

Maintaining a healthy weight is a big step in the right direction for preventive medicine. Weight management keeps our bodies working at optimal levels, prevents the onset of disease, and improves energy levels and mood.

Together, AIM ProPeas™ and AIM fit 'n fiber® battle weight by increasing satiety, boosting metabolic rate, creating lean muscle, and supporting a healthy diet and exercise program. These two products – the Lean Team – are an ideal way to get the nutrition you need with protein and fiber in a low-calorie, low-cholesterol, and low-fat package.



ProPeas

ProPeas is an all-natural vegetarian protein source made from field peas. Unlike whey and soy protein, pea protein is not a major allergen. As such, it provides an alternative to most mainstream, animal protein sources that are high in fats and bad cholesterol.

Field peas are high in protein, first and foremost, but they are also strong when it comes to low fat and high iron, select amino acids, and omega-3, -6, and -9 fatty acids. The peas found in ProPeas are grown in Canada, the world's largest producer of non-genetically modified (non-GMO) pea crops.

Another benefit of choosing peas is that they are naturally gluten-free and allergen-free, which cannot be said for soy and whey proteins. Both soy and whey are among the eight most common food allergens that account for 90 percent of all food allergies.

Protein has the potential to control weight in three ways: increasing the feeling of fullness (satiety), increasing metabolic rate, and aiding in the maintenance of lean muscle mass.

- **Satiety** – Of the three macronutrients – carbohydrates, fat, and protein – protein takes the longest to digest in the stomach, leading to feeling fuller longer. This feeling of fullness can prevent the over-consumption

of calories, which is one of the leading causes of obesity.

- **Metabolic rate** – Metabolism is the process by which our bodies convert food into energy or store food as fat; the higher your metabolism, the more fat you will burn. Protein increases metabolism by making the body work harder during digestion. When protein is digested,

it requires more calories than digesting carbohydrates or sugars, thereby strengthening the body's metabolic processes.

- **Lean muscle mass** – As protein intake is increased, the body can create muscle faster and easier. The more muscle someone has, the more calories he or she burns naturally, meaning that a similar amount of food intake could result in losing weight. The branch chain amino acids in ProPeas play a key role in muscle main-

tenance and growth.

Yo-yo dieting, also known as weight cycling, is a repeated loss and gain of body weight due to excessive dieting. This kind of diet is associated with food deprivation as a substitute for good diet and exercise techniques. As a result, the dieter may experience loss of both muscle and body fat during the initial weight-loss phase (weight-bearing exercise and protein consumption is required to maintain muscle).

After completing the diet, however, the dieter is likely to experience the body's famine response, leading to rapid weight gain of only fat. This is a dangerous fat-cycle that changes the body's fat-to-muscle ratio, one of the most important factors in health.

A 2007 study published in the *British Journal of Nutrition* investigated whether the addition of protein to the diet might limit weight regain after a weight loss of 5 to 10 percent in overweight subjects. In a randomized parallel study, 113 overweight subjects followed a very-low energy diet for four weeks, after which there was a six-month period of weight management. Subjects were randomized into either a protein group (additional 30 grams per day) or a control group.

The protein group regained less weight and showed a decreased waist circumference compared to the control group. Weight regain in the protein group consisted of only fat-free mass, whereas the control group gained fat mass as well. Satiety in the fasted state before breakfast increased significantly more in the protein group than in the control group.



After six months' follow-up, bodyweight showed a significant group-time interaction. A protein intake of 18 percent compared with 15 percent resulted in improved weight management in overweight subjects after a weight loss of 7 to 5 percent. This improved weight management implied several factors, including improved body composition, fat distribution, and satiety.

fit 'n fiber

fit 'n fiber® contains 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber. Doctors recommend that men consume 30-35 grams of fiber per day and that women consume 21-25 grams. Considering that most diets already include anywhere from 12-17 grams of fiber, the fiber content of fit 'n fiber® makes achieving these recommendations much easier.

The reduced appetite that you may experience from taking fit 'n fiber® can be traced to the properties of fiber itself. Fiber-rich foods take longer to digest in the stomach than other foods, so those who have diets high in fiber often have a greater feeling of fullness or satiety and, in turn, end up eating less at meals. Another benefit to a slower digestion is that the absorption of glucose into the bloodstream is slowed, decreasing the chances of a blood glucose or insulin spike.

A recent study in the *British Journal of Nutrition* found that a soluble fiber supplement induced satiety in which the participants of the study lost an average of nine pounds in 16 weeks. No other changes were made in their diet. They also received a beneficial effect on cardiovascular disease risk factors, the most important of which was a significant decrease in plasma LDL-cholesterol.

The high soluble fiber content in fit 'n fiber® helps make the product a key part to a healthy diet and exercise lifestyle as well as a supporting component to the Healthy Cell Concept®. For best results, make sure to drink plenty of water and to include fit 'n fiber™ as part of your regular diet and exercise regimen.

The fiber sources for fit 'n fiber® are varied and include apple fiber, larch fiber, Fibersol®-2, inulin, flax seed powder, psyllium husk powder, bamboo fiber, and glucomannan. This extensive blend of fibers provides the consumer with a fiber profile like nothing else on the market.

In 1984, an eight-week double blind study was conducted to test the effects of glucomannan fiber in 20 obese subjects and published in the *International Journal of Obesity*. Subjects were given a placebo or a one-gram dose of glucomannan fiber with eight ounces of water, one hour prior to each of three meals per day. These subjects were instructed not to change eating or exercise routines. After eight weeks, the mean weight loss was 5.5 pounds per individual.

In addition to fiber, the herbal complex of the product features bitter melon, artichoke, and dandelion root. These herbs

aid in satiety, blood sugar maintenance, heart health, and digestion.

Q&A

How much protein do I need?

Please consult the recommended daily servings chart on the ProPeas bag. It provides recommendations for adolescents, adults, pregnant/lactating women and athletes that equate to about 1/3 to 1/2 of each group's Daily Reference Intake.

Is there anyone who should not take fit 'n fiber?

Pregnant or nursing women and children under 12 years should consult a health practitioner before use. This product contains coconut milk and psyllium husk powder.

Key benefits and features

Benefits

- Assists with weight management
- Reduces appetite, increases feeling of fullness
- Helps build and maintain healthy muscle
- Supports the Healthy Cell Concept® and a regular diet and exercise regimen
- Improves circulation and calcium absorption
- Increases energy and endurance
- Provides full feeling and boosts metabolism
- Regulates blood sugar and brain function

Features

- Vegetable source of protein
- Provides 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber
- 5 grams of BCAA's per two servings

The cost of good health isn't nearly as high as the cost of bad health!



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