

FOREVER 

# Good Health

*The Aloe Way*



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# Aloe Vera – An Introduction

For over 3,500 years, tales of “healing Aloe Vera” plants have been handed down through centuries by word of mouth. It is probably one of the most discussed, but least understood medicinal plants in history. From the Bible’s mention of removing Christ from the cross and wrapping his body in Aloes and myrrh, (John 19:39), we find Aloe Vera mysteriously appearing in every phase of history, with many testimonials to its great medicinal values. The earliest documented use of Aloe Vera comes from the ancient Egyptians, but it was also grown and used by King Solomon, who was said to have valued it highly.

Alexander the Great conquered the island of Socotra in order to have the Aloe for his army. During his fabled travels in the Orient, among the many marvels recorded by Marco Polo were his descriptions of the many applications of the Aloe Vera plant. The Spanish Conquistadors discovered various herbal medicines in use in Tenochtitlan (now called Mexico City). At the heart of many of the Aztec cures, it is known that Aloe Vera was the effective agent. These Aztec herbal medicines were transported back to Europe by the Spanish, during the sixteenth century, where they became the foundation for modern Western medicine.

Aloe Vera is a species of Aloe, native to Northern Africa. It is a stem less or very short-stemmed succulent plant growing to 30-36 inches tall, spreading by offsets and root sprouts. Aloe Vera has long been a popular houseplant. Often called the ‘miracle plant’ or the ‘natural healer’, Aloe Vera is a plant of many surprises. It flourishes in warm and dry climates, and to many people it looks like a cactus with fleshy thorny leaves. In fact it is a member of the Lily family, staying moist where other plants wither and die by closing its pores to prevent moisture loss.

There are over 400 species of Aloe, but it is the Aloe Barbadensis Miller (Aloe Vera or “true Aloe”) plant which has been of most use to mankind because of the medicinal properties it displays. Fully grown, the plant

stands 30-36 inches high, and a mature leaf is 2.5-3 inches wide at the base, weighing 1.5 to 2 kg.

The Aloe leaf structure is made up of four layers:

- 1) Rind - the outer protective layer.
- 2) Sap - a layer of bitter fluid which helps protect the plant from animals.
- 3) Mucilage Gel - the inner part of the leaf that is filleted out to make Aloe Vera gel.
- 4) Aloe Vera (inner gel) contains the 8 essential Amino Acids that the human body needs but cannot manufacture.

We believe you will come to realize (as we have) that Aloe Vera is great for your body - both internally and externally. Aloe Vera has some fantastic natural healing benefits which is why it has earned the title “miracle plant”.



# Understanding Aloe and Its Uses

The benefits of using Aloe Vera were discovered long ago in ancient times. Today, people are still using Aloe Vera for its many restorative and healing properties. The pulp (gel) of the Aloe leaf has been used both externally and internally by many people. But before learning of the many benefits for using an Aloe Vera product, you should first learn about Aloe Vera.

The Aloe Vera plant contains a gel within it that people have used for centuries for healing purposes. This gel is derived from the leaves of an Aloe Vera plant when the leaves are cut or slashed. In a way, the Aloe Vera plant heals itself when cut or slashed. Upon observation, it was discovered that when you cut or slash an Aloe Vera leaf, the fluid (gel) and life blood of the plant begins to spurt out. But within a few seconds, the plants wound films over. A few moments later, a protective rubber like coating begins to surround the plants wound. Not much time later, the plants wound is completely healed. Upon seeing this happen, people knew that the Aloe Vera plant has the ability to heal itself and could possibly help a persons wound heal as well.

## External Use

Aloe Vera is known to heal skin. Many people will testify that Aloe Vera penetrates their skin rapidly and aids in healing their skin faster than ever thought possible. Aloe Vera is used in this manner in forms of Aloe Vera skin care products. This can be: Aloe Vera lotion, Aloe Vera creams and Aloe Vera gels. People use Aloe Vera skin care products to heal cuts, scrapes and burns. Pregnant woman have been known to use Aloe Vera lotion and Aloe Vera gel to make stretch marks disappear. People have even been using Aloe Vera to reduce the appearance of scars and wrinkles.

**Burns:** The healing properties of Aloe Vera for burns are undeniable. Studies have shown that Aloe Vera helps new skin cells form and hastens healing. The Aloe Vera plant has the amazing ability to provide essential nutrients

needed to promote healthy tissue growth by reducing inflammation and killing bacteria and other foreign organisms that thrive on damaged skin cells caused by burns. Aloe Vera's cooling effect offers instant relief from burns and will typically prevent, or greatly reduce, blistering when applied immediately after receiving a burn.

**Dermatology:** Aloe Vera is used widely in dermatology. It is reputed to be effective in the treatment of seborrhea, herpes, red spots, psoriasis, eczema, mycosis and fever blisters.

**Allergies:** It is proven that the pulp of Aloe Vera relieves the itching due to allergies and insect bites, as well as aiding in the healing, in both man and animals.

**Cosmetics:** Aloe Vera cosmetics deliver skin care and makeup all-in-one. The combination of natural ingredients, from 100% pure Aloe Vera and antioxidant vitamins, to marine extracts and chamomile, will protect, nourish and soothe your skin. With Aloe Vera cosmetics, you can look beautiful and nourish your skin at the same time!

**Skin Care:** Aloe Vera can also be used as a treatment for many types of skin conditions. It promotes healthy healing of minor cuts, scrapes and scratches. It seals off the injury and helps new skin cells form. Aloe Vera works well for burns, sunburns and even frostbite. It increases the blood flow to burnt tissue, which greatly quickens the healing of damaged cells. It also has enzymes that relieve pain, reduce inflammation and decrease redness. It even has anti-fungal and anti-bacterial properties.



**Scalp and Hair Care:** It's no secret that Aloe Vera is good for your hair and scalp. Aloe Vera shampoos have been around for years. When it comes to hair, the fewer chemicals you expose your hair to, the better. Aloe Vera acts as a natural hair conditioner and can be used in place of chemical based conditioners. If you are suffering from excessive hair loss, reducing the amount of chemicals you put in your hair is an important first step. When massaging the scalp with Aloe Vera, the astringent action closes the pores but the penetrating capability of Aloe Vera fortifies the roots. Shampooing with an Aloe based shampoo revitalizes drab and dry hair.

**Mouth and Teeth Care:**

The mouth is a cavity that is loaded with soft and delicate tissues. These tissues have a steady supply of foodstuffs, which make it an ideal breeding ground for bacteria. The bacterial flourishing in the mouth also attacks the teeth and induces dental troubles like stomatitis, bad breath, gingivitis and periodontitis. Aloe Vera is a natural anti-fungal agent and anti-bacterial plant. It can work marvels for dental health and protects the highly sensitive fragile tissues of the mouth when consumed internally.

**Internal Use**

Aloe Vera is not just used as Aloe Vera skin care products. Aloe Vera can also be used internally. Many people consume Aloe Vera gel to help with many things. A common thing Aloe Vera gel is used for is constipation. Many people also use Aloe Vera gel to ease the pain or ulcers and arthritis. Not all of the benefits of Aloe Vera ingested internally have been proven scientifically. But people testify that it works for them.

**Detoxification:** Aloe Vera gel also has many positive healing benefits on your body. An analysis of the Aloe Vera plant has conclusively shown that it is made up of a large variety of substances that are found in the human body; vitamins and minerals, amino acids and enzymes. Perhaps no other plant more closely matches the biochemistry of the human body. Aloe Vera gel acts as a

detoxifier and healing agent inside your digestive tract and nearly anyone who has digestive problems may benefit from drinking Aloe Vera gel.

Many people have also had great success when taking Aloe Vera gel for ulcers. Aloe Vera gel is not just for people with digestive problems though. Regular daily dosages of Aloe Vera gel will often increase a person's energy level dramatically and gives a feeling of general well-being.

**Digestive Function:** Aloe Vera is anti-inflammatory, anti-bacterial and anti-viral; it also has the potential to soothe irritations of the digestive tract, such as ulcers, colitis and Irritable Bowel Syndrome. The gel also actively encourages the release of pepsin, which is a gastric enzyme, necessary for the digestive process.

**Immune System Function:** Aloe Vera is full of vitamins, minerals and other nutrients that can help heal stomach and digestive disorders. Research has shown that it balances and modulates the immune system, thereby lowering food intolerances and the body's reaction to them.

**Liver, Stomach and Intestine:** Aloe Vera gel is high in essential enzymes, which stimulate digestion and liver functions. The synergistic effect of Aloe Vera gel used in combination with a few other herbs does wonders as a liver-cleansing agent. Aloe Vera also contains a rare natural ingredient called Saponins, which is provided by nature to cleanse and flush out waste products and toxins.





**Cell Function:** One of the most remarkable qualities of Aloe Vera gel is its ability to speed up the cell renewal process. This helps to improve many cellular functions and protects the skin from degeneration. Aloe Vera has an astringent action and tightens the skin, thus protecting it from early aging.

**Antiseptic:** The Aloe Vera plant produces at least 6 antiseptic agents: lupeol, salicylic acid, urea nitrogen, cinnamonic acid, phenol and sulphur. All of these substances are recognized as antiseptics because they exhibit antimicrobial activity. Aloe has been used to eliminate many internal and external infections, wounds and ulcers. Lupeol, salicylic acid and magnesium are very effective analgesics. This explains why Aloe is effective in alleviating pain.

With all of the benefits that are known for Aloe Vera, it is no wonder people use Aloe Vera so much. There are all kinds of Aloe Vera products available. However, those using Aloe, should heed the words of the ancient Greek physician Dioscorides, who said that the healing properties are to be found in the yellowish to liver-coloured, offensive smelling, bitter tasting gel. But many "so-called" 100% Aloe Vera products available in the market, of which most do not meet the description of Dioscorides, might be questioned, because if the product you are thinking of buying looks like water, smells like water and tastes like water, most likely you are buying - water.

