



AIM Just Carrots®



Just Carrots is a whole-food, carrot juice powder concentrate. Our cold-processed technology preserves the natural collection of vitamins, minerals, antioxidants, phytonutrients and enzymes.

How is Just Carrots Unique? _____

- A pure extracted juice with all fiber removed
- Freeze-dried at low temperatures in a vacuum-sealed chamber
- Each canister contains 22 pounds of carrots

Approach _____

It is well-established that carrots are a healthy food. They contain many important nutrients, including alpha and beta-carotene, B vitamins, vitamin C, calcium, iron, potassium and lutein.

Fresh fruit and vegetable juices are rich in enzymes that spark thousands of chemical reactions that occur throughout the body. Enzymes are essential for the digestion and absorption of food 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 phytonutrients can be destroyed, which 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, the elimination of waste, the lubrication of joints and the regulation of body temperature and cellular processes. All physiological functions rely on water in one way or another.

Beta-carotene and Vitamin A _____

Beta-carotene is one of about 600 similar compounds called carotenoids, which are present in many fruits

Key Benefits and Features

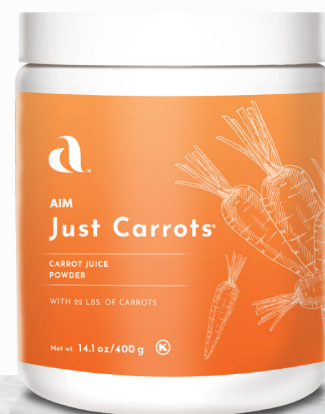
- Helps maintain whole-body health
- Delivers powerful antioxidants that can prevent free radical formation
- Provides beneficial nutrients for the eyes and skin
- Contains active enzymes
- Nearly three decades of safe and beneficial use by AIM Members
- Tested pesticide-free
- Each canister contains nearly 139 large carrots
- No added sugars, artificial coloring or sweeteners
- Eliminates the task of juicing



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. For this reason, beta-carotene, as a precursor to vitamin A, is 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 to 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.

Antioxidants

Beta-carotene is much more than just a natural source of vitamin A; it is also an important antioxidant. The body converts beta-carotene into vitamin A as needed. The remaining beta-carotene contributes to boosting the immune system, complementing other antioxidants and preventing and trapping free radicals. Antioxidants fight free radicals and help prevent them from causing membrane damage, DNA mutation and lipid (fat) oxidation.

Just Carrots

Just Carrots is made from juiced carrots with only the fiber removed. Twenty-two pounds of raw carrots are used to make one canister of Just Carrots powder.

The carrots used are tested pesticide-free, ensuring the absence of harmful toxins. A special process is used to produce Just Carrots that also ensures nutrients and enzymes remain active. This process does not use added sugar, sweeteners or artificial colors to produce Just Carrots.

FAQs

Is there anyone who should not take Just Carrots?

Just carrots is a whole food, so most people should be able to take it.

I started taking Just Carrots, 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 a variety of symptoms, including fatigue, rashes and headaches. For more information, see AIM's Detoxification datasheet.

Can I take too much beta-carotene?

Beta-carotene is non-toxic 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.

I live in a place with high humidity, how else can I store Just Carrots?

AIM Just Carrots can be put in a newer freezer (equipped with a dehumidifier) to preserve the nutrients and prevent humidity-related clumping. Shake canister well before opening. Do not refrigerate.

What can you tell me about the processing used for Just Carrots?

Just Carrots uses a special three-step process, which ensures beneficial, heat-sensitive enzymes are not destroyed.

Is beta-carotene safe to ingest?

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."

How to use Just Carrots:

- Mix 1 tablespoon (12 g) with 4 oz (120 ml) of water or juice. Take once per day. Best taken on an empty stomach.
- Drink Just Carrots juice immediately after mixing it. Best taken 30 minutes before or 2 hours after a meal. To receive the greatest absorption of nutrients, take AIM Herbal Fiberblend® one hour before or 30 minutes after taking Just Carrots.
- Use within 60 days of opening. In hot, humid environments, store in a freezer.
- Close tightly after opening and store in a cool, dry, dark place. Do not refrigerate.
- AIM recommends Just Carrots with BarleyLife and RediBeets. These three together are known as the AIM Garden Trio®.



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