

AIM

# CELL WELLNESS RESTORER™



Lifestyle has a direct impact on the overall quality of our lives. Therapeutic baths or spas have a long history of enhancing our lifestyle and benefiting both our physical health and mental attitude. Indeed, it has long been thought that water has healing properties. Water coupled with minerals as in mineral baths or natural hot springs has been used throughout history to treat various ailments, specifically degenerative diseases. AIM Cell Wellness Restorer™ is a unique and natural bath additive that brings you the benefits of mineral spas.

## Mineral baths

According to archaeological evidence, balneology—using natural mineral waters for the treatment of disease—has been with us for more than 5,000 years. The Greeks and Romans used water and bathing as therapeutic tools. And it was the Romans who recognized the value of natural hot springs and developed elaborate aqueducts for transporting water from remote sources to bath complexes.

Several kinds of therapeutic baths are still recommended, including hot baths for pain relief and sleep, cold baths for fever, and kinetherapeutic baths for damaged muscles, most notably from conditions such as polio, a viral disease that chiefly affects children and can result in muscular atrophy. Medicated baths, such as with Epsom salts to relieve inflammation, are common, and alkaline baths are promoted as being helpful in the treatment of arthritic conditions.

The efficacy of mineral baths and the therapeutic effects of soaking in mineral water can only be taken from a historical overview as no published scientific research could be found to prove or disprove these claims. However, the value of mineral baths is evidenced by the worldwide growth of the spa industry.

## Stress

All of us have experienced stress and the effects of stress in our daily lives. In fact, we often talk about being “stressed out.” Stress impacts every aspect of our lives, and for many of us, some stressors are those over which we have little or no control. Stressors are demands made upon the body and include physical and environmental factors, such as pollution, temperature extremes, and



trauma; physiological factors, such as nutritional imbalance, gender, age, pain, lack of sleep, and chronic infections; and mental factors, such as emotional strain, anxiety, and depression.

When stressed, the body behaves as if it is under attack. Physiological changes, including increased heartbeat, blood pressure, blood glucose, and secretion of adrenaline, as well as sweating, occur. This is known as the fight-or-flight reaction.

Hans Selye, an endocrinologist considered to be the father of modern stress research, showed that certain physical illnesses could develop as a result of the body's inability to cope with stress (Selye 1978). Current thinking suggests that stress contributes to cardiovascular disease, digestive disorders, mental disorders, cancers, and metabolic disease.

In 1975, Selye said, “For each of us, we must gauge our stress carefully and know when and how to retreat from breaking point.” And most of us do develop patterns for coping with our stressors, including eating, sleeping, emotional outbursts, and so forth. However, most of these methods do not support good health.

Some positive methods for helping to cope with stress and stressful conditions include relaxation techniques and lifestyle changes, such as increased exercise or activity, dietary changes, and supplementation.

## AIM Cell Wellness Restorer™

AIM Cell Wellness Restorer™ is a unique and natural bath additive. It may help you cope with stress in two ways—first, by promoting relaxation when used in a bath or spa and second, by supplementing magnesium, which supports DHEA production, to combat stress and its negative affects.

AIM Cell Wellness Restorer™ is desalinated seawater that has undergone processing to concentrate minerals that are essential for the functioning of body cells. The concentrate is enhanced by the addition of unique crystals.

The experiences of thousands of AIM Members with AIM Cell Wellness Restorer™ indicate that it provides a wide range of benefits.

## Magnesium

Although it represents only 0.05 percent of body weight, magnesium is an essential macromineral. Magnesium is necessary for many metabolic functions in the body, including the production and transfer of energy at the cellular level, the contraction and relaxation of muscles, the conduction of nerve impulses, and the synthesis of protein.

Magnesium, like calcium, is an earth alkali mineral. About 65 percent of the body's magnesium is stored in the bones and teeth. The remaining 35 percent is contained in the blood, fluids, and tissues. Significant amounts of magnesium are present in the heart.