### **Ensuring you drink true Aloe Vera**

Aloe Vera has a mildly bitter taste which may be unpleasant in the raw state. It is possible to get used to the taste of plain Aloe Vera gel, but if you can't, the addition of some fruit juice helps to make it more palatable.

Many preparations are available that claim to provide Aloe Vera in tablet or capsule form. It is unlikely that many of the delicate beneficial components will survive the manufacturing process, and these products often contain so little Aloe Vera anyway. The market for Aloe Vera products is so clouded with conflicting claims with manufacturers in for a quick buck, and unscrupulous players, that it is no wonder that many health professionals remain skeptical of the benefits of Aloe Vera.

### **Importance of Stabilization**

The Aloe Vera plant thrives in warm, dry conditions – a climate which is not prevalent in every part of the world. The popularity and effectiveness of Aloe Vera, in climates where the plant does not grow, are made possible only by a process called ***stabilization***.

The inner leaf gel of the Aloe Vera plant is where most of the curative and medicinal properties of the plant lie. In the wild, this gel is well protected by the fleshy outer rind, which prevents moisture loss and protects it from the atmosphere. However, once the leaf is cut and the gel is exposed to air, it begins to oxidize and as the oxidation process continues, the gel is robbed of many of its beneficial properties. **This is because in order to survive, the plant starts to feed on its own nutrients and so, all the beneficial properties are re-absorbed by the plant itself in its effort to provide nutrition for itself.** Hence, a method had to be derived to prevent this oxidation from occurring when the leaves were harvested.

**Stabilization is a method of preserving the gel, in a state as close as possible to its original form, without losing the original potency and effectiveness of the fresh leaf.** Without stabilization, spoilage of the gel will occur, even under refrigeration. A study conducted by the Food & Drug Research Laboratories in New York found that stabilized Aloe Vera was "virtually identical" to fresh Aloe Vera gel obtained from the plant.

### Whole Leaf Versus Stabilized Inner Gel:



Whole leaf Aloe Vera supplements have been available in the market for a long time, but many of the common Aloe Vera supplements are a bit misleading. "Whole leaf" means they grabbed the entire Aloe Vera plant, blended up the whole thing (gel, sap and leaf skin), and then they filter out all the harmful components, which also removes a lot of the goodness. At first, it sounds great until you realize that the sap and outer skin of Aloe Vera causes diarrhea. The primary healing part of Aloe Vera is the gel, and "only the gel". A quality product needs to separate the gel from the rest of the leaf, and then prepare the gel into a supplement or liquid. This process is obviously more labor intensive.

Unlike the gel, the skin and sap of the Aloe Vera leaf are not food. In fact, they're extremely bitter precisely for the reason of discouraging desert animals from eating the plants. If you slice open an Aloe Vera leaf, and place that on the ground, the desert animals will only eat the gel!

Think of it in terms of an orange juice company putting the orange rind in their juice, just because it too may have some smaller amounts of nutrients. Orange rind may indeed have some small degree of nutrients, but the inner juice and pulp is still better. Which would you pick orange juice as you now know it, or orange juice with the rind blended in?

### Home Grown Versus Organically cultivated Aloe

It's very common to see Aloe Vera plants potted on window sills or if you have the luxury, in your backyard. Aloe Vera is a great plant to have in your home as it's one of the few plants that releases oxygen and absorbs carbon dioxide in the dark, making it very suitable for growing in bedrooms (Usually plants give off carbon dioxide at night). The Aloe Vera plant also has the fantastic ability to absorb toxins from the atmosphere, cleaning the air that comes into your home from poisonous toxins such as Carbon Monoxide, nitrous gases, pollutants in the atmosphere. **While it does all that, where do you think this poisonous substance that is absorbed from the atmosphere is stored?**

Many people boast of the fact that they grow their own Aloe plants and cut it fresh every morning for their intake. This is a common myth that the plants grown in your backyard or on your window sill are even ingestible. What they might be potentially doing is directly eating the poisons from the atmosphere.



If you are going to start using Aloe Vera, make sure that the plants that are used for the products are grown in a lead free, pollution free environment, without harmful chemical pesticides used in their cultivation. Also make sure that the Aloe you use is one of the top 3 "medicinal" types of Aloe and is at least 3 years old before its leaves are harvested for use.

# Little Known Facts about Aloe Vera

## Lignin

Another component of Aloe Vera consists of the lignins, a structural material of cellulose content that allows for penetrative properties. Aloe Vera can soak into all the layers of the skin. Lignins penetrate the toughened areas of the skin being beneficial for skin problems such as eczema and psoriasis

## Saponins

These are soapy substances from the gel that is capable of cleansing and having antiseptic properties. The saponins perform strongly as anti-microbials against bacteria, viruses, fungi, and yeasts.

## Anthraquinones

1. Aloin: cathartic and emetic
2. Barbaloin: antibiotic and cathartic
3. Isobarbaloin: analgesic and antibiotic
4. Anthranol
5. Anthracene
6. Aloetic Acid: antibiotic
7. Aloe Amodine: bactericide & laxative
8. Cinnamic acid: detergent, germicide & fungicidal
9. Ester of cinnamic acid: analgesic and anaesthetic
10. Estereol oil: tranquilising
11. Chrisophanic acid: skin fungus
12. Aloe Ulcine: inhibits gastric secretions
13. Resistinol



## Mono and Polysaccharides

Aldonentose  
Cellulose  
Glucose  
L-rhamnose  
Mannose

## Amino Acids

### Essential

1. Isoleucine
2. Leucine
3. Lysine
4. Methionine
5. Phenylalanine
6. Theronine
7. Valine

### Secondary

1. Alanine
2. Arginine
3. Asparitic Acid
4. Glutamic Acid
5. Glycerine
6. Histidine
7. Hydroxiprolin
8. Proline
9. Serine
10. Tyrosine
11. ½ Cystine

## Enzymes

1. Phosphatase-Amylase
2. Bradykinase: Immune building
3. Catalase: Prevents accumulating of water in system
4. Cellulase: cellulose digestion
5. Creatine phosphokinase: muscular enzyme
6. Lipase: digestion
7. Nucleotidase
8. Alkaline Phosphate
9. Protease: hydrolyses proteins

## Inorganic Ingredients/Minerals

1. Calcium
2. Phosphorus
3. Potassium
4. Iron
5. Sodium
6. Chlorine
7. Manganese
8. Magnesium
9. Copper
10. Chromium
11. Zinc

## Vitamins

1. Vit A: Carotene
2. Vit B: tissue growth, produce energy and blood
3. Vit C & E: Combats infection, helps healing and helps maintain a healthy skin
4. Vitamin M: helps formation of blood
5. Niancimanide: regulator of metabolism
6. Choline: helps metabolism



**Amino Acids:** The amino acids in Aloe Vera are the building blocks of protein and influence our brain function. Humans require 22 amino acids and the body will make all of them except for eight essential amino acids which our body gets from the food/drinks that we take in. Every one of the essential amino acids are available in Aloe Vera.



**Anthraquinones:** Located in the sap of the leaves you will find twelve anthraquinones, a compound that has stimulating effects on the bowels and antibiotic properties. In small amounts the anthraquinones do not have a purgative effect. They help with absorption from the gastro intestinal tract and have anti-microbial and pain killing effects. The most important anthraquinones are aloin and emodin. They are anti-bacterial, anti-viral, and analgesic. The anthraquinones in Aloe Vera breakup residue, pus and lifeless cells, bring blood to the region and flush out material from the wounds and ulcers.

**Enzymes:** Enzymes act as biochemical catalysts that break down the proteins we eat into amino acids. The enzymes turn the food we eat into fuel for every cell in our body, enabling the cells to function and work efficiently. The main enzymes found in Aloe Vera include Amylase (breaks down sugars and starches), Bradykinase (stimulates immune system, analgesic, anti-inflammatory), Catalase (prevents accumulation of water in the body), Cellulase (aids digestion - cellulose), Lipase (aids digestion - fats), Alkaline Phosphatase, Proteolytiase (hydrolyses proteins into their constituent elements) and Creatine Phosphokinase (aids metabolism).

**Vitamins & Minerals:** The next thing we need to ask ourselves is what fuels the enzymes? The key is the vitamins and minerals we take in. For instance if we lack in zinc or Vitamin

B6, our body will not be able to break down or use protein. Because of the healing properties of Aloe Vera and its synergistic action, the body receives what it needs to work properly. Aloe Vera, an anti-oxidant rich plant, contains vitamins such as A, C and E plus the minerals, zinc and selenium. Anti-oxidants help boost the immune system and combat free radicals in the body.

It also contains Vitamins B1, B2, B3, B5, B6 and B12 along with choline, calcium (teeth and bone formation, muscle contractions and heart health), magnesium (strengthens teeth and bones, maintains healthy muscles and nervous system, activates enzymes), zinc (speeds up wound healing, mental quickness, assists with healthy teeth, bones, skin, immune system and digestive aid), manganese (activates enzymes, builds healthy bones, nerves and tissues), chromium (assists with protein metabolism and balancing of blood sugars), selenium which all influence our brain performance.

Additional minerals found in Aloe Vera include copper (important for red blood cells, skin and hair pigment), iron (involved in oxygen transportation and making of haemoglobin in red blood cells), potassium (helps with fluid balance), phosphorus (helps build bones and teeth, assists with metabolism and body pH), and sodium (regulates body liquids, helps with nerve and muscle performance, and helps deliver nutrients into body cells). Aloe Vera also contains the trace minerals of rhodium and iridium used in cancer and tumor research experiments.

**Salicylic Acid:** Aloe Vera contains salicylic acid which is an aspirin-like compound with anti-inflammatory, analgesic, and anti-bacterial properties. It has anti-pyretic properties for reducing fevers.

