



AIM Veggie D™

AIM is the first to introduce an all-natural vegan source of vitamin D from shiitake and button mushrooms. This whole-food delivery of vitamin D combines lycopene-rich tomatoes and twelve other vegetables for a savory whole food.

Fifty percent of the world's population is vitamin D deficient, and this deficiency has been linked to heart disease, obesity, diabetes, osteoporosis, arthritis, cancer, and more. Getting enough vitamin D in your diet ensures calcium absorption in the gut and the maintenance of adequate serum calcium and phosphate concentrations to enable normal mineralization of bone. Vitamin D is produced by our bodies when our skin is exposed to sunlight and may also be obtained through diet from only a small number of whole-food sources.

The deficiency of vitamin D is so great among North Americans that the recommended daily consumption is now 1,500 to 2,000 IU a day for adults at risk (*Journal of Clinical Endocrinology & Metabolism*, July 2011, 96(7)). An individual's blood should contain greater than 30 ng/mL of 25(OH) D (the active form of vitamin D in the body) and 50 ng/mL for optimum health. The average American only has a blood serum level of 25 ng/mL. Recommendations for vitamin D intake are high due to the small impact large doses have on blood serum level. If a healthy individual consumes 1,000 IU of vitamin D for at least three weeks, their blood serum will rise by about 10 ng/mL. This increase can be maintained with 1,000 IU of vitamin D daily.

AIM Veggie D™ provides 500 International Units (IU) per serving, which counts for 126 percent of the Recommended Daily Intake (US).

If you are interested in obtaining your blood serum levels, request a vitamin D test from your physician or order a self-test kit that you can send to a laboratory for results.

Veggie D's vitamin D

Veggie D is one of the few vegan, whole-food sources of vitamin D. The vitamin D₂ in Veggie D is provided by domestically grown and processed shiitake and button mushrooms. The benefits of a unique, whole-food, vegan-sourced D₂



Key Benefits and Features

- Vegan source of Vitamin D₂
- Whole-food source of vitamin D₂ and lycopene
- Each serving contains 500 IU of vitamin D₂
- Each serving contains 3.3 mg of lycopene
- Can be mixed with all AIM products
- Supports bone health and is complimentary to CalciAIM™
- Mixes well into soups, sauces, and other foods for added nutrition
- Good source of potassium – 230 mg per serving
- All ingredients are derived from natural sources
- No artificial colors or preservatives
- AIM-certified gluten-free

greatly outweigh a cheap and common vitamin D₃ that is derived from the oil of sheep's wool.

Wild mushrooms are exposed to natural sunlight and average 400 IU of vitamin D₂ per three ounces. Today mushrooms are grown indoors with no exposure to natural sun light and average about 10 IU of Vitamin D₂ per three ounces.



The shiitake and button mushrooms used in the Veggie D formula are exposed to a specific, low-energy spectrum of UVB light. This is the same wavelength of light that is naturally produced by the sun that converts cholesterol in our skin to vitamin D₃ (cholecalciferol). This UVB light naturally creates vitamin D₂ in the flesh of the mushrooms. Instead of cholesterol, mushrooms convert a substance called ergosterol to ergocalciferol, which is known as vitamin D₂.

The mushrooms in Veggie D are grown indoors in beds of sterile compost covered with peat moss. Since mushrooms are sensitive to bacteria, yeast, and mold, their growing environment must be very clean.

The whole-food benefits of Veggie D's mushroom source include beta-glucan and chitin-glucan (cholesterol reduction and immunity), glucosamine (joints and wound healing), chitosan (weight loss), eleven minerals, flavonoids, lignans (antioxidants), phenolic acids (antioxidants), and conjugated linoleic acid (weight loss).

Vitamin D₂ versus vitamin D₃

Both vitamin D₂ (ergocalciferol) and D₃ (cholecalciferol) have been scientifically proven to be effective in raising blood serum levels of 25(OH)D. Mushrooms are the only stable, natural plant source of vitamin D₂ with an adequate potency for convenient daily consumption.

The value of mushrooms and their vitamin D₂ content has been confirmed in recent studies. A 2011 study found that the bioavailability of vitamin D₂ from button mushrooms was found to be as effective at maintaining the body's vitamin D concentrations as synthetic D₂ supplements. Additionally, a pair of studies performed in 2008 and 2010 both concluded that the effectiveness of vitamin D₂ supplementation was equal to that of vitamin D₃ supplementation.

Additional benefits and ingredients

Veggie D contains twelve additional vegetables and lycopene-rich tomatoes. Lycopene is the pigment that gives tomatoes and other fruits and vegetables their red color. The pigment acts as an antioxidant in the human body, protecting against free radical damage.

Several studies have shown that lycopene helps lower the risk of prostate cancer and may increase energy. Its antioxidant properties also help with reducing bad cholesterol and protecting against infertility, osteoporosis, and eye diseases.

Each 8-gram serving of Veggie D contains 3.3 mg of natural lycopene from tomato juice powder. AIM Proancynol® 2000 (2 mg) and AIM ReAssure® SP (5 mg) provide a combined 7 mg of lycopene in daily servings. Together, the three products will provide 10.3 mg of lycopene daily, and the recommended intakes for lycopene are 2 to 30 mg daily. One whole medium tomato (123 grams) contains about 3 mg of lycopene.

The vegetable ingredients in Veggie D include the powders of red bell peppers, green bell peppers, celery, Brussels sprout, parsley, artichoke, cabbage, zucchini, garlic, green chili, onion, and red radish juice. Additionally, Veggie D contains ancient sea salt, mined from below the earth where it is protected from environmental contamination. Veggie D has less than half of the sodium found in comparable vegetable juice blends.

The vegetable blend gives Veggie D a rich, savory taste. In combination with other AIM products, Veggie D enhances the flavors of concentrates like AIM BarleyLife®, AIM RediBeets®, and AIM Just Carrots®, and Veggie D makes for a tasty ingredient in soups and sauces.



Veggie D has been certified gluten-free by AIM. This certification is defined by a gluten test result of less than 20 parts per million for every lot produced.

How to use

- Mix 2 teaspoons (8 g) in 6 oz (180 ml) of water, or add to soups or sauces.
- Best taken with food or the AIM Garden Trio®, CalciAIM, or AIMega® (for better absorption of fat-soluble vitamin D).

FAQ

Why did AIM choose mushrooms as the source for vitamin D₂?

Mushrooms are a whole-food, vegan source of vitamin D₂.

Why did AIM choose vitamin D₂ instead of vitamin D₃?

There are no vegetable sources of vitamin D₃. D₃ supplements in the market are primarily derived from lanolin (oil from sheep's wool). Even some D₃ supplements derived from fish also contain lanolin because of its cheap costs and high content of D₃. In addition, lanolin is commercially processed into a synthetic or manmade D₃.

Where are the mushrooms grown?

Both the button and shiitake mushrooms are grown and processed in the USA.

Why expose the mushrooms to low-energy UVB light?

This indoor wavelength naturally creates vitamin D₂ (ergocalciferol) in the flesh of the mushrooms, thus increasing the benefits of Veggie D.

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