It is estimated that 72 percent of Americans are magnesium-deficient, and the Gallup Survey identified that consumers are largely unaware of the importance of magnesium. Magnesium consumption seems to decrease with age; therefore, deficiency becomes a particular problem for the elderly. Hard water can be a valuable source of magnesium.

### *Magnesium deficiency*

Dietary imbalances in Western society have contributed to magnesium deficiency. The high intake of fats and refined foods and the consumption of soft water, alcohol, caffeine, and excess sugar are all linked to a deficiency of available magnesium. Diuretics, antibiotics, chemotherapy, and immunosuppressive drugs increase the risk of magnesium deficiency.

New research indicates prolonged magnesium deficiency leads to osteoporosis in rats. (*Journal of the American College of Nutrition*, vol. 23, no. 6, 2004.) In humans, osteoporosis affects nearly 30 million people (predominantly women) worldwide.

The early symptoms of magnesium deficiency include fatigue, anorexia, insomnia, and muscle twitching. Psychological changes include decreased learning ability, poor memory, and apprehension.

Studies indicate that angina symptoms are more common with deficient magnesium levels. Diabetics are commonly magnesium-deficient, and it is thought that magnesium deficiency accounts for hypokalemia (too little potassium in the blood), hypocalcemia (too little calcium in the blood), and cardiovascular complications. When magnesium deficiency exists, stress paradoxically increases the risk of cardiovascular damage (Seelig 1994). Magnesium deficiency therefore intensifies the adverse reactions to stress, which can have life-

threatening outcomes. There is suggestive evidence that magnesium deficiency contributes to sudden cardiac death.

### *Benefits of magnesium*

A multicenter, placebo-controlled, double-blind, randomized study on the preventive properties of magnesium for migraine found that high doses of magnesium were effective (Peikert 1996). Several studies have looked at the efficacy of magnesium with regard to metabolism and metabolic disorders such as diabetes; studies have shown that the administration of magnesium to Type II diabetics tended to reduce insulin resistance. The muscle-relaxing effects of magnesium also makes it helpful in the treatment and management of asthma.

## DHEA

Dehydroepiandrosterone (DHEA) is a naturally occurring precursor of estrogen and testosterone. It is a hormone that is present in both men and women. DHEA levels peak at the age of 20 and decrease progressively with advancing age. Meaningful levels of DHEA do not appear in foods. And it is thought that certain people do not synthesize enough DHEA.

DHEA plays a role in the immune system. Low levels of DHEA are associated with ill health (Inlander 1998). Ongoing current research (Casson 2000) indicates that supplementation with DHEA shows significant improvement in functioning of the reproductive system, cardiovascular system, and metabolism. DHEA appears to increase muscle strength and lean body mass, activate the immune system, and enhance the subjective quality of life.

### *Effects of reduced DHEA levels*

Although DHEA is the most abundant hormone in the body, there is significant decline in levels after the age of 20 to 30 years. By the age of 65, output drops to 10 to 20 percent of optimum levels. Prolonged periods of stress results in lowered levels of DHEA as DHEA and cortisol, a hormone produced during the fight-or-flight reaction, have an inverse and adversarial relationship.

DHEA affects every system, organ, and tissue in the body. Therefore, declining levels of DHEA result in a multitude of disease profiles. Studies suggest that the lower a person's DHEA level, the greater the risk of death from age-related diseases. Low levels of DHEA have been associated with Alzheimer's disease, multiple sclerosis, and lupus (van Vollenhoven 1995). Certain

cancers, diabetes, obesity, and cardiovascular disease have been associated with low levels of DHEA (Inlander 1998). Insulin-dependent diabetics are reported to have low levels of DHEA.

### *Benefits of increased DHEA levels*

Numerous studies have been undertaken to establish the benefits of DHEA supplementation; however, many have produced inconclusive results. Published works relate the value of DHEA in regard to aging, male reproductive function, and the immune response. A long-term study of men who had received 50 mg of DHEA per day demonstrated significant improvement in all the markers of immune function, including an average 45 percent increase in monocytes, 29 percent increase in antibody-making B lymphocytes, and a 20 percent increase in T lymphocytes. DHEA was also found to increase the production of insulin growth factor-1 (IGF-1). An uncontrolled study confirmed the benefit of 50 to 200 mg per day for people with systemic lupus erythematosus (van Vollenhoven 1998).