## Aloe Vera in a Nutshell

- Aloe Vera helps skin wounds.
- Aloe Vera is used to heal burns.
- Aloe Vera helps in speeding recovery time after surgery.
- Aloe Vera gel is used on blisters and sores.
- Aloe Vera is helpful in healing insect bites, rashes, fungus, infections, conjunctivitis and allergic reactions.
- Aloe Vera is applied on dry skin to give a glowing effect.
- Aloe Vera helps in reducing acne and sunburn.
- Aloe Vera helps to fight frostbite.
- Aloe Vera is used to reduce psoriasis, rosacea, warts and eczema.
- Wrinkles from aging are reduced by applying Aloe Vera.
- It stops the bleeding, damage and leakage of the intestine wall, thereby taking the stress off the immune system.
- Effectively balances and enhances proper immune system function.
- Acts as a potent anti-inflammatory agent to reduce inflammation.
- Rebuilds the intestinal protective mucosa lining.
- Promotes and accelerates the tissue healing process.
- Fuels all bodily systems through the promotion of proper digestion, absorption and assimilation of foods and nutrients.
- Normalizes an array of damaging processes in the digestive tract.
- Eliminates mal digestion.
- Has direct anti-bacterial, anti-viral, anti-fungal, anti-yeast and anti-parasitic effects.
- Promotes the production of healthy flora in the digestive tract.
- Controls chronic yeast growth so that normal healthy flora may thrive thereby acting as a prebiotic.
- Contributes greatly to the prevention and healing of malignant cells.
- Creates a "Tumor necrosis factor" which restricts the blood supply to tumors.
- Increases circulation throughout the body and aids in blood sugar balancing.
- Is an extremely effective intracellular antioxidant and free radical scavenger.
- Is not digested by the enzyme systems, it is taken up into the cell INTACT.
- Is absorbed through special receptor sites which exist within the human digestive tract.
- Is 100% non-toxic with No negative side effects.
- May be used simultaneously with any medication with NO contra-indications.

# Certified Aloe Vera Products

There are many Aloe Vera products out there in the market today. But did you know that some of the Aloe Vera products that you buy may be misrepresenting how much Aloe Vera is actually contained in the product? You'd probably be surprised to learn that according to the FDA (United States Food and Drug Administration) a manufacturer can legally have only two tablespoons of Aloe Vera in one LITRE OF WATER and still call it 100% Aloe Vera juice!

The next time you see a juice that says "100% Aloe Vera", check the label carefully.

Because of this, an organization was formed to certify Aloe Vera products that display true Aloe Vera content and literature. This organization is called The International Aloe Science Council or IASC.

The IASC was founded in the early 1980's. They have developed a process for certifying all Aloe Vera products that meet their high standards. First, companies that manufacture Aloe Vera products or farmers that grow Aloe Vera apply to be certified by the IASC. Then, the IASC runs tests and audits on the Aloe Vera product, the Aloe Vera formulas, and the actual Aloe Vera plant used. If all is true and accurate, they get the IASC Seal of Certification.

Any Aloe Vera product that gets the IASC Seal of Certification is ensured and promised that the labeling of the Aloe Vera product is true and that the Aloe Vera content listed is true. It also means that the Aloe Vera product contains a quality of Aloe that meets the IASC standards. Lastly, it means that the Aloe Vera product uses Aloe Vera that comes from a certified source.

You can view the Aloe Vera products that have received the IASC Seal of Certification online at the IASC website:

[www.iasc.org](http://www.iasc.org). This website also lists Aloe Vera products that no longer have the IASC Seal of Certification.

The IASC recommends that you only purchase Aloe Vera products that have its Seal of Certification. Whether you are buying Aloe Vera lotion, Aloe Vera gel, or an Aloe Vera skin care product, you need to be sure the product has the IASC Seal of Certification. This will ensure that the product you are using is pure and that it is a quality Aloe Vera product. This is for both your health and satisfaction.



## Maintaining Quality

With so much variation in the market, maintaining the quality of Aloe Vera is key to retaining Consumer confidence. There are three key tests of Quality:

1. The Official IASC (International Aloe Science Council) seal on the package or product container.
2. Stabilised Aloe Vera gel is listed as the FIRST ingredient on the contents list, and beware of products that state "aqua" (Water) as the first ingredient as this almost certainly means that the contents is re-constituted powder.
3. That the gel is sold in a sealed container that preserves the integrity of the contents.

# Detoxification and Aloe Vera Gel

The human body is exposed to millions of toxins every day. These toxins come from pesticides, food additives, heavy metals in the water, industrial chemicals, pharmaceutical drug residue, and many other substances. Toxins are also produced naturally by the body and are therefore absolutely impossible to avoid. The incidence of many toxicity diseases has increased as well. Research has revealed that toxicity is responsible for rapid aging, promoting degenerative diseases and breaking down the immune system.

Detoxification is the term used to describe the process your body goes through to get rid of toxins. Toxicity occurs in our body when we take in more than we can utilize and eliminate. It is an essential step to wellness and anti-aging. A toxin is basically any substance that creates irritating and/or harmful effects in the

body, undermining our health or stressing our biochemical or organ function. Anything that supports our elimination can be said to help us detoxify. It involves dietary and lifestyle changes that reduce intake of toxins and improve elimination.

Aloe Vera has many ingredients that neutralize toxins, clean the colon, stimulate cell regeneration, support your immune system and boost energy levels. It has natural healing and detoxifying powers and works gently within the intestinal tract to help break down impacted food residues and thoroughly cleanse the bowel. It can help ease constipation and prevent continuing diarrhea, setting a regularity to the bowel. All this helps to reduce discomfort and bloating. Naturally, as these symptoms are eased, so the stress associated with the discomfort is also reduced.

“The natural therapeutic approach maintains that the constant effort of the body’s life force is always in the direction of self cleansing, self repairing and positive health. The philosophy maintains that even acute disease is a manifestation of the body’s efforts in the direction of self cure. Disease, or downgraded health, may be eliminated only by removing from the system the real cause and by raising the body’s general vitality so that its natural and inherent ability to sustain health is allowed to dominate. Natural therapeutic philosophy also maintains that chronic diseases are frequently the result of mistaken efforts to cure or attempted suppression of the physiological efforts of the body to cleanse itself.” - **Henry Lindlahr, Philosophy of Natural Therapeutics**

**The body is very well protected. Only when defenses are weakened can harmful bacteria gain a foothold.**

**Fever** increases the body’s metabolic rate and circulation of the blood and lymph, thereby speeding the removal of toxins from the body, and nutrition to diseased areas. Fever also creates a less favourable environment for both bacteria and viruses, which generally have a very narrow temperature range for optimal growth. As fever increases, these organisms begin to die faster than they can reproduce, Hippocrates stated, “Give me fever and I will cure any disease.”

**Sweating** carries toxins out of the system through the skin. It helps keep the rising temperature within a range that will not endanger the long-term health of the body.

**Inflammation, swelling and edema** are actions by the body to localise a problem. Inflammation indicates a local increase in metabolic activity. Edema, or fluid accumulation, aids in diluting an undesirable, toxic or irritating substance.

**Local infection like boils, acne** result from breakdown of vital tissues into waste matter, which then provides a suitable environment for bacterial spread until the body’s forces can remove the waste material.

**Diarrhea and vomiting** are obvious attempts by the body to rid itself of toxic substances. **Pain** is a natural mechanism by which the body draws attention to a problem area. Pain indicates that the malfunction can no longer be tolerated or compensated for, and that further derangement may become injurious.

**Sneezing and coughing** are vigorous attempts by the body to rid the respiratory system of irritants and toxins.

All these acute symptoms of “disease” are in fact the result of an intelligent action by the body to re-establish equilibrium and positive health. They are corrective and eliminative and should not be suppressed. What is commonly called acute disease is really the result of nature’s efforts to eliminate waste matter or poisons from the body and to repair injured tissues. If this acute condition is not allowed to run its natural course, or is treated with suppressive methods and therefore not allowed to fulfill its intended function of elimination, then eventually chronic disease will result.

## Healing Crisis and Aloe Vera Gel

A healing crisis is when you experience symptoms from diseases and toxins that are released during your detoxification process. Perhaps a simple example may help in understanding this phenomenon.

What if every year, you painted your walls a different color? As time went on, you layered color upon color. Finally after 30 years in the house, you found that the newest paint was not sticking properly because layers of paint underneath were cracking and coming off. So you decided to strip all of the paint off the walls and give it a fresh coat of paint.

Well, believe it or not, your body works in a similar way. As our bodies store fat, the chemistry of the fat reflects the internal body conditions at the time the fat was stored. Each year, the illnesses that you caught left a small residue of the virus or bacteria in your fatty deposits. The toxins you ingested left their mark as well. Deposits throughout your body have kept a sampling record of what you have been through.

Aloe Vera has a unique quality of cleansing from the inside out. Therefore as you cleanse and detoxify your body with Aloe Vera, you will be releasing the toxins, bacteria and viruses that were built up in your fatty deposits. As they are released, you may experience symptoms that you experienced when you initially dealt with that particular problem or event – although in a milder form. You may get a runny nose,

you may feel tired, you may develop body aches or you may even develop a fever, as your body works its way through years of toxins and disease. In fact, the symptoms you experience will likely be in the reverse order of when you first experienced them.

Toxins that your body was exposed to in recent years will show their effect first then will be followed by things that occurred earlier in your life.

This is called a healing crisis. During the healing process, you may experience some discomfort and you may feel like you are catching something. In extreme cases of toxicity, you may actually feel quite ill. However, rest assured that it is your body's way of cleansing – getting rid of these toxins once and for all. During your cleansing, if you feel sick, chances are it is from toxins,

bacteria and viruses that are being released into your body from your fatty deposits.

