 the stomach acids and intestinal fluids. Then the body must be able to absorb it through our intestinal walls into the bloodstream. From there our cells must be able to metabolize it—utilize the nutrients for energy or tissue construction.

Most vitamin and mineral supplements are less bioavailable because they are not as soluble as whole foods. For example, vitamin B12 as found naturally in food is absorbed twice as readily into the blood as the USP isolated form.⁸ If they are not soluble, they are not absorbed or metabolized and do the body no good. Whole foods, on the other hand, contain the live enzymes and other components necessary for solubility, absorption, and metabolism.

As mentioned above, all whole foods are not necessarily created equal in this day of depleted soils. Among whole foods, *one food stands out above the rest.*

Barley grass—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 phytochemicals. They 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 chemical makeup from their adult counterparts.

A dilemma arises when we, as humans, attempt to derive nourishment from this nutrient-rich barley grass. We are not equipped with the enzymes to break down the fiber in the barley grass and release the nutrients. Thus, without intervention, this nutrition is not soluble and, 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, this vast nutritional storehouse was unlocked for human use—it became bioavailable. However, the nutrients in the liquid state were quite fragile and must be consumed within a very short time to retain their nutritive value. To provide a longer “shelf-life,” one more step was needed to make this barley juice readily available to humankind.

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 and efficient cool processing method for maximum freshness and nutrition. Maltodextrin is added to the juice to act 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 nutrients and phytochemicals. This nutrient-dense, whole food becomes an ideal fast food. We call it AIM BarleyLife®

Welcome to the Family—the AIM BarleyLife® Family

Using the process mentioned above, the AIM Companies is able to provide this nourishing food in four tremendous choices: AIM BarleyLife® new harvest powder, AIM BarleyLife® Certified Organic powder, new cherry-apple flavored AIM BarleyLife® Xtra powder, and AIM BarleyLife® capsules. Each AIM BarleyLife® product contains the full range of nutrients found in young, green barley leaves (see *Figure 1*). Among these nutrients, several deserve a closer look.



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 AIM BarleyLife®. Dr. Ken Markham of Industrial research, Ltd., 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.⁹

Vitamin K

Vitamin K is a fat-soluble vitamin needed to maintain proper blood clotting. Recent studies have also shown positive results in relation to vitamin K and maintenance of bone density. 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.¹⁰ AIM BarleyLife® products contain between 84% to 100% of your Reference Daily Intake (RDI) of Vitamin K per serving.

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 Institute¹¹, 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 on peanuts). The chlorophyll formed complex compounds with the carcinogens while they were in the digestive tract, limiting their bioavailability.

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 AIM BarleyLife®. By testing for chlorophyll content during processing and throughout the shelf-life of the product, AIM's

Quality Assurance team insures the viability of nutrients in AIM BarleyLife®.

Superoxide Dismutase (SOD)

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. New research has indicated that SOD has been linked with preventing sunburns.¹²

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.

Vitamin A

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. In the vitamin A family, beta-carotene (found in AIM BarleyLife®) 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. It is implicat-

ed in cardiovascular health and is believed to have anti-cancer benefits.

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. This is especially important during periods of rapid cell division and growth such as infancy and pregnancy. It is needed to make DNA and RNA, the building blocks of cells. Research has shown that women who take folic acid before and during pregnancy have a 70% reduction in incidents of spina bifida and other neural tube defects.¹³ 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 AIM BarleyLife® provides approximately 20% of your RDI of folic acid.

ORAC values

Oxygen Radical Absorbance Capacity (ORAC) is a revolutionary new test tube analysis for calculating the antioxidant power of foods and other chemical substances. By measuring a substance's ability to protect against the attack of free radicals—to act as an antioxidant—ORAC can give quantitative value to antioxidant activity. The higher the ORAC value the greater the antioxidant power. AIM BarleyLife® has

Nutrition at a Glance (Figure 1)

Vitamins

Vitamin A (Beta-carotene)
Vitamin B1 (Thiamine)
Vitamin B2 (Riboflavin)
Vitamin B6
Vitamin B12
Vitamin C
Vitamin E
Vitamin K
Folic Acid
Lutein
Niacin
Pantothenic Acid

