

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.



- ✓ 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
- ✓ Maintains proper cholesterol
- ✓ Promotes healthy blood pressure
- ✓ Reduces obesity and iron deficiency
- ✓ Improves energy levels
- ✓ Builds strong bones and immune system
- ✓ Fosters mental health and a positive attitude
- ✓ Weight management

## Why Nutrition?

- ✓ Out of the ten leading causes of death—including the top three—in North America, four are linked to poor dietary choices
- ✓ A poor diet comes with an increased risk of obesity, tooth decay, cardiovascular and other issues

## What Should I Eat?

- ✓ Eat 5-7 servings of fruits and vegetables a day
- ✓ 25-38 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

## Whole-Food Nutritional Products

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

**CoCoo LeafGreens:** All-natural concentrate featuring barley grass juice, broccoli sprouts, and the nutrient-dense leaves of spinach, kale, arugula and Swiss chard, combined with antioxidant-rich cacao and cocoa

**RediBeets:** Red beet juice containing vegetable nitrate

**Just Carrots:** Carrot juice containing beta-carotene and antioxidants

**ProPeas:** Clean, alkalizing vegan protein

**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, such as walking, hiking, running, cycling, golfing, yoga and skiing. 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.



### The Benefits of Exercise

- ✓ Weight management
- ✓ Strengthens immune system
- ✓ Reduces the risk of falling in older adults
- ✓ Improves neurological health
- ✓ Improves mood
- ✓ Boosts energy
- ✓ Helps maintain muscle mass
- ✓ Better sleep
- ✓ Sexual health
- ✓ Longevity
- ✓ Maintains healthy blood sugar levels
- ✓ Improves cardiovascular health

### 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.

### Cell Exercise Products

**RediBeets:** For improved blood flow

**ProPeas:** Builds lean muscle mass

**Peak Endurance:** A pre- or post-workout electrolyte drink that replenishes ATP

**CalciAIM:** Provides bone and muscle support

**Frame Essentials:** Maintains joint health

**Mag-nificence CWR:** Magnesium for recovery



## Environment

The environment is composed of external factors that affect our health and well-being. It consists of domestic things, such as 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, for example pollen, dormant volcanoes or cloud cover, there are plenty of personal choices you can make to mitigate health concerns caused by the environment.

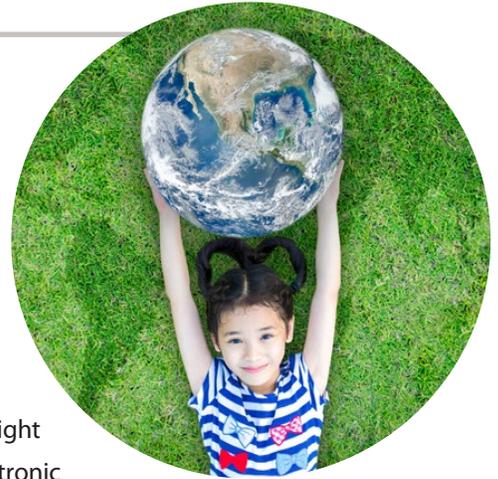
Common exterior environmental health risks include outdoor air quality, surface and ground water quality, toxic substances and hazardous waste, amount of sunlight in an area, environmental allergens and agricultural health.

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.

### 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

**CoCoo LeafGreens:** Allergy assistance

**Para 90:** Parasite cleanse

**CalciAIM:** Vitamin D

## 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 daily. 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.

### 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

### Cell Protection Products

**Proancynol 2000:**  
Improved immune health

**FloraFood:** Probiotic

**CranVerry+:** Candida defense

**PrepZymes:** Supports digestive health

**Herbal Release:** Removal of toxins/waste

## 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.



## 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

## Health Benefits of Positive Thinking

- ✓ Increased life span
- ✓ 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

### Healthy Mental Attitude Products

**Composure:** Stress relief

**GinkgoSense:** Memory booster

**RediBeets:** Improved blood flow to the brain

**Peak Endurance:** Improves cognitive function, B vitamins

**Mag-nificence CWR:** Relaxing magnesium

## Healthy Cells for a Healthy Body!

For **nutrition that works**, contact: