

HEALTHY

cell concept

food • exercise • environment • protection • attitude

People innately want to be the best versions of themselves. The AIM Healthy Cell Concept facilitates the need to improve the overall quality of life. There are five avenues we can use — food, exercise, environment, protection and a positive attitude. Any efforts we make in these five avenues will result in a stronger constitution and an improved life for you and your trillions of cells. And it's never too early or too late to get started.

Food

The food choices we make are the most important element of a healthy lifestyle. Proper nutrition is essential for healthy cell replication and repair. A diet rich in whole-foods, in fresh foods, in real foods can impact our lives more than almost anything else. You wouldn't live in a house without a foundation or haphazardly undertake a dangerous career as a rodeo clown just because those choices were the most convenient, so why make food choices in a careless manner?

The problem is, most of us are eating processed foods, sweetened foods or foods loaded with artificial flavors and chemicals. It has become a pandemic. That's why we all must make a conscious choice to stop clamoring for convenience and instead choose to nourish our bodies with nutrients and vitamins from healthy foods.

Why Nutrition?

- ✓ Out of the ten leading causes of death—including the top three—in North America, four are linked to poor dietary choices: Heart disease, cancer, stroke and diabetes
- ✓ A poor diet can increase the risk of several types of cancers
- ✓ A poor diet comes with an increased risk of obesity, tooth decay, high blood pressure, high cholesterol, osteoporosis and depression

What Should I Eat?

- ✓ Eat 5-7 servings of fruits and vegetables a day
- ✓ 25-30 grams of fiber per day, 6-8 grams from soluble fiber sources
- ✓ Limit but do not exclude animal fats. Other healthy fat sources include vegetable oils, nuts and seeds
- ✓ It's important to get protein from a variety of sources, including legumes, nuts, eggs, fish and meats
- ✓ Avoid foods that are processed, especially meat and dairy, refined grains and sugar. Limit red meat, potatoes and salt
- ✓ Consume food sources of vitamin D outside of milk



The Benefits of Proper Nutrition

- ✓ Promotes healthy growth in children
 - ✓ Prevents cholesterol problems
 - ✓ Manages blood pressure
 - ✓ Reduces risk of cardiovascular disease, cancer, diabetes, osteoporosis, obesity, iron deficiency
 - ✓ Improves energy levels
 - ✓ Builds strong bones and immune system
 - ✓ Fosters mental health and a positive attitude
 - ✓ Weight management
- Check out AIM's *Your Answer to Weight Loss* booklet.

Whole-Food Nutritional Products

BarleyLife, BarleyLife Xtra: Alkalinizing and anti-inflammatory whole-food juice concentrates that contain vitamins and minerals and help to balance body pH

LeafGreens, CoCoo LeafGreens: Whole-food juice that contains flavonoids, antioxidants and chlorophyll. CoCoo LeafGreens has heart-healthy cocoa powder to help kids enjoy their greens.

RediBeets, Red Rush: Contains vegetable nitrate from beet juice

Just Carrots: Beta-carotene and antioxidants

ProPeas: Clean vegan protein – alkalinizing

AIMega: Balanced omega-3 and -6 essential fatty acids

Exercise

Exercise is routine maintenance performed by undertaking activities that require physical effort. When you exercise, your body releases natural pain and stress fighters called endorphins and produces healthy cells. Exercise can take the form of any number of popular recreational pastimes like running, skiing, rock-climbing and cycling. Intense exercise will undoubtedly leave you drenched in sweat and gasping for air, but that's a small price to pay for a long life and being able to climb stairs without getting winded.

Why Exercise?

- ✓ Only 30% of North Americans get regular physical activity
- ✓ About 9 million cases of cardiovascular disease are linked to inactivity each year
- ✓ People who spend more time sitting have a greater chance of dying younger
- ✓ Lack of exercise may change metabolic rates, promotes obesity, heart disease, diabetes and other chronic illnesses
- ✓ Paired with proper nutrition, exercise plays a major role in weight loss and weight maintenance

How Much Should I Exercise?

