



# Green Comparisons

BarleyLife	BarleyLife Xtra	CoCoo LeafGreens
Gluten-free, Kosher, Non-GMO, Certified vegan	Gluten-free, Non-GMO, Certified vegan	Non-GMO, Certified vegan
Juice powder of young barley leaves	BarleyLife plus 18 different fruit and vegetable powders	Three sources of cocoa plus nutritious greens like barley
Serving size: 4 grams	Serving size: 4.5 grams	Serving size: 4 grams
Take twice per day	Take twice per day	Take twice per day
Tastes like fresh greens	Tastes like cherry-apple greens	Tastes like chocolate with a hint of greens
With kelp and brown rice oligodextrin	With kelp and brown rice oligodextrin	With arugula, kale, Swiss chard and broccoli sprout powders
Powerful antioxidants like SOD, lutoanarin and saponarin	18 mg of vitamin C from acerola cherries	Provides quercetin and kaempferol
1 gram of sugar per serving	1 gram of sugar per serving	0 grams of sugar per serving
22 mg of chlorophyll per serving	22 mg of chlorophyll per serving	400 mcg of sulforaphane per two servings

## Similarities

Certified vegan  
 Contain chlorophyll  
 Alkalizing  
 Grown without the use of pesticides, herbicides or fungicides

Non-GMO  
 Contain barley leaf juice powder  
 Contain Superoxide Dismutase (SOD)  
 Contain naturally occurring enzymes

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## The Roots of BarleyLife

It is said that Christopher Columbus brought the first seeds of barley grass to the shores of the Americas in 1493. It wasn't until the 1970s in Japan that extracting the unparalleled nutrition in the blades of grass for human consumption was explored. And the nutritious juice powder of young barley leaves known as BarleyLife was made available by AIM in 1982.

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## The AIM Fields of Barley

Before the harvesting of young barley leaves begins, the outer perimeter of each field is cut and removed, effectively purging the perimeter. This prevents any other plants from ending up in BarleyLife. Additionally, the lower-quality barley grass growing on field edges is used for animal feed. Only the remaining nutrient-rich grass inside the perimeter purge finds its way into **BarleyLife**.



## SOD, Lutonarin & Saponarin

BarleyLife provides an astonishing number of beneficial nutrients, including the super enzyme, superoxide dismutase (SOD), and the flavonoids, lutonarin and saponarin. As a potent antioxidant, SOD defends the body against oxidative stress. The antioxidant activity of lutonarin and saponarin also protects against damage caused by free radicals.

## They Only Come Out at Night

When AIM harvests young barley leaves, it happens under cool, night skies. Barley grass contains cold-protective nutrients that increase when the temperature drops, so harvesting the leaves in the dark ensures their nutritional peak state.



# Tricks of the Trade: How We Pack So Much Nutrition into BarleyLife

1. We harvest the plants when they are the youngest and most nutritious.
2. We harvest at night when cool temperatures cause the plant to send more antioxidants to their leaves for protection.
3. After the leaves are harvested, they are juiced prior to being concentrated. This process is done quickly and at low temperatures to preserve the important enzymes found in live plants, and it protects BarleyLife against oxidation as well.
4. Juice powder concentrates are easier to digest and easier to get nutrition from because their nutrients aren't bound up in cellulose.
5. BarleyLife is rigorously tested for quality and to make sure that it contains no pesticides, herbicides or fungicides.



# BarleyLife is Kosher



BarleyLife has the OK symbol, meaning it is a kosher food. That makes BarleyLife suitable for consumption by those of the Jewish faith. The OK symbol also appeals to health-conscious people who recognize the high quality standards associated with kosher food.

## Benefits of Harvesting Young Barley Plants

- 1 When the plant is young, it is wholly dedicated to growth and repair and its metabolic processes are in full swing.
- 2 Young plants have more enzymes.
- 3 They also have many small molecular compounds dedicated to growth.
- 4 Nutritious compounds are at peak levels.
- 5 Those same compounds in adult plants are no longer active!