One of the biggest misconceptions people face with the healing crisis is the belief that they have caught some hideous infection or a condition like acne that they thought they were long rid of has once again returned. However, with a healing crisis, these symptoms are a sign that your body is finally purging itself of the last remnants of the toxins or substances that created the disease or ailment in the first place.

The best way to get rid of these symptoms is to drink plenty of water and continue with the regular doses of Aloe Vera. Avoid overeating during a healing crisis and eat only light meals that are easy to digest.



# Digestion and Aloe Vera Gel

A healthy digestive system is known as the cornerstone of good health. It has been believed and proven for centuries that our mental and physical energy stems from good digestive function, which is responsible for the absorption of all nutrients and elimination of toxins. When this system is healthy and in good function, the entire body's processes and systems run smoothly. When the body is not digesting well, signs of gas, bloating, nausea, constipation, obesity, and emotional imbalance will be present. When these symptoms appear, the body is not detoxifying to its full potential and the liver is overwhelmed with toxic substances.

When we eat things like bread, meat and vegetables, they are not in a form that the body can use as nourishment. Our food and drink must be changed into smaller molecules of nutrients before they can be absorbed into the blood and carried to cells throughout the body. **Digestion is the process by which food and drink are broken down into their smallest parts so that the body can use them to build and nourish cells and to provide energy.**

Food which is ingested moves through the digestive tract. It is both mechanically (chewing, churning) and chemically (digestive juices) broken down. Part of it is transformed into soluble nutrients which are absorbed into the blood in the small intestine and then carried to the organs. In the bowel, undigested food is eliminated as excrements.

Most of the absorption takes place in the small intestine. Because it depends on the amount of epithelial membrane exposed to the chime (partially digested food coming from the stomach), the greater the surface area of the intestinal wall, the better is the absorption. This increased surface area is provided by folding in the intestinal wall and by the structures called **villi**.

Intestinal villi are tiny, finger-like projections



that come out from the wall of the small intestine and have additional extensions called microvilli which protrude from villi lining. They increase the absorptive area and the surface area of the intestinal wall. It is important that the food is absorbed at a considerably fast rate so as to allow more food to be absorbed.

Most of us are overfed yet undernourished. Our tastes lean towards soft, sweet, gooey, delicious foods - foods with very little fiber to carry the waste particles from the digestive system.

**These foods and waste particles coat and clog our villi, packing them like concrete.**

The accumulated, now poisoned, food particles prevent the villi from doing their job. Nutrients cannot be passed to the blood to feed all the body's cells.

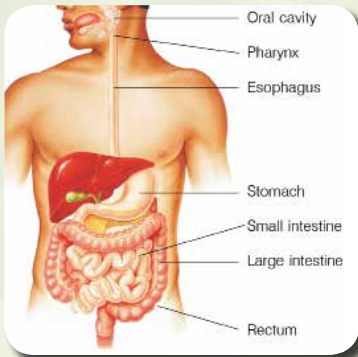
Aloe Vera Gel, if taken daily for a period of several weeks, helps to ensure that the cleansing process of toxins is greatly facilitated. However, it is more usual to find that a regular, daily course of Aloe Vera Gel is sufficient to gently and gradually break

down, loosen and assist in the natural dispersal of these residues.

In establishing a regimen of a regular daily dose of Aloe Vera Gel it may not only be

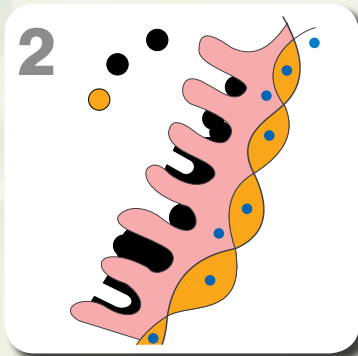
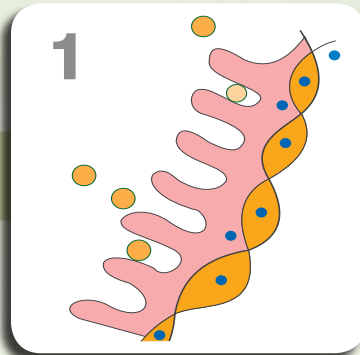
found that the effects are gradual, gentle and with no irritant or harmful side effects, but also the blood condition will be improved due to Aloe Vera's ability to detoxify.

## Microscopic Section of Small Intestine Showing VILLI



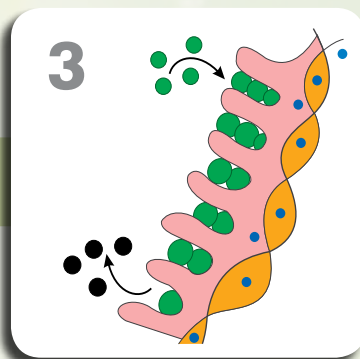
### DIGESTIVE SYSTEM

### ABSORPTION OF NUTRIENTS



### TOXINS ACCUMULATIONS

### CLEANSING ACTION OF ALOE VERA



# Gut Feeling

The bowel can gradually 'fur up' with a lining of unabsorbed food residues. These deposits become impacted and prevent essential nutrients from our diet being absorbed. This situation gives rise to nutrient deficiency which in turn can cause lethargy and exhaustion whilst the affected colon can be the cause of lower abdominal pain, diarrhea or constipation.

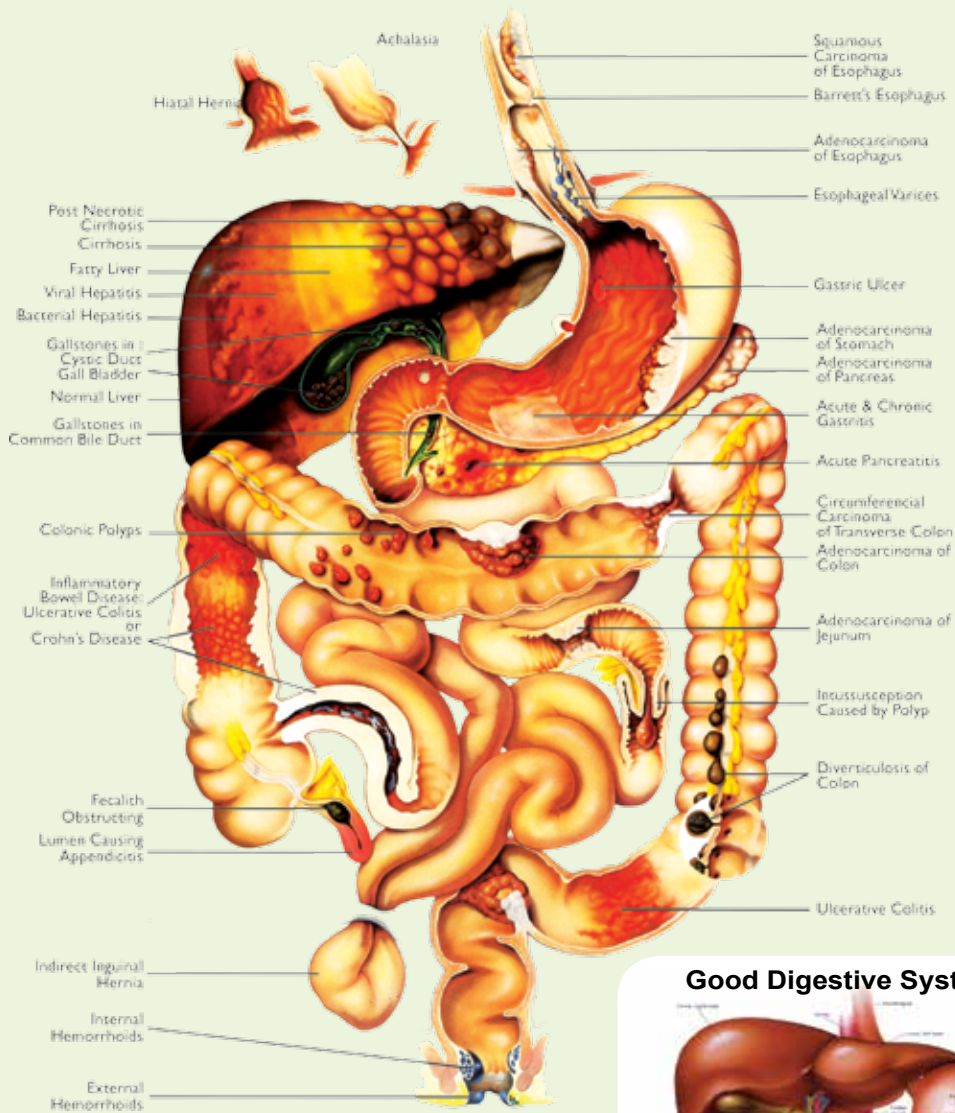
Years of build up in the colon wall prevents the body from absorbing any good nutrients, while poisons and toxins are released from the accumulated, compacted, fecal matter. Over the years, this build up is the cause of many chronic illnesses.

