

Aloe Matters

Issue Seven

2013



Suitcase Essentials
**GET PACKING FOR
YOUR HOLIDAY**

Male Grooming
**THE PERFECT
REGIME**

Sport Must-haves
**PRODUCTS FOR
YOUR KIT BAG**



FOREVER

GENTLEMAN'S PRIDE

An Aftershave Balm for Gentlemen



*Alcohol-free
aftershave balm*

£12.24 | €16.08 | code: 70

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Editor's Letter

Maintaining good health and beautiful skin is a priority, especially in the run up to summer.

So, there's no better time to begin preparing for the much-anticipated summer season when long sunny days, summer sports and barbecues will be aplenty. Whether you're planning a holiday abroad or simply preparing your body for the sun's arrival, we have all the essentials you'll need to *Get Set for Summer*.

It may be that you just feel like pampering yourself, or want to refresh tired-looking skin. If so, we've got it covered. With our unique range of Forever products, you're bound to find something.

So, here's to a great 2013 filled with good health, enjoyable weather and feeling good.

Jenni

Jennideep Hayre
Editor, Forever



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Keeping Up Appearances

THE IMPORTANCE OF STYLE AND GROOMING FOR MEN

MODERN MEN have become increasingly conscious about their grooming regime, from facial scrubs and moisturisers to anti-ageing creams and hair products. And why not, in a world where first impressions count?



1. Shaving Grace

For most men, facial hair shaving can be a bit irritating, literally. More often than not, using a sharp razor blade on your face will leave the skin dry and cause a few nicks. To keep moisturised, it's important to select a balm containing no alcohol as this ingredient is known to dry the skin and cause further irritation. Relieve skin of post-shaving irritation with a soothing aftershave balm like the alcohol-free *Gentleman's Pride* which can double as a skin moisturiser.



2. Headline Hair

Alongside groomed facial hair, the hair style of course needs to suit. Hair trends are always changing, so to keep up with the latest look, you need reliable hair gel; something that can be used on wet or dry hair, providing optimum

hold and no stickiness, like the *Forever Aloe Styling Gel*.



3. Man in the Mirror

Men don't find themselves devoted to prepping and caring for their skin as much as women do, but that doesn't mean it's any less important. Guys need products that are practical, simple to use and do the job. They don't want to spend hours in front of the mirror.

“RESTORE YOUR SKIN'S NATURAL TEXTURE AND LEAVE IT LOOKING AND FEELING REFRESHED”

So, take out the time and guesswork by using the *Forever Marine Mask*.

This deep cleansing and

moisturising conditioning mask helps to restore your skin's natural texture and leaves it looking and feeling refreshed in a flash.

Plus, protect the skin from the elements with the *Forever Alpha-E Factor*. This product contains rich ingredients like vitamins A, C and E to combat free radical damage, one of the root causes of skin damage.



4.



5. Pearly Whites

With the rising popularity of bright Hollywood smiles from shows like *The Only Way Is Essex*, looking after your teeth has never been more important. Everyone takes pride in their appearance, particularly when it comes to having the perfect smile. *Forever Bright Toothgel* fights plaque and gently whitens teeth without ▶



► bleaching. Its fluoride-free formula strengthens and protects the teeth and gums.



6. Scent-sational



Colognes and aftershave have become a must-have commodity in all male grooming regimes. So to complete your daily routine, you'll need the *25th Edition Cologne* for Men. It boasts a stylish, charismatic and sophisticated masculine scent to leave you smelling great.

Plus, this is the ideal gift to give to your partner, dad, brother or friend, so you won't have to stand for hours at your local department store guessing what it is he actually likes!

“MEN DON'T WANT TO SPEND HOURS IN FRONT OF THE MIRROR”

Featured Products:

- Gentleman's Pride: £12.24 | €16.08 | code: 70
- Forever Aloe Styling Gel: £12.24 | €16.08 | code: 194
- Forever Marine Mask: £18.36 | €24.10 | code: 234

- Forever Alpha-E Factor: £27.16 | €35.66 | code: 187
- Forever Bright Toothgel: £5.75 | €7.53 | code: 28
- 25th Edition Cologne: £37.73 | €49.54 | code: 209

Must-have

products for your sports bag

There's no denying, last year's London Olympics inspired and encouraged many people to take up some kind of sport or physical activity, and also promoted the importance of health and fitness. So we've picked a selection of Forever products that are perfect for people to carry around in their sports bags to take with them to the gym, a fitness class or a sports game. You won't want to leave home without them.