Don't settle for inferior nutrition!

## Superoxide Dismutase: The Inside Scoop

**Superoxide dismutase (SOD)** is a powerful enzyme that functions as a primary antioxidant, so it helps break down potentially damaging oxygen molecules that can lead to chronic low-grade inflammation.



Foods that contain SOD, like BarleyLife, support your body's ability to produce the enzyme as well as other valuable antioxidants.

And in 2014, a dietary study found that SOD supplementation reduced stress and fatigue in healthy people.<sup>1</sup>

Superoxide dismutase fights free radical damage and has anti-inflammatory properties.

<sup>1</sup> Carillon J, Notin C, Schmitt K, Simoneau G, Lacan D. Dietary supplementation with a superoxide dismutase-melon concentrate reduces stress, physical and mental fatigue in healthy people: a randomised, double-blind, placebo-controlled trial. *Nutrients*. 2014;6(6):2348-2359. Published 2014 Jun 19.

**GLUTEN FREE**

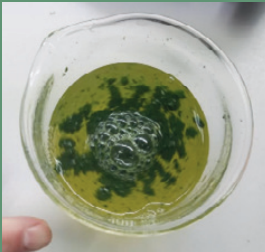
## Is BarleyLife gluten-free?

Yes! BarleyLife is gluten-free! According to the U.S. Food and Drug Administration (FDA) for a product to be considered gluten-free, it must have less than 20 parts per million (ppm). All packaged BarleyLife 180 g and 360 g canisters, as well as all BarleyLife single-serving packets in AIM's inventory have met this requirement.

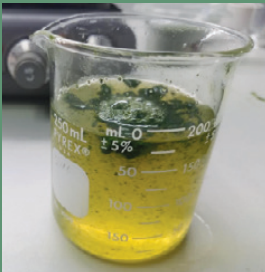
# How to Test for **Enzymes** in Your Green

You can run a simple at-home test to prove to yourself and to others that **BarleyLife is the leader in whole-food juice nutrition**. It is called the **Protein Coagulation Test**. To do this test, you need some steaming hot water and a tablespoon of BarleyLife. Put the hot water in a clear jar, glass or basin and then add one spoonful of BarleyLife.

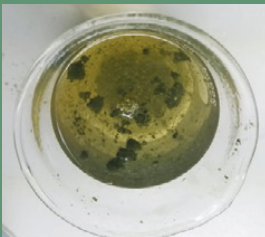
Proteins are made up of strands of enzymes and amino acids. If the product has been processed correctly at low temperature, the powder will cook or coagulate like an egg when placed in hot water. This is an indicator that the enzymes are still intact and have not been destroyed by heat.



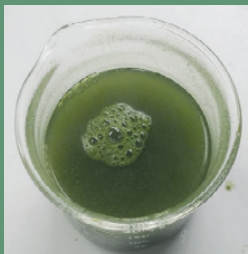
This is an image of BarleyLife in steaming hot water. Notice how the powder naturally binds together.



Here's BarleyLife from another angle. It reacted to the water by coagulating or 'clumping up like an egg yolk.'



Here are two of the competing brands given the same test.



Notice how these competing brands dissipate quickly in hot water.

# The Differences between Barley Grass and Wheat Grass

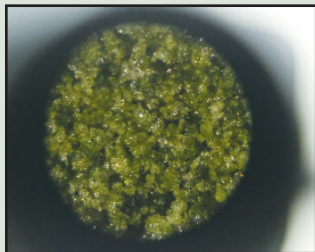


- 1 Barley grass is not as sweet.
- 2 Barley grass contains beta-sitosterol, a phytosterol that will replace some cholesterol during digestion, helping to lower bad and total cholesterol.
- 3 Most wheat grass is grown indoors; barley grass is grown outdoors. Plants grown outdoors tend to have higher levels of antioxidants and more consistent nutritional profiles.