## **Critical facts that must be understood:**

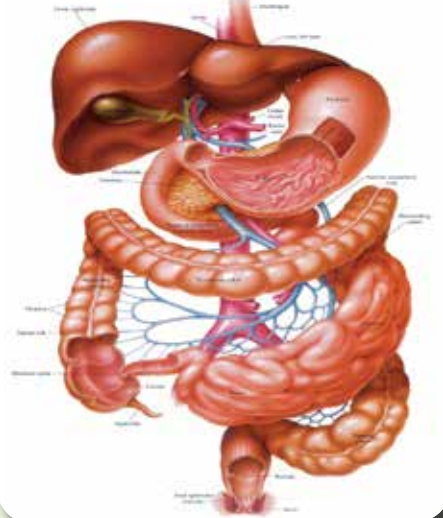
1. Researchers now believe that 90% of ALL DISEASES begin in the digestive tract to enlarge, improper digestion, absorption and assimilation of nutrients. In short, proper digestion, absorption and assimilation of nutrients equals to optimum Prevention.
2. Every cell, tissue, bone, gland and organ of the body needs to be fueled and nourished by nutrients. Without proper assimilation of nutrients, all components of the body will deteriorate prematurely and potentially become diseased.
3. Diseases and disorders of the digestive tract must not be left untreated. Proper digestion, absorption and assimilation of nutrients must be assured in order to recover from present disease in the digestive tract, or anywhere throughout the body.
4. It is common knowledge among many researchers that the body's natural defense mechanism against disease (the immune system) is highly dependent upon the absorption of nutrients to fuel its function. Without proper absorption of essential nutrients, the immune system is unable to ward off potential disease or to effectively battle against existing conditions. Therefore, the body's ability to fight potential diseases or to recover from disease without significant essential nutrients is for the most part, impossible. Nutrients are a Vital Key and the body must be in a position to absorb them.
5. 99% of all Pharmaceutical drugs do not Heal or Cure. They merely hide or "mask" symptoms WHICH LEAVES THE CAUSATIVE FACTORS INTACT. .



# Diseases of the Digestive System



## Good Digestive System



# Oral Care and Aloe Vera Gel

The mouth is a cavity that is loaded with soft and fragile tissues. These tissues have a constant supply of food materials which make it an ideal breeding ground for bacteria. The bacterial thriving in the mouth also attack the teeth and cause dental problems like stomatitis, bad breath, gingivitis and periodontitis. Aloe Vera is a natural anti-fungal and anti-bacterial plant. It can work wonders for dental health and protect the sensitive fragile tissues of the mouth when consumed internally.

## The Use of Aloe Vera in Dentistry

Extract taken from an article published by Dr Richard Sudworth. BDS, LDS, RCS (Eng)

The dental uses of Aloe Vera are multiple. It is extremely helpful in the treatment of gum disease - gingivitis and periodontitis. It reduces swelling of the soft tissues and consequently this reduces the bleeding of the gums. It is powerfully antiseptic in gum pockets where normal cleaning is difficult.

Its anti-fungal properties help greatly in the problem of denture stomatitis, ie. red and sore mucous membranes which are permanently covered by a denture - this is a form of thrush. Cracked and split corners of the mouth are also subject to fungal infection and this can be cured by Aloe.

Its anti-viral properties help in the treatment of cold sores (Herpes Simplex) and shingles (Herpes Zoster). It is a powerful healing promoter and when inserted into extraction sockets, is very beneficial. It can be used in any surgical wound. It has a use in root canal treatment as a sedative dressing, healing promoter and file lubricant.

## Aloe Vera a boon for the dentist:

By Dr. Timothy E. Moore, M.S., P.C. Oklahoma University, Baylor University, and Loma Linda

There are eight main uses of Aloe Vera in dental practice:

1. Application of Aloe Vera directly at the site of periodontal surgery.
2. Applications to the gum tissues when they

have been traumatized or scratched by toothbrush, sharp foods, dental floss, and toothpick injuries.

3. Chemical burns are relieved quickly with the use of Aloe.
4. Site of tooth extraction responds more comfortably when treated with Aloe.
5. Acute mouth lesions such as herpetic viral lesions, aphthous ulcers, cancer sores, and cracks occurring at the corners of lips are improved by direct application of Aloe. Gum abscesses are soothed by the applications as well.
6. Diseases such as Lichen Planus and Benign Pemphigus, AIDS and Leukemia are also relieved. Migratory glossitis, geographic tongue and Burning Mouth Syndrome are improved.
7. Denture patients with sore ridges and ill-fitting dentures and partials can benefit as funguses and bacterial contamination reduce the inflammatory irritations.
8. Aloe Vera can also be used around dental implants to control inflammation from bacterial contamination.



# Forever Bright Tooth Gel

Over the past decade just like the Forever Aloe Vera Gel, Forever Bright Toothgel has been the fastest selling product! People are beginning to have amazing results with this product. Despite the popularity of the Forever Bright Toothgel, we are constantly approached by FBOs who want more information about it, so we have decided to write an article that would give a broad spectrum of information that could be used for clinics or simply selling to friends. Just as you would use Aloe Vera for relief of skin problems, you will find that it is very effective for your gums as well. Forever Bright Toothgel has maintained the same formula since 1985, and of course Aloe Vera is the number one ingredient.



## Properties

- Inhibits and kills bacteria which is known to cause plaque (Strep Mutans).
- Effective in battling periodontitis or gum disease.
- Whitening action and odour reduction.
- Extremely low in abrasion.

## Studies done with Forever Bright Toothgel

1. Forever Bright was sent to a dental testing laboratory known for its accuracy and precision for testing for abrasion against the major and against some specialty formulas on the market. Forever Bright had the lowest abrasion score of all the samples tested. It proved to have outstanding cleaning ability with extremely low abrasion; abrasion so low it was declared to be a polishing toothgel.

2. Forever Bright gel structure was adopted after reviewing preference studies which showed a strong move in the marketplace toward the gel structure as being the most effective and preferred vehicle for good cleaning and mouth feel. Many people have questioned the fact that Forever Bright Toothgel doesn't contain any fluoride. Let's discuss this in a little more detail.

## Fluoride isn't always beneficial!

Fluoride is found in a minute trace in our bodies and in some foods. There is growing evidence that supplementation of fluoride or increased intake from the sources actually has an adverse effect on our health. Previously it was thought that fluoride was a necessary nutritional ingredient which reduced tooth decay. However, some professional researchers have had clinical evidence showing that fluoride in fact brings the visible symptoms of aging, and it has been found that it could damage the body's rejuvenation and repair capabilities.

## How is this possible ?

Many researchers studied those side effects and have found that fluoride distorts the normal proteins which are responsible for functions of the body. Once the stabilized shape of the protein is destroyed, so does the enzymatic activity of the proteins.

**Fact:** One known enzyme in Aloe Vera was found to be 100% inhibited when used in conjunction with fluoride. Another was found to be at least 70% inhibited. Other important enzymes in Aloe were shown to exhibit damaging reactions to fluoride. We are aware of other toothpastes which included fluoride and Aloe Vera. Apparently those companies decided that the "sale appeal" of having fluoride listed as an ingredient was more important than maintaining the efficacy of the Aloe Vera. On the contrary, we felt that maintaining the value of the Aloe Vera was most important.

# Skin Care and Aloe Vera Gel

Over the past two decades, skin care has advanced at a rate rivaling that of technology. Just as it used to be enough for cell phones to simply make phone calls, it used to be enough for skin care products to simply cleanse, tone and moisturize. Those days are long gone. As baby boomers started showing the first signs of aging, they demanded more of their skin care products. They insisted on multi-tasking formulas that could reduce fine lines and wrinkles, firm sagging skin and make dull complexions lustrous again.

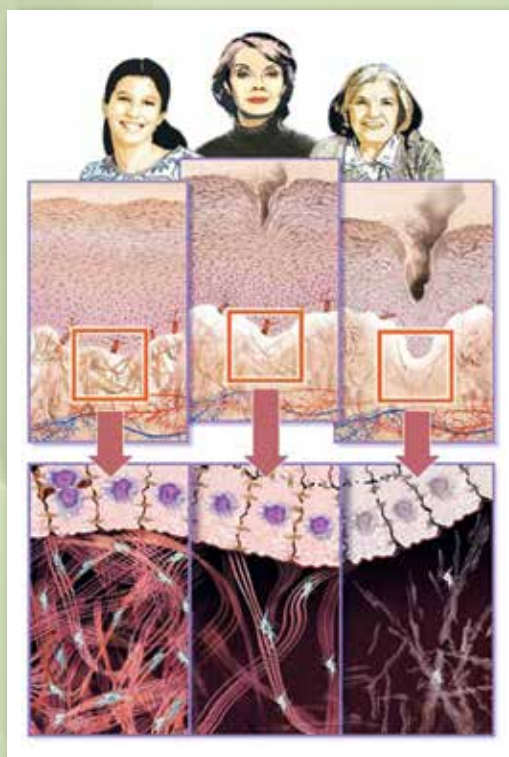
Recently, the cosmetics performance bar has been raised. Now, it's not enough to simply minimize the signs of aging. Today's savvy customers want to prevent one of its main causes—skin-degrading pollutants—before it takes its toll. That trend is evidenced by the flood of mass market and natural anti-pollution skin care products hitting the shelves in recent years. Unfortunately, in the rush to incorporate the latest new fad ingredients into their formulas, many manufacturers have overlooked one of the simplest and most effective anti-pollution agents available: *Aloe Vera*.

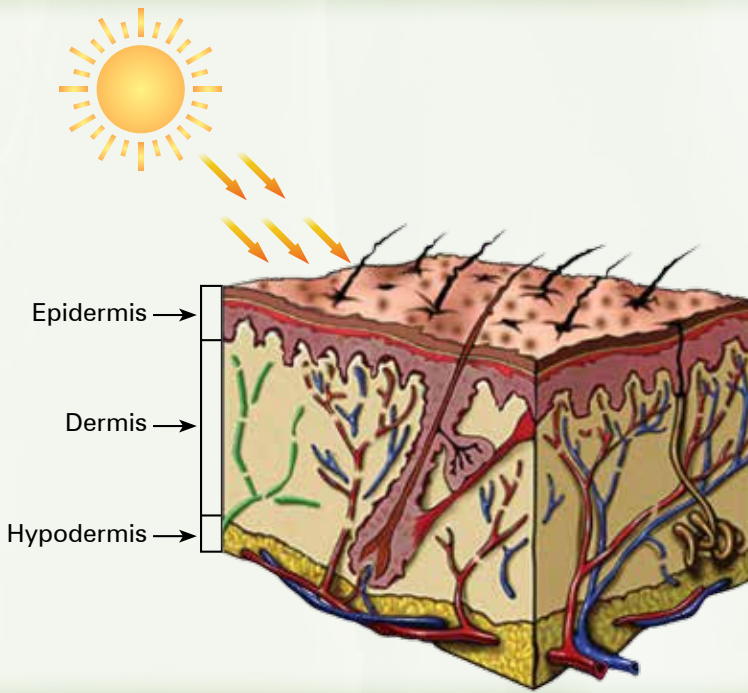
*Aloe Vera* has been known since ancient times as an effective burn and wound healer and a soothing moisturizer, properties that have been verified by modern scientific investigation. However, recent research has revealed Aloe deserves a place in pollution-fighting skin care products because it acts as an effective barrier to pollutants, reduces oxidative stress created by pollution-generated free radicals, activates the body's detoxification system, and restores immune suppression caused by ultraviolet B (UVB) rays. Best of all, Aloe works both topically and internally, making it ideal for both cosmetics and dietary supplements positioned for anti-pollution and detoxifying benefits.