DHEA improves the sense of well-being, and although many of the studies claiming this are anecdotal, the effect is nonetheless experienced by the persons concerned.

**According to research, DHEA supplementation is associated with the following:**

- Reduction in the risk of a fatal cardiac episode
- Modulation of the immune response
- Improvement in the stress response
- Mediation in autoimmune diseases
- Improvement in male reproductive function

## **How to use AIM Cell Wellness Restorer™**

- Shake thoroughly before using.
- Mix approximately 2 ounces (60 ml) in your bath. You may use more or less depending on your needs. AIM Cell Wellness Restorer™ can be used in any temperature of water.
- You may rub AIM Cell Wellness Restorer™ directly on the skin. Wash the area well before applying.
- You may also use AIM Cell Wellness Restorer™ in a footbath: Fill with warm water a glass or plastic container large enough for both feet to comfortably fit. The water should be deep enough to submerge your toes; it can be deeper if you choose.

Start with 1 ounce of AIM Cell Wellness Restorer™ and increase as your needs dictate.

- Do not use AIM Cell Wellness Restorer™ on open cuts or abrasions.
- AIM Cell Wellness Restorer™ is for topical use only.

## **Q and A**

*Is AIM Cell Wellness Restorer™ safe for children? Would it be a problem if they drank any water with AIM Cell Wellness Restorer™ in it?*

AIM Cell Wellness Restorer™ is safe for children. As with most bath additives, consumption is not recommended. We do not believe that there would be any problems if a child inadvertently consumed some, especially since it would be highly diluted.

*I have noticed crystals forming on the bottom of my AIM Cell Wellness Restorer™ bottle and around the lid. What are they and why have they developed?*

A laboratory analysis has determined the crystals on the bottom of the bottle to be sodium chloride (salt crystals) and the crystals around the lid to be ammonium magnesium. These crystals seem to develop because of the special mineral combination and processing method used to make AIM Cell Wellness Restorer™. The crystals are completely nontoxic and slowly dissolve when exposed to water.

The crystals on the bottom of the bottle seem to form in the product naturally because of the small amount of sodium found in the desalinated seawater. These salt crystals seem to form even quicker when the product is exposed to air.

The crystals around the lid seem to form when the lid is not on tightly or when the bottle is exposed to air for an extended period of time.

*What is desalinated seawater?*

It is seawater that has had most but not all of the naturally occurring salt removed.

*Can AIM Cell Wellness Restorer™ be added to a hot tub, Jacuzzi, or jetted tub?*

AIM does not recommend doing this until you check with your local hot tub dealer for a professional opinion. AIM will not take responsibility for any adverse effects AIM Cell Wellness Restorer™ might have on your filters and pumps.

### How much should I put in a hot tub?

There is no set guideline for mixing AIM Cell Wellness Restorer™ in large quantities of water. Use your own discretion.

### Is AIM Cell Wellness Restorer™ for soaking purposes only, or is it okay to use soap with it?

You may bathe in a bath containing AIM Cell Wellness Restorer™; soap does not affect AIM Cell Wellness Restorer™.

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## Benefits & Features

### Benefits

- Supports magnesium and DHEA levels
- Reduces stress
- Improves sleep
- Increases energy
- Softens skin
- Relieves sunburn
- Relieves insect bites
- Reduces joint and muscular aches, pains, and swelling

### Features

- Revolutionary cell-restoring bath additive
- No other product like it in the world
- All-natural, nontoxic ingredients
- Fast-acting results
- Convenient and easy to use
- Beneficial for healthy cells

AIM Cell Wellness Restorer™ is a Lifestyle Health product. The complete Lifestyle Health line consists of AIM GlucoChrom™ and AIM Cell Wellness Restorer™. Use these products to improve your physical and mental health.

## Ask About

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