Minerals

Boron
Calcium
Chromium
Cobalt
Copper
Iodine
Iron
Magnesium
Manganese
Molybdenum
Niacin
Nickel
Phosphorus
Zinc

Enzymes

Superoxide dismutase (SOD)
Peroxidase/Catalase
Antioxidants
Lutonarin (7-0-GIO)
Saponarin (7-0-GIV)
Chlorophyll
Amino Acids (from protein)
Alanine
Arginine
Aspartic Acid
Cystine
Glutamic Acid
Glycine

Histidine
Isoleucine
Leucine
Lysine
Methionine
Phenylalanine
Proline
Serine
Threonine
Tryptophan
Tyrosine
Valine

This is just a glimpse of the powerful nutrients found in AIM BarleyLife®. For more information, please visit our web site at www.BarleyLife.com.

tested at a higher ORAC value than prunes, which received one of the highest ORAC ratings among whole foods.

Attention to detail for the highest quality

AIM BarleyLife® was born out of a vision for better health. AIM discovered through its over 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 rich nutrients in the soil contribute to the nutrients in the plants and the juice.
- AIM does not use pesticides, herbicides, or fungicides on its barley crop and tests to insure the finished product remains free of such chemicals.
- 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's barley crops are cut only once, allowing for optimum nutrient density.
- AIM's barley crops are rotated (barley crop followed by a legume crop) to put nitrogen back into the soil.
- AIM's harvested barley plants are juiced and chilled rapidly, rendering the enzymes dormant and preserving precious nutrients.
- AIM's barley juice is powdered using the most advanced and efficient methods for ensuring maximum freshness and nutrition.
- AIM's barley juice product is produced and packaged according to stringent guidelines, and is quality tested throughout the entire manufacturing process by in-house and independent laboratories to ensure the greatest purity, nutritional potency, and quality.

Meet the family...



AIM BarleyLife® new harvest powder

- 10.58-oz (300 g) powder
- Improved as a result of implementing incremental adjustments at every stage in the production process of this year's harvest

- Provides the full spectrum of nutrients listed above
- Enhanced taste and texture for more mild, enjoyable taste and smoother mixing
- 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



AIM BarleyLife® Certified Organic powder

- 7.05-oz (200 g) powder
- Contains the full spectrum of nutrients listed above
- All ingredients are certified organic
 - No brown rice or kelp
- Meets the needs of people with sensitivity to kelp
- Free of animal products, soy, and wheat

AIM BarleyLife® capsules

- Traditional AIM BarleyLife® in convenient, 280 vegetarian capsules
- Capsules dissolve rapidly for excellent assimilation and absorption
- Great for travelers and people "on the go"
- Free of animal products, soy, and wheat



AIM BarleyLife® Xtra powder—when taste makes all the difference

Who said, "If it's good for you, it has to taste bad"? AIM BarleyLife® Xtra is a delightful, cherry-apple flavored green barley juice powder. Naturally sweetened with fruit and vegetable powders and Lo Han (a fruit specifically chosen for its sweetening ability), AIM 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. When taste makes all the difference, reach for AIM BarleyLife® Xtra.

- 10.58-oz (300 g) powder
- Children love AIM BarleyLife® Xtra
- Adults with a more sensitive palate choose AIM BarleyLife® Xtra

- Natural flavoring includes the powders of 15 fruits and vegetables and the natural sweetener, Lo Han
- No artificial or synthetic sugar, coloring or preservatives
- Free of animal products, soy, and wheat
- Each 6 g serving of AIM BarleyLife® Xtra contains 5 g AIM BarleyLife®.
- Great source of vitamin C—a 6 g serving contains 34% of the Recommended Daily Intake.

How to use AIM BarleyLife®

- Take 2 teaspoons (tsp) or 6 capsules 2 to 3 times per day. Many people start with 1 tsp or 3 capsules per day and gradually increase their serving every 4 to 5 days.
- Young children begin with ¼ tsp per day and gradually increase to ½ tsp or 2 capsules per day.
- Athletes and others who may be under excessive stress often take larger amounts, sometimes as many as 6-9 tsp or 18-26 capsules 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.
- Because heat and acidity can affect enzymatic activity, it is recommended that AIM BarleyLife® not be taken in any of the following: 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.



