



# AIM RediBeets®



RediBeets is a whole-food, beetroot juice powder concentrate. Cold-processed juicing advancements preserve the natural collection of vitamins, minerals, antioxidants, phytonutrients and enzymes in beets.

## How is RediBeets Unique? —————

- A pure extracted juice with enzymes
- Uses a unique drying technology that targets water molecules only, keeping nutrients intact
- Each canister contains 15 pounds of beets
- Contains dietary nitrate that converts to nitric oxide

## Approach —————

For the past three or four centuries, beetroots have been thought to be beneficial for the detoxification of the liver. Betaine, a phytonutrient naturally found in beets, can function in our bodies as a methyl donor in the formation of methionine and S-adenosyl-methionine. These compounds can be important for fat metabolism in the liver. Betaine can therefore act as a lipotrope, reducing accumulation of fat in the liver.<sup>1</sup>

Betaine is known to lessen inflammation, and it also plays a role in reducing homocysteine through the methionine/homocysteine cycle acting as a methyl donor. High levels of homocysteine are associated with poor cardiovascular health.

## Dietary Nitrate —————

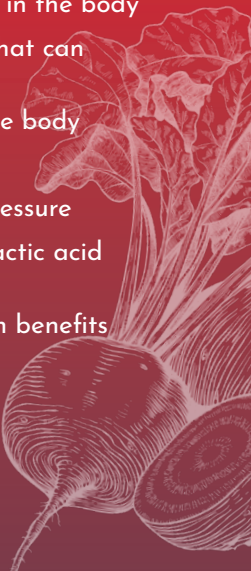
Nitric oxide is produced from dietary nitrate, and a great source of nitrate is beet juice. Unlike the nitrates and nitrites found in processed, preserved foods such as hot dogs, natural nitrate from beets is not harmful and is essential to a number of integral reactions and functions in the body.

Nitrate conversion into nitric oxide takes a circuitous route in the body along the nitrate-nitrite-nitric oxide pathway. Nitrate is converted to nitrite by bacteria in the mouth. Nitrite, in turn, is converted to nitric oxide via several possible enzymatic and nonenzymatic routes.

Nitric oxide provides circulatory and respiratory benefits for the body by relaxing smooth muscle and supporting blood flow to the tissues. This has a great impact as the circulation of the blood permeates throughout the body. Beet juice is an ideal whole food for enhancing circulation naturally and safely through vasodilation, without increasing heart rate.

## Key Benefits and Features

- Helps to boost nitric oxide levels in the body
- Provides powerful antioxidants that can prevent free radical formation
- Cleansing and detoxifying for the body
- May improve circulation
- Helps maintain healthy blood pressure
- Decreases fatigue by reducing lactic acid buildup
- Provides cardio and neuro health benefits
- Promotes fast, full recovery
- Tested pesticide-free
- No added sugar, artificial sweeteners or colors
- Eliminates the task of juicing



A study by Queen Mary University discovered that volunteers who drank one cup of beet juice experienced lower blood pressure within twenty-four hours.<sup>2</sup>

A study in *Medicine & Science in Sports & Exercise* found that cyclists who drank beet juice before 2.5- and 10-mile cycling time trials were almost 3 percent faster and produced more power per pedal stroke than when they rode without drinking beet juice.<sup>3</sup>

One serving of RediBeets contains up to 72 mg of natural beet nitrate. Current research suggests the intake of 300 mg of nitrate daily to obtain these benefits. This equates to approximately four servings of RediBeets.

## Enzymes —————

Enzymes are essential for the thousands of chemical reactions that occur throughout the body: the production of energy at the cellular level, the facilitation of digestion, the absorption of digested nutrients and the rebuilding and replenishing of all that the body



requires for metabolism to occur. Although enzymes are destroyed in the cooking process, they are present in raw fruits and vegetables, and juicing is the best way to ensure that we ingest them.

## Juicing

Juicing separates the nutritious juice of a fruit or vegetable from its fiber. It is a means of receiving optimal nutritional benefit from the fruits and vegetables we eat. Although there is value in eating raw fruits and vegetables, juicing provides a means to ensure that we are able to ingest and absorb the maximal amount of nutrients available. Juices are ingested and assimilated within 15 minutes, and this allows the nutrients to be used almost in their entirety for the nourishment of the cells.

RediBeets juice powder provides enzymes, phytonutrients and all the health benefits of juicing without having the extra work of having to clean your beets or juicer. Just add water and mix.

## RediBeets

The 15 pounds of beets used to make one canister of RediBeets are tested pesticide-free, which ensures that you will ingest no harmful toxins. When the beets are processed to separate the juice and its valuable nutrients from the fiber, the beets are not subjected to high temperatures that may damage their nutrients.

RediBeets offers a convenient way to make juicing a part of your daily diet and help meet the recommendation to eat five to nine servings of fruits and vegetables per day.

## FAQs

### Who can benefit from beet juice?

Anyone can benefit from beet juice. As we age, our bodies become less efficient at producing nitric oxide. By the time you're forty, studies show you're making half or less of what you made when you were twenty.

### Is it OK to take more than the recommended serving?

Because beet juice can have a strong effect on some individuals when they use it for the first time (dizziness due to detoxification), it is suggested that you start with the regular recommended serving and gradually increase to the athlete serving.

### What can you tell me about the processing used for RediBeets?

The process dehydrates the beet juice by targeting water molecules only, which leaves the nutrients intact.

## How to use RediBeets

- Take 1 teaspoon (4 g) with 4 oz (120 ml) of water or juice. Take twice per day. Best taken on an empty stomach.
- Mix with water, juice or AIM Garden Trio®.

### Suggested Serving of RediBeets for Athletes

- Mix up to 4 teaspoons (16 g) with 10 oz (300 ml) of water. Take once daily, one to two hours prior to an activity.
- Drink RediBeets 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 RediBeets.
- 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.

### Why does the powder have a crystallized appearance?

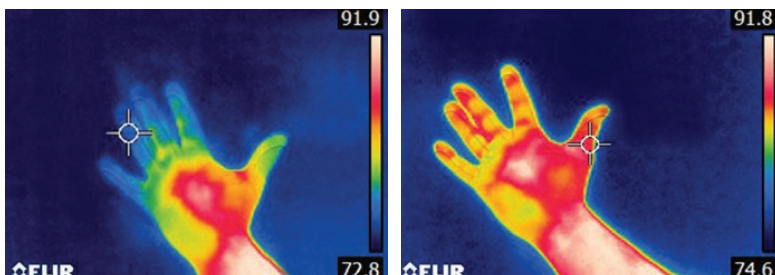
During production the juice is dried into a thin sheet of crystallized juice. This sheet is then pulverized into a powder. To reduce the generation of heat during this step we minimize time in the grinder, which can result in larger crystalline particles.

### Can RediBeets turn my urine pink?

Yes. This effect is called beeturia and it is perfectly safe. Beeturia is the passing of red- or pink-colored urine caused by beet consumption.

1. Abdelmalek MF, et al. *Am J Gastroenterol* 2001;96:2711-7.
2. Kapil et al. *Hypertention* 2010;56:2 274-81.
3. Lansley KE, et al. *Med Sci Sports Exerc* 2011;43:6 1125-31.

## Distributed exclusively by:



**LEFT:** The blues and greens indicate poor circulation and cooler temperatures in the fingers with the warmer palm showing yellow and red.

**RIGHT:** Two hours after drinking the athletic serving of RediBeets, the hand has warmed up significantly, indicating improved circulation with the reds and yellows on fingers and the warmest white in the center of the palm.

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