Exercising 15 to 20 minutes a day is enough to reduce health risks. However, it may not be enough to lose weight.

It is recommended that adults get a minimum of 2½ hours of moderate aerobic exercise or 1¼ hours of vigorous exercise every week or a combination of both broken up in any way. More is often better, depending on diet and fitness goals.

The Benefits of Exercise:

- ✓ Weight management
- ✓ Strengthens immune system
- ✓ Reduces the risk of falling in older adults
- ✓ Helps prevent dementia and Alzheimer's
- ✓ Improves mood
- ✓ Boosts energy
- ✓ Helps maintain muscle mass
- ✓ Better sleep
- ✓ Sexual health
- ✓ Longevity
- ✓ Helps prevent type 2 diabetes, osteoporosis, some types of cancer—most notably colon and breast
- ✓ Helps prevent heart attack and stroke and lowers blood pressure



Cell Exercise Products

Red Rush: For increased stamina and improved recovery

ProPeas: Building lean muscle mass

Peak Endurance: Replenishes ATP. Pre- or post-workout drink

CalciAIM: Provides bone and muscle support

Frame Essentials: Reduces joint pain and inflammation and improves joint function

Mag-nificence: Targetable topical magnesium for recovery



Environment

The environment is composed of external factors that affect our health and well-being. It consists of domestic things like dust mites, household cleaners, pet hair or cosmetics as well as the quality of our water, air and the land around us. Pollutants and irritants can have a negative impact on cells. Although many people are unable to change some environmental factors like pollen, dormant volcanoes or cloud cover, there are plenty of personal choices one can make in order to mitigate health concerns caused by the environment.

Common exterior environmental health risks include outdoor air quality, surface and ground water quality, toxic substances and hazardous waste, amount of sunlight in an area, environmental allergens and agricultural health.

Common interior environmental health risks include office machines, cleaning products, construction, carpet, furnishings, perfumes, cigarette smoke, water-damaged building materials, microbial growth, insects, fungus, mold, bacteria, indoor temperature, humidity, ventilation, cell phones and radon.

The most common illnesses caused by exterior environmental factors are diarrhea, lower respiratory infections, COPD and perinatal conditions

Health concerns from interior sources include: Lung cancer, chronic bronchitis, fibrosis, kidney cancer, heart failure, asbestosis, infertility, birth defects, loss of feeling, confusion, decreased speech and sight and memory, allergies, immune system problems, irritation, rash, redness or discoloration, dermatitis, liver damage, tumors, accumulation of fat (steatosis) and death of liver cells.



What Can I Do?

- ✓ Drink 2 liters of pure water daily
- ✓ Eat pesticide-free foods
- ✓ Choose natural skin care products, natural clothes
- ✓ Ensure proper ventilation
- ✓ Choose household products that use safe ingredients
- ✓ Test for radon, carbon monoxide and other gases
- ✓ Make use of house plants
- ✓ Avoid cigarette smoke
- ✓ Get a healthy amount of sunlight
- ✓ Dispose of electronic waste properly
- ✓ Wash hands regularly
- ✓ Wash fruits and vegetables

Products for Cell Environment:

Herbal Fiberblend, fit 'n fiber, Herbal Release:
Bowel health, removal of toxins/waste

FloraFood: Probiotic

LeafGreens, CoCoo LeafGreens: Allergy assistance

Para 90: Parasite cleanse

CalciAIM: Vitamin D

Support your cells with the *Detox & Rejuvenate* program

Protection

No matter how well we eat or how much we exercise or how clean our environment is, the body is still susceptible to attacks from viruses, bacteria and other microorganisms. We are exposed to millions of pathogens a day. A healthy immune system can usually keep these germs and bacteria from doing much damage to us.

