

Just Carrots



The Root of All Orange

Plants produce vegetables from their leaves, flowers, seeds and stems as well as their roots. Such is the case of the carrot, a popular root vegetable known for its distinct color, taste and healthy benefits. Just Carrots gets to the root of this “orange” nutrition in a cold-pressed, juice powder that delivers antioxidants, enzymes, minerals, vitamins and phytonutrients, notably carotenoids.



Color Carotenoids Carotenes

Plants synthesize yellow, red and orange pigments called carotenoids, which are also protective antioxidants. Beta-carotene is the carotenoid that gives carrots their orange color. What's more, it's a phytonutrient that the body converts into an essential nutrient for staying alive: vitamin A. One 12-gram serving of Just Carrots delivers 6,370 micrograms of beta-carotene.

bit.ly/Carotenes2

What's in a Name?

The English word for carrot comes from the French language: *carotte*. The combination of the Greek word *beta* and the Latin word *carota* gave beta-carotene its name. Just Carrots gets its name from what it provides: just carrots.

Beta
Carotene
from just carrots



Did you know . . . ?

In the 1800s, a German pharmacist by the name of Heinrich Wackenroder was using plant chemistry to search for a medicine that would destroy parasitic worms when he discovered carotene in carrot juice. This phytonutrient is just one of over 25,000 produced by plants.

bit.ly/Carotenes1

Carrots are considered to be an ideal health food. That's why back in 1991, AIM introduced a whole-food concentrate containing just carrots to its nutritional lineup. No juicing of this root vegetable required!



In spite of being naturally sweet, carrots have a relatively low impact on blood sugar levels. One serving of Just Carrots contains 7 grams of natural sugar from this healthy vegetable. No other sugar, sweeteners or artificial coloring is added.



Beneficial for **overall whole-body health**, Just Carrots delivers particularly effective nutrition for the **eyes and skin**.

The beta-carotene in carrots is an antioxidant carotenoid that your body converts to vitamin A, essential for red blood cell production, immune-system support, good vision and healthy skin.



Creating Just Carrots

A three-step process is used to make pure, extracted juice from carrots with the fiber removed. Preserving the carrot's nutritional bounty, AIM's process involves freeze-drying at low temperatures in a vacuum-sealed chamber to create carrot crystals that are clearly, healthy gems!

Twenty-two pounds of raw carrots go into each canister of Just Carrots powder, delivering their wealth of vegetable nutrients, including a rich source of beta-carotene and active enzymes.





Carrots for Eyes

Beta-carotene, found in carrots, is a non-toxic precursor to Vitamin A. Vitamin A helps protect the cornea and has been linked to preventing, impairing or reducing several eye-related health concerns: dry eye, superior limbic keratoconjunctivitis, macular degeneration, retinitis pigmentosa and Stargardt's disease, cataracts and recovery after laser eye surgery. Furthermore, vitamin A helps you see better in low light and improves peripheral vision.



Carrots for the Skin

Vitamin A is currently being studied for its potential to reduce wrinkles caused by the aging process. Vitamin A has also been used to treat acne, repair sun and other damage, maintain healthy skin and relieve psoriasis a bit.

Carrots for the Immune System

Vitamin A deficiency has been linked to an impaired immune system and can increase your risk of catching an infectious disease.



Carrots to Help with Fertility

Vitamin A is vital for the continuation of the species as it helps the male and female reproductive systems as well as embryonic development, especially the development of a healthy nervous system.



Carrots for Oral Health

Vitamin A has bone-boosting properties which can strengthen teeth and is good for the gums, too.

Carrots to Help Fight Cancer and Disease

Vitamin A has been linked to lower rates of breast cancer and has been found to be helpful reducing complications in the following illnesses: malaria, HIV and measles



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- Improves eye and skin health
- Boosts immune health with beta-carotene



- Supplements a nutrient deficient diet

Vitamin