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, corn syrup, etc.) and does not behave like a simple sugar. AIM’s maltodextrin is derived from cornstarch.

Should I be concerned about taking kelp in my diet?

As long as your healthcare practitioner has not forbidden you to eat these foods, there is no reason to be concerned about taking kelp or brown rice in your diet. Those with food allergies, or those looking for a totally organic product, may prefer the organic AIM BarleyLife® without brown rice and kelp.

AIM BarleyLife® new harvest powder

What makes AIM BarleyLife® new harvest so much smoother than the original?

A new, state-of-the-art, shorter spray dryer delivers smaller particles. The smaller particles result in increased dispersion, providing more uniform distribution in liquid. The smaller particle is more soluble in liquid, producing less grittiness and better taste. The result is a smoother texture, better taste, and improved solubility when mixed in water or juice.



Q and A

General

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®.

Are all the ingredients considered kosher?

Our AIM BarleyLife® new harvest powder has a kosher certification, meaning the product ingredients, producer and bottler have all been kosher-certified.

Are there more natural sugars in AIM BarleyLife® new harvest?

Each 5g serving still contains only 1 g of natural sugars, derived mainly from the barley juice.

AIM BarleyLife® Certified Organic

Are all the ingredients in the organic product certified organic, or is only the barley grass certified?



Every ingredient in AIM BarleyLife® Certified Organic has received organic certification. In fact, the fields the barley is grown in, the production facility and the packaging facility are all certified as well, for a truly organic product.

Who should take AIM BarleyLife® Certified Organic?

Anyone who has an extreme sensitivity to kelp should consider taking the organic product. Sometimes health care practitioners request patients eat only certified organic foods. For those people, AIM BarleyLife® Certified Organic is a great choice.

AIM BarleyLife® Capsules

Are capsules completely vegan?

Yes, AIM BarleyLife® capsules are completely vegetarian in composition and acceptable in a vegan diet.



How quickly do the capsules dissolve?

AIM's vegetarian capsules have been shown to dissolve within 5 to 10 minutes in water. Dissolution may be more rapid in the stomach's acids.

AIM BarleyLife® Xtra

Why is Lo Han used in AIM BarleyLife® Xtra?

Lo Han, shortened from Lo Han Kuo (plant name: *Siratia grosvenorii*) is a member of the cucumber and melon family. Used for centuries as a sweetener in China, Lo Han's sweet-



ening ingredients, mogrosides, are 300 times sweeter than sucrose when extracted with water and dried. 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 AIM BarleyLife® Xtra than in the other varieties of AIM BarleyLife®?

Yes, the percentage of vitamin C per serving is larger in AIM BarleyLife® Xtra than other AIM BarleyLife® products. Acerola cherry powder, used in AIM BarleyLife® Xtra, is one of the richest sources of natural vitamin C available today. The 15 natural fruit and vegetable powders used as flavoring in AIM BarleyLife® Xtra bring their nutritional content to the mix, enhancing the nutritional profile, including increased levels of vitamin C.

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.

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Benefits & Features

Benefits

- Helps maintain whole body health—for a strong foundation
- Delivers two to three times more nutrients, per serving, than found in a typical serving of green vegetables
- Assists in fulfilling the new Food Pyramid recommendations⁷ by providing six to nine fruit/vegetable portions per every three servings of AIM BarleyLife®
- Promotes a healthy immune system
- Increases overall energy
- Offers unique and powerful plant antioxidants
- Contains live enzymes, including superoxide dismutase (SOD)
- Includes a complete profile of amino acids—considered the building blocks of life
- Enhances performance for those with active lives—athletes, business professionals, parents on-the-go
- Provides anti-inflammatory action for healthier joints and tissues
- Exhibits cholesterol-lowering effects
- Gives you the advantage of juicing without the mess

Features

- Built on over 20 years of safe and beneficial use by AIM Members
- Developed through more than 25 years of research
- Holistic approach to crop management
- Grown in clean, green, pristine environments
- Crops only cut once
- Natural chlorophyll
- Neutral pH
- Pure juice, not milled grass; minimal fiber present
- Nutrients in natural proportions without synthetic or genetic modification

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.