## Canary in a Coalmine

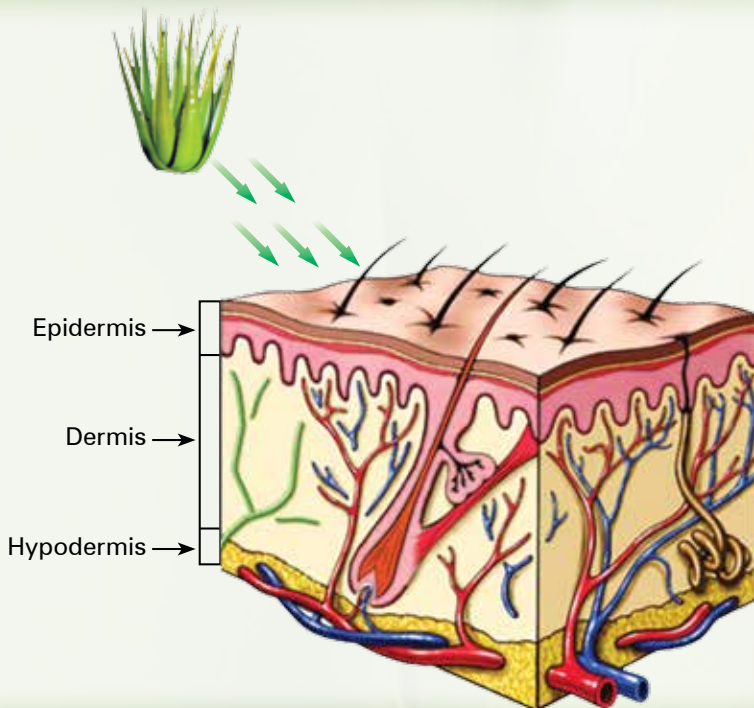
Remarkable in design, the skin forms an almost impermeable barrier between the inside of the body and the outside world. That barrier keeps unwanted guests – such as pathogens (microorganisms, or components of these organisms, that cause disease) – OUT, while locking necessary nutrients, such as water – IN. Unfortunately, sometimes prowling molecules penetrate the barrier. In fact, according to researcher Lowell A. Goldsmith, the skin is “a target organ for pollution and allows the penetration of exogenous agents into the body.”

As the body's largest organ, and the one with the most direct contact with the environment, the skin may be the first place to show signs of damage from indoor and outdoor air pollution. In other words, it acts as the body's canary in a coalmine (refers to serving as a warning to others).





Aloe works both topically and internally, making it ideal for both cosmetics and dietary supplements positioned for anti-pollution and detoxifying benefits



## Pollutants & The Skin

What exactly do pollutants do to the skin? First, they can aggravate existing skin problems, including atopic dermatitis, psoriasis and scaly skin, as discovered by researchers who found these diseases are more severe in urban populations. Second, they can increase the incidence of skin diseases.

But a more far-reaching problem is that pollutants generate free radicals, those unstable molecules that have been implicated in the aging process, including the aging of the skin. While the body is equipped to neutralize a certain amount of these rogue molecules, sometimes its antioxidant reserves are depleted faster than can be replenished.

Collagen and Elastin are not free radicals' only victims. Another study, found air pollutants such as ozone and nitric oxide increase the oxidation of sebum, the skin's built in moisturizer. The researchers noted that pollutants affect the smoothness and brightness of the skin, compromises the skin's natural defenses and may enhance irritation and allergic reactions.

There's one last skin problem caused by air pollution, although indirectly. Because pollutants such as chlorofluorocarbons have eaten a hole in the ozone layer, people are exposed to higher levels of UVB rays than they were in the past, putting them at greater danger of skin cancer. For every percentage decrease in ozone, there is a 2 percent increase in UVB radiation, and a predicted 2 percent increase in skin cancer.

### Aloe Vera For Modern Times

At a basic level, Aloe acts as a barrier to pollutants. One of the skin's main purposes is to protect the body from pathogens and toxins by acting as a barrier. Applied topically, Aloe gel reinforces that barrier. How? The mucopolysaccharides contained within Aloe Vera form chemical bonds with water,

giving the gel its characteristic thick, sticky consistency. By creating a gelatinous shield over the skin, Aloe helps keep pollutants out and water in.

Aloe Vera also neutralizes oxidative stress in three distinct ways.

- First, Aloe naturally contains a variety of antioxidants—including vitamins, phenolic compounds and peroxidases—that directly quench free radicals on the skin and in the body.
- Second, in addition to containing its own stores of antioxidants, Aloe Vera gel may also activate the body's endogenous antioxidant enzyme systems.
- Finally, Aloe has the unique and remarkable ability to increase the absorption of vitamins E and C.

Another way Aloe Vera gel protects the skin is that it activates metabolism, which is responsible for inactivating, detoxifying and eliminating pollutants, including free radicals. This is a crucial function because whether a toxin ultimately causes harm is largely determined by how well the body is able to detoxify it.

Aloe also restores immune suppression caused by UVB rays. When UVB rays hit the skin, they not only create free radicals, they also suppress immunity. Unfortunately, due to the release of ozone-depleting pollutants into the atmosphere, the ozone layer does not absorb as much UVB radiation as it used to.



# Testimonies

## TESTIMONY 1

"My name is Lazarine Goveia. I am 54 yrs old and I lived in Bahrain for 12 years. For the last 40 odd years, I have been suffering from chronic sinusitis attacks. It used to begin with very painful, unproductive coughs, followed by headaches, blocked nose and irritation of the nasal cavity coupled with bouts of sneezing which used to result in chronic infection. I also suffered from irritable bowel syndrome that made my travel routine rather uncomfortable. I had to visit the ENT doctors and follow a course of anti-biotics. All these medicines gave me a temporary relief but I suffered sleepless nights due to terrible reaction to the various medicines. My life was an indescribable torture and it was more so to my husband, who unfortunately, could not even sleep on the same bed due to my sneezing and coughing. My loud trumpets would keep him awake throughout the nights. The only recourse open to him was to sleep on the hall sofa.

In the year 1993, after shifting to Pune from Bahrain, these attacks became more frequent and on two different occasions even landed me in hospitals. The doctors treating me, having found conventional medicines not responding, put me on low doses of steroids which in fact were not even revealed to me. My misery continued as I could see these medicines did not help the bronchial congestion. During one visit to the local chemist, I was horrified when informed that the treatment I was under included steroids. This added to my misery and sleeplessness further. Every time I visited the ENT doctor, he strongly recommended a nose operation saying the attacks would be less frequent but however, could not guarantee a complete cure.

In Dec. 2000, I came across Aloe Vera Gel and a bottle of Forever Bee honey. It was nearly a month before I started drinking the gel and the honey but after a few days of consuming the above, I began to feel a steady change in my general health. I felt better, I slept well, my sneezing and coughing stopped and I positively stopped my loud trumpeting which happily brought my husband back to my bed. The immediate change in me and my general condition and well-being was noticed by my neighbors and friends as well.

I can truly attribute my present state of well being and good health to Aloe Vera and its miraculous healing properties. Since that time, I have been recommending Aloe Vera Gel and Forever Bee Honey to everyone I meet, neighbors, relatives, friends, etc. My relief is most unexpected as this happened when I had given up all hopes on medicines."



## TESTIMONY 2

I, Mrs. Harsha Nalin Khichadia, aged 43 years with 5f 2" height:- was suffering from spinal column problem, namely Lumber Prolapse Introvertebral Disc with Sciatica, commonly known as "Disc Hernia" since 2/12/2002. I could not sit or stand for more than half an hour because of my backpain and and I had to take rest for an hour or so. I could not do my routine household work or outside jobs for long stretches of time. I did an MRI for the spinal column and also did a treatment known as "diathermy" at the Asha Parekh Hospital, Santacruz through physiotherapists and got 25% relief. The doctors advised me to do a spinal surgery which would have cost me at least Rs 1-1/2 lacs, with the risk of paralysis. Until a few months

# Testimonies

back, I would spend Rs.15 to 20 thousand on medicines alone! My husband's friend Mr. Harish Khambhadia was constantly advising as for FLP's natural treatment for my problem, but my family hesitated at every occasion.

In 2004 on the Hindu New Year day we came across Aloe Vera Gel along with some of the supplements of Forever Living Products. We were recommended Artic Sea Omega-3 and MSM Gel for my above back-pain problem. Finally my husband and myself agreed to give the products a shot. Surprisingly the products gave me 80% relief, only within 2/3 weeks. These miraculous products not only saved us lot of money for surgery but for made my life pain-free. Now I am busy introducing the products to our friends and relatives, for their better health and well-being.

## **TESTIMONY 3**

I, Subhash Karshi Gada am giving my testimony on the miracle products of Forever Living Products.

My son Meeth was infected with jaundice and fever only two days after his birth. At that time he suffered with epilepsy as well. I took him to several hospitals but that was of no use. Our family has spent lakhs of rupees for his treatments and diagnoses but all we got in return were suitcases full of reports.