Apart from the immune system, protection is reliant on the strategies of rest, nourishment, cleansing, exercise, food choices, mental attitude and bacterial balance in the gut for overall effectiveness.

Cell Protection Products

Proancynol 2000: Improved immune health

FloraFood: Probiotic

CranVerry+: Candida defense

PrepZymes: Supports digestive health

Herbal Release: Removal of toxins/waste

These Factors Affect Your Immune System

- ✓ Stress
- ✓ Too much fat, sugar
- ✓ Water intake
- ✓ Obesity
- ✓ Not getting enough vegetables and fruit
- ✓ Smoking
- ✓ Alcohol usage
- ✓ The amount and quality of sleep
- ✓ Diet and proper bacterial balance in the gut
- ✓ Amount of exercise
- ✓ Blood pressure
- ✓ Cleanliness and hygiene
- ✓ Foregoing regular medical check-ups



Attitude

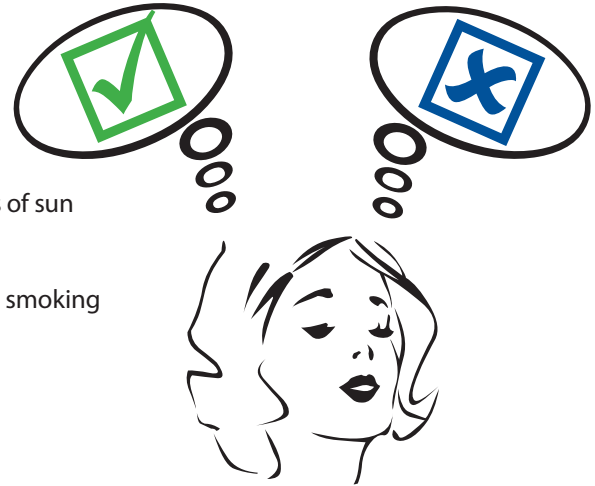
Your outlook can affect your health, and your health can affect your outlook. That's why a healthy mental attitude is the keystone of the Healthy Cell Concept. Although thinking positively seems like a solution out of a child's book, multiple studies published in grown-up medical journals have found actual health benefits. As you become healthier, your stress will decrease, you'll gain confidence as you take charge and your coping skills will improve. A healthy mental attitude will allow you to weather any storm or setback. But you'll need to first believe that change is possible. Although the mechanisms behind the health benefits are unknown, people who are happier tend to exercise more, have better relationships, shun drugs and alcohol and get plenty of sleep.

Health Benefits of Positive Thinking

- ✓ Increased life span
- ✓ Lower rates of depression
- ✓ Lower levels of distress
- ✓ Stronger immune system
- ✓ Better psychological and physical well-being
- ✓ Reduced risk of death from cardiovascular disease
- ✓ Better coping skills during hardships and times of stress

Natural Ways to Improve Attitude

- ✓ Set goals
- ✓ Exercise
- ✓ Get plenty of sleep
- ✓ Plan a routine
- ✓ Get healthy amounts of sun
- ✓ Take solace in faith
- ✓ Avoid drugs, alcohol, smoking
- ✓ Lose weight
- ✓ Connect with others
- ✓ Eat healthy
- ✓ Enjoy life



Healthy Mental Attitude Products

Composure: Stress relief

GinkgoSense: Memory booster

Red Rush, RediBeets: Improved blood flow to the brain

Peak Endurance: Improves cognitive function, B vitamins

Mag-nificence: Relaxing topical magnesium

Healthy Cells for a Healthy Body!

For **Nutrition that Works!** contact:



Published by The AIM Companies™
3923 E. Flamingo Ave., Nampa, ID 83687
Phone: 1-800-456-2462 Fax: 1-800-766-5133
Phone Outside North America: 208 465-5116
AIM Canada 1-888-343-9977
Website: www.theaimcompanies.com
Hours: Mon. – Fri., 6:00 a.m. to 5:30 p.m. MT