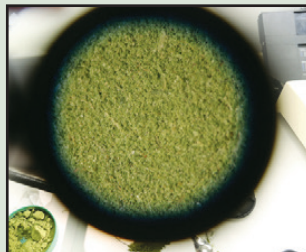
## Juice Concentrate (BarleyLife) vs. Leaf Powder (Competitors)

**Our state-of-the-art concentration process preserves valuable enzymes and protects against oxidation. Also, since BarleyLife is concentrated, you get more nutrition per ounce.**

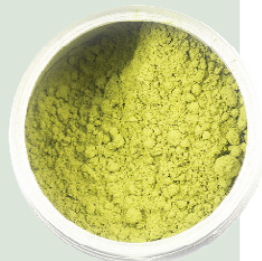
Leaf powders are ground up and dried, their cellular energy processes reach their lowest energy state, deactivating enzymatic activity. Common industrial practices may also lead to quick oxidation and/or grit in the product.



BarleyLife Juice Concentrate



Competitors Leaf Powder



Yellowing Oxidation

Brown rice oligodextrin

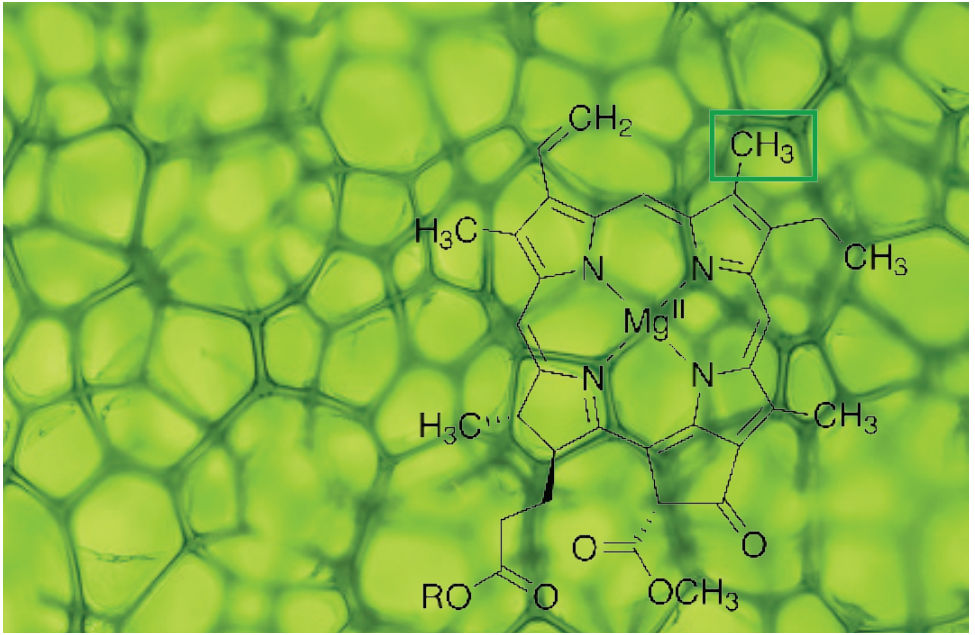


## The Scoop on Brown Rice Oligodextrin

Brown Rice Oligodextrin provides a **protective buffer that keeps enzymes stable and safe, extending the shelf life and preserving our high standard of quality.** Other green juice products may tout “pure juice,” and yes, these juices might contain high levels of enzymes, but without a dextrin base to preserve them, they denature quickly and by the time the product travels from manufacturer, to warehouse, to sales floor, to your dinner table, there’s a very distinct chance that the “pure juice” isn’t going to contain that same high level of active enzymes.

**BarleyLife** is concentrated green nutrition from the juice powder of barley plants. In fact, **one 360-gram canister contains the equivalent of over 187 cups (or over 12 pounds) of leafy greens.** Now that’s a nutrient-packed container of greens!





## BarleyLife now contains more **Chlorophyll**

Third-party laboratory testing has confirmed that **each 4-gram serving of BarleyLife now yields 22.4 mg of chlorophyll**, representing an increase of 3.4 mg over previous testing.

This is due, in part, to technological advances and The AIM Companies' continued efforts to improve on a nearly perfect product.