Since he suffered from bouts of epilepsy very often, he was afraid to walk, his speech was difficult to understand. He was also prone to pneumonia, cough and cold.

From the time I started giving him Aloe Vera Gel, Forever Bee Honey and Forever Lite, he started showing signs of improvement. In only 15 days he improved to the extent of 20-25%. Within a month his improvement was almost 50%. By the end of next month he was 80% better!!

Now I have admitted him into a school. My family and I feel blessed to have taken the benefits of this miraculous plant and the products of Forever Living.



## **TESTIMONY 4**

I, Fazila Parekh was a patient suffering from Lupus erythematosus. For 5 years due to this disease, I had completely lost my stamina and my immune system was badly affected. My life came to a stand still, as I was advised by the doctors not to go out in the sun or not before 6 pm in the evening. I had a feeling that there was nothing left in me, as no creativeness, no life, no zest and above all no one will do anything, until my cousin Nahid and Rizwan, the very successful couple who are soon going to be Managers came up to my brothers and spoke to them about Aloe Vera products. I came along with my brother to FLP, bought the products and started using them. Within 12 days of in taking the Aloe Vera gel and antioxidants, I regained my stamina. My lost zest and vigour came back. Now I am using all the products and have the ability to travel in the sun. I am really grateful to my cousins, my brothers and Mr. Umesh Dhakan our very talented Senior Manager who encouraged me to get out of stress.

I am grateful to FLP for such fantastic and miraculous products which brought back the creativity and my lost stamina.

FLP for me is like a blessing in disguise.



# Testimonies

## TESTIMONY 5

The unfortunate event occurred while Robert was working on the rigs when all of a sudden he was struck by a 20-ton object. As you can clearly see in the picture, the injury caused was immense. The picture shows the wound along with the leg brace to prevent any further deterioration. Antibiotics and painkillers was the need of the hour. It



was suggested to Robert that he do an amputation, but his determination to carry on with the infection prevailed. In the picture you can see that the wound was so deep that the bone was exposed. Robert had to undergo a bone graft but the infection was still a risk. The leg support was eased but healing was slow. The wound dressing had to be changed regularly since the formation of pus was still evident.

After a lot of care and medication, new flesh started growing over the exposed bone. The victory over a possible need for amputation was accomplished. Healing was a very slow ordeal. All that was required at this time was total rest and constant surveillance along with proper medication. Robert was informed about Aloe Vera, a cactus like plant as he was told. It sounded very much like a crazy idea to him which would subject him to criticism if he consulted with his family.



A final skin graft was performed on Robert's leg. This is the picture where the skin over the wound was in the process of healing. There was not much relief from pain and the wound was healing slowly. Moreover, he had to walk in crutches so as not to strain the leg. Again Robert was asked to contact me by his friend to get to know about what Aloe Vera could actually do for his wound. At the same time, he stumbled upon Aloe Vera Gelly.

It took only three days for Robert to see results in wound healing. It astounded him to realize that the pus was done away with. Today the wound has healed remarkably to such a great extent that it is now adapting to the original skin tone. The use of Aloe Vera Gel, Aloe Vera Gelly and Aloe Propolis Crème is the powerful force that he swears by. Robert can walk without any form of support and without having to dress his wound ever since. The swelling that can be seen at the feet has effectively been combated by the consumption of Aloe Vera Gel.



# Forever Living Products (FLP)



## WHO WE ARE?

For over 37 years FLP has dedicated itself to seeking out nature's best sources for Health and Beauty and sharing them with the world. Founded in 1978, FLP rewrote the book on how to put nature's best sources for health to work for you. Our complete family of Aloe Vera Drinks, Skin Care products and Cosmetics brings the remarkable properties of Aloe to the entire body. Add to that our full line of Nutritional Supplements and products from the Bee Hive, and you have a complete system for naturally achieving better health and beauty.

The story of FLP begins with one man and an ambitious dream. For years, Rex Maughan had been searching for a business idea that would bring together the two biggest goals in his life – better health and financial freedom. In 1978 he found what he was looking for and invited 43 people to attend the first ever FLP meeting in Tempe, Arizona. From this single event, a journey was launched that has led to unimaginable business success.

FLP quickly grew from one man's dream into the dream of millions. The caliber of our products and the simplicity of our business plan meant that anyone who wanted to could improve their quality of life. Some started out as customers in search of better health products, and then grew from satisfied customers to FLP entrepreneurs; others saw the business potential immediately and began building a successful organization. Whatever their reasons for getting involved, the results were the same. Their success grew, and they helped others become healthier and wealthier. Today, over 37 years later, FLP has over 10 million FBOs in over 158 countries around the world.

### The Company

FLP and its affiliates are the world's largest grower, manufacturer and distributor of Aloe Vera and products of the hive and have around \$3 Billion worth of worldwide retail sales. It also has over 10 million Forever Business Owners in over 158 countries worldwide, after having been in the business for just over 37 years and has established a name that is synonymous with trust and reliability.

FLP and its affiliates have their own Aloe Vera plantations and every step of its growing process is tended by expert and caring personnel, right from the time of nurturing till the time the Aloe plants are carefully and timely hand harvested. The process of growing to manufacturing and finally distribution of the products is all done entirely by FLP, making it a vertically integrated company that relies on no other for its supplies or production.

A sister company of FLP, Aloe Vera of America, Inc. (AVA) stabilizes the gel from the Aloe leaves and formulates the products so that they are made on a timely basis unlike other Aloe manufacturers who rely on other growers for their Aloe, in which case it has to be constantly tested to ensure that the quality standards are maintained.

Forever Living Products is on a constant search to bring our loyal customers the finest products in the world. For years we have offered all natural, great-tasting, nutritious honey. Recently we were introduced to such an exceptional source of honey which is so superior that we had to bring it to you. It is harvested in the unique, pollution-free environment of the high mountains of Spain by beekeepers that have painstakingly worked these hives for generations.

# The Product Range

FLP and its affiliates are one of the world's largest manufacturers and distributors of Aloe Vera providing consumers with a variety of natural based Aloe Vera products including skin care and health products, nutritional drinks, beauty products and dietary supplements. Each year new products, which have been meticulously developed and researched, are introduced by FLP.



Gel. At Forever Living Products we believe that quality is NEVER a compromise!

For years we have offered all natural, great-tasting, nutritious honey. Our exquisitely delicious honey is produced when the Spanish mountains are most densely covered in flowers and the weather is dry. This results in honey that matures slowly in the combs of the hives and has unusually high enzyme and mineral content, amongst the highest of all honeys in the world. The colour of our new mountain honey is a beautiful dark amber, due to its richness in minerals. It also has a dominant floral aroma, intense and persistent, with certain fruity notes. We are confident that you will love every spoonful of this splendid new mountain honey.



Our Nutritional Products are of the highest quality and manufactured from select ingredients using advanced technology to ensure that the human body receives all vitamins, minerals and other essential nutrients that the body requires every day.

Even in our Personal Care Range, rather than adding a few drops of Aloe Vera to our products to get the consumers to buy them, we start with fresh potent stabilised Aloe Vera and then add just enough of other ingredients as is needed to create a whole range of Personal Care products. In other words, the number one ingredient in most of our products is 100% Stabilised Aloe Vera



FLP and its products are certified by the International Aloe Science Council Certification (IASC), the Kosher and Islamic Seal of approvals. It is one of the first companies to meet and exceed the IASC high standards, because of which it is authorized to display the seal of IASC approval on its products. Apart from IASC certification, FLP has also been awarded the Kosher (K) rating, which is granted to products that meet very rigid standards of purity and quality all over the world. Moreover to its credit, FLP has been awarded a certification from the Islamic Society of California which certifies high standards and reflects the attention to cleanliness and purity in all stages of manufacturing and packaging. The main reason for the high quality of all our Products is that the "source" of all our raw ingredients are from the best areas possible and free of any contamination.

# Why Forever Living Products (FLP)?

Forever Living starts with pure, fresh, potent Aloe Vera, and then adds other ingredients to aid in their use in various formulations (such as lotions, shampoos, skin care products, etc.). In other words, the number one ingredient in our products is 100% Stabilized Aloe Vera Gel. Listed below are some of the reasons why Forever Living Aloe Vera products are the most effective you can buy at any price.



## 1. GROWING AND HARVESTING



Forever Living owns its own Aloe Vera plantations in the fertile Rio Grande Valley in Southern Texas, Mexico and Dominican Republic. Every step of the growing process is tended by expert and caring personnel, from the nursery where the “pups” are nurtured, to the meticulously cultivated fields of mature Aloe Vera plants, to the carefully timed hand harvesting.

Aloe Barbadensis, even though there are more than 300 different species of Aloe Vera. Only mature Aloe Vera plants providing 100% full gel potency are used. Modern harvesting techniques are employed throughout the farm system and no pesticides are used in any phase of the operation.

Forever Living grows only



## 2. PROCESSING METHODS



Forever Living processes its Aloe Vera leaves within hours of harvesting. They are washed and rinsed twice before being carefully filleted. Minutes after filleting, the raw gel is stabilized by a proven, patented process which preserves essentially all of the 75 different nutritional compounds naturally occurring in the plant. From the time of harvesting, through the entire stabilization process, the gel is handled in a sanitary professional manner. The machinery and buildings are clean and sanitary, thus assuring a quality product.

Only the pure Aloe Vera gel is used. The leaf, along with the yellowish lining (called aloin) is discarded. The pulp of the raw gel remains to be



stabilized. This pulp is a very beneficial factor in the effectiveness of the products. Even though Forever Living's products are sold as foods and cosmetics, they are manufactured under a pharmaceutical license. This means that the facilities, machinery, test equipment, etc. are subject to stringent government regulations

Each batch of every product manufactured is tested a number of times before, during and after final formulation before release by quality control from quarantine. The consumable products are sealed

to protect against contamination, and to increase shelf-life. **The bottles containing our Gels are made with a unique 3-layer plastic which further protects the product from oxidation and keeps it fresh.**

Since Forever Living stabilizes and formulates its own, the products are made on a timely basis. We don't order a big batch once or twice a year, and let it sit around getting old. You can be assured of getting fresh product, made only a matter of weeks before arriving at our warehouses.



### 3. PROVEN RESULTS



The Food and Drug Testing Laboratories of New York conducted an independent test comparing Forever Living's Stabilized Gel with the gel from a raw, mature Aloe Barbadensis leaf. The two were found by them to be "essentially identical." In other words, what you get in the bottle is the same as what you would have if you filleted your own leaf (without the mess!). Forever Living Products' Gels have been certified by the International Aloe Science Council and earned the right to display the Council's Seal of Approval on its products.

Millions of people have used Forever Living's Aloe Vera products with very positive results. Sales of Forever Living Aloe Vera exceed the sales of all other Aloe Vera companies. Most of the sales are to repeat customers, which indicate a very high rate of customer satisfaction. Many people have used other brands and then switched back to Forever Living after comparing the results.



## Why should I buy Forever Living Aloe when I can buy other brands cheaper?



It is a valid question and perhaps we can better answer you with the following information:

FLP and its affiliates are the world's largest grower and distributor of Aloe Vera. We own plantations in the USA and the Caribbean - both prime growing climates. Therefore we can tell you EXACTLY how and where our Aloe was grown. For example, we know and can assure you that no pesticides or herbicides are used in our Aloe Vera fields.

We control the whole process, from choosing which leaves are ripe for harvest, right through to the storage temperature after bottling. We are not dependent on any other supplier.

Our gel is extracted from freshly harvested, mature leaves and stabilized to protect its essential nutritional content within hours. The stabilization process is patented by Forever Living Products' Founder, Chairman of Board of Directors and CEO Mr. Rex Maughan.

No artificial flavouring or colouring is added to our gel. As there are many harvests during the course of the year, colour and

taste may vary. It has been known for some companies to add bleaching agents to their Aloe Vera products, to keep the color consistent on the shelves, all year long. We firmly believe that the colour variations are NATURAL and HEALTHY.

Although a large proportion of Aloe Vera gel is naturally composed of water, anybody seeing the raw gel will know that it is not a thin clear liquid. Our Aloe Vera gel is NOT homogenised or filtered. Our drinks have a rich pulp which settles and contains much of

the goodness of Aloe Vera that is necessary in our daily diets. We advise you to shake the drinks well to receive the full benefit from our pulp. There are some companies who offer Aloe Vera with the pulp strained, giving it the appearance of bottled water.

In recent times, whole-leaf Aloe Vera has attracted much attention and is presented by its manufacturers as providing extra benefits. They often avoid mentioning that in order to remove the strong laxative elements found in the outer leaf, they must pass the whole liquid through charcoal filters, which inevitably upsets the natural balance of nutrients found in the gel. FLP does not have to risk the integrity of the product by subjecting the gel to this filtering process. Since the traditional, well-proven benefits of Aloe Vera are found in the gel, not the rind, FLP discards the useless rinds, using them as natural fertilisers in its Aloe fields.

Our Aloe Vera is not boiled. Boiling or pasteurisation is cheaper and faster. Excessive heat destroys the active ingredients. We use only sub-pasteurisation temperatures (known

*contd. on pg 31*

# The Forever Accreditations

FLP has received various certifications and accreditations from several National & International organisations. This restores confidence in the belief that we at FLP have always been consistently maintaining high standards of quality in all our products manufactured.

- The International Aloe Science Council Seal of Approval – A confirmation of Excellence
- Islamic Society of California
- Products not tested on Animals
- Kosher Rating
- Halal Certification



*contd. from pg 30*

as 'cool processing') to ensure enzyme activity is preserved. Cool processing locks in the nutrients immediately for a greater time. Our Aloe Vera is not reconstituted from freeze-dried gel. This is how some companies can offer 'double-strength' products and so on. Our products contain 100% stabilised Aloe Vera gel, from plant to product to you.

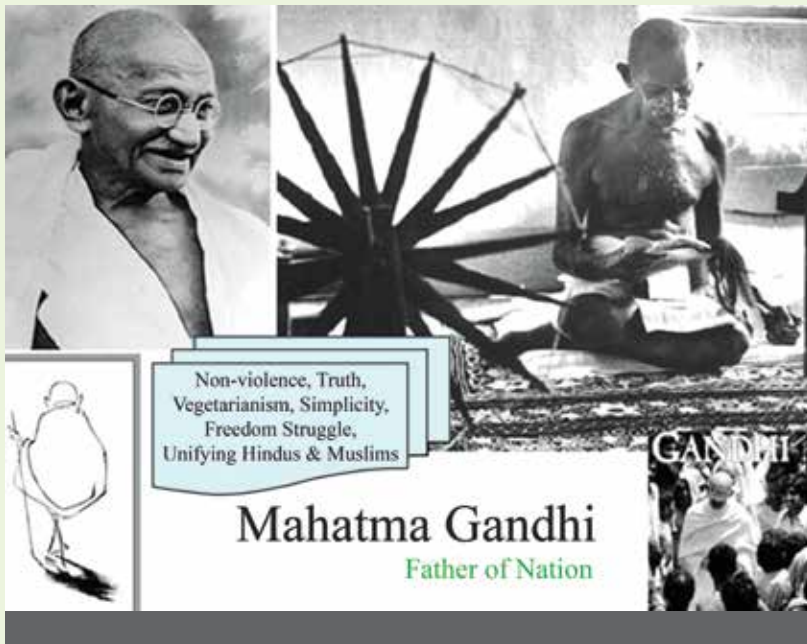
100% stabilised Aloe Vera is the FIRST ingredient on the labels of our drinks, gelly and lotions.

The Food and Drug Laboratories of New York have declared that our Aloe Vera Gel is 'essentially identical' to the raw gel. In other words, drinking our Aloe Vera Gel is like breaking open a leaf and scooping out the gel without the toxins and pollutants present in the leaves.

There is a complete retail money-back guarantee on all our products, which is not offered on most store-bought Aloe Vera.

*"If the diet is wrong, then medicines are of no use. If the diet is right, then the medicines are of no need!"*

A text from the Ayurvedic Records – 500BC



*“You ask me what were the secret forces which sustained me during my long fasts. Well, it was my unshakable faith in God, my simple and frugal lifestyle and the Aloe whose benefits I discovered upon my arrival in South Africa at the end of the 19<sup>th</sup> Century”*

**- Mahatma Gandhi**

Contact :



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 Tel.: (022) 6641 4000 • Email: flpindia@flpindia.net



SKU# 80061  
 MRP Rs. 35/- (incl. of all taxes)



# Are You Buying Genuine Products Of Forever?



## How can you be sure that you are purchasing a product from a genuine Forever Business Owner (FBO)?

**Offline:** While purchasing a product, ask the individual who is providing you with the product for their FBO ID# card. Ensure that the FBO provides you with an invoice or a cash memo for your purchases. All such purchases, which hold the 12-digit FBO ID and a valid cash memo, along with an un-tampered product label, will be treated as a genuine sale by the company.

**Online:** You will receive an email from the company with the Company logo along with your Aloe Store Order Details and a 12-digit FBO ID#. This ensures that your online purchase is genuine.

01



## I purchased FLP product from xyz.com website? Is it genuine? What is the guarantee on that product?

Online selling on website other than the company's official website [www.foreverliving.com](http://www.foreverliving.com) is NOT endorsed, neither promoted, nor approved by the Company, Products of Forever Living can only be bought through an authorized FBO of the company or directly from the company either through the offices across India or through the 'Aloe Store' which is accessed only through the company website or through emails addressed to the company's order processing team.

FLP CANNOT and will NOT guarantee the quality, shelf life, authenticity of the product if purchased from any 3rd party online selling websites. Moreover, FLP cannot be held responsible for any consequences due to the consumption or application of the products, purchased through these online portals.

FLP does not sell its products through any 3rd party websites. The official online selling portal for FLP India is the Aloe Store India, [www.aloestoreindia.in](http://www.aloestoreindia.in)



## Can I claim a refund / exchange from the FBO?

Yes, all products that bear an Invoice or cash memo and have not been tampered with, are eligible for exchange, return and refund from the FBO that you have purchased the product from...

02

03



### Can I claim a refund/exchange from xyz.com website?

Just like the product, there are NO guarantees on refunds from 3rd party online websites. If purchases are made through the Aloe Store India and if the product has not been dispatched, FLP can refund the amount of that purchase and cancel the order.

04

### I purchased a product, but I noticed that the MRP label is damaged? Is it safe?



IT IS A SERIOUS OFFENCE TO TAMPER WITH QUALITY SEALS AND/OR MRP LABELS. IT ATTRACTS LEGAL & PUNITIVE ACTIONS BY THE AUTHORITIES. Whether or not, this was purchased from an FBO or an online website, you have the right to return the product and claim for a refund or exchange from the FBO 3rd party online website (Please refer to Question 5).

06

With such uncertainties on portals and other unauthorized sources, are you willing to take the risk?

It's not just YOUR MONEY, it's YOUR HEALTH at stake

*Buy From A Registered FBO Only.  
Be Safe!*

For any complaints, email [policy\\_compliances@flpindia.net](mailto:policy_compliances@flpindia.net)

Issued in the interest of General Public and Customers of Forever Living Products India



### I purchased a product from a medical / general store? Is it a genuine product?

Products purchased through a registered Forever Business Owner with a 12-digit FBO ID#, or directly through the company offices can be deemed as genuine. Any products purchased from any other medium cannot be deemed as genuine

05