Aloe Heat Lotion

Aloe Heat Lotion provides deep penetrating relief for tired and aching muscles after a workout, or can be used as a soothing post-exercise massage lotion to maintain healthy muscles and joints.

£12.24 | €16.08 | code: 64

Aloe MSM Gel

Aloe MSM Gel is an ideal product for keeping joints and muscles in good condition. This clear, non-staining gel helps to soothe away any unwanted tensions that can come with active lifestyles and sports activities.

£18.77 | €24.62 | code: 205

Forever Multi-Maca

Forever Multi-Maca supplements are ideal for people constantly on the go, especially fitness enthusiasts.

£21.61 | €28.40 | code: 215

Forever NutraQ10*

Forever NutraQ10 contains vitamins, such as vitamin C and B12, which contribute to the reduction of tiredness and fatigue and can help to maintain energy levels and stamina during sports.

£23.27 | code: 312



• **Forever Lite Ultra With Aminotein**

• Maintaining a healthy diet when doing some form of exercise is important and that's where Forever Lite Ultra with Aminotein fits in. Aminotein is a unique blend of enzymes specifically designed to break down the protein in your diet and to help maintain a healthy weight.

• **£23.53 | €28.75**

• **Chocolate code: 325**

• **Vanilla code: 324**

• **ARGI+**

• For a great-tasting, nutritional drink, mix a scoop of ARGI+ in some water and pour into your sports bottle.

• **£60.36 | €69.20 | code: 320**

• **FAB**

• Get an immediate burst of energy with a can of FAB, a quick and simple way to stay ahead of the game and to top up your energy levels.

• 12 cans per pack.

• **£30.53 | €37.68 | code: 321**

• **Fast Break Energy Bar**

• The Fast Break Energy Bar is a low-calorie snack bar. It contains a significant amount of the recommended daily allowance of vitamins and minerals the body needs to lead an energetic lifestyle, for example, vitamin C, which contributes to the reduction of tiredness and fatigue.

• **£2.56 | €3.36 | code: 267**



*Not available in Northern Ireland or Republic of Ireland

If you wish to purchase products, contact your Distributor now

DRINKS WITH A SPORTING DIFFERENCE



FOREVER FREEDOM and FREEDOM2GO are the perfect **NUTRITIONAL SUPPORT** for sports and exercise. Contains the **VALUABLE** ingredient vitamin C, which contributes to the **REDUCTION OF TIREDNESS AND FATIGUE**. The versatility of vitamin C also supports **HEALTHY JOINT**

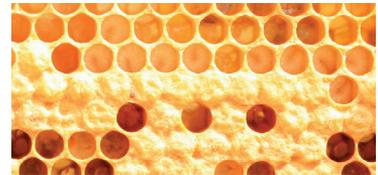
FUNCTION AND FLEXIBILITY, focusing particularly on the function of bones and cartilage.

FOREVER FREEDOM is a **NUTRITIOUS**, orange-flavoured aloe vera gel drink with **UNIQUE BENEFITS**, a must-try for sports professionals and enthusiasts.

FOREVER FREEDOM
£28.40 | €37.31 | code: 196

FREEDOM2GO (box of 30)
£91.93 | €103.74 | code: 306





Bee Pollen

ONE OF NATURE'S ANSWERS TO SUPPORT GOOD HEALTH

WHY?

Bee pollen is considered as one of nature's most rich and nourishing foods, and contains many nutrients required by humans, making it the perfect multi-vitamin and multi-mineral supplement. Natural bee pollen was highly prized by the Greeks and Romans. They called it 'the life-giving dust', or the 'secret ambrosia', eaten to acquire eternal youth. Bee pollen supplements contain a rich source of vitamins, minerals, proteins and amino acids, yet no preservatives, artificial colours or flavourings. They are ideal to take during the

summer when pollen count is high.

Propolis is a sticky resin commonly collected by bees and used to seal small gaps within the hive; this protective substance helps to keep the hives clean. It's said that hives are safer than most operating rooms. The history of propolis spans 5,000 years and has been used to maintain good health.

Royal jelly is a milky white matter secreted by worker bees. This 'super food' is fit for a queen, a queen bee to be precise.

HOW?

Forever has an effective range of bee products such as *Forever Bee Pollen*, *Forever Royal Jelly* and *Forever Bee Propolis* which can be taken as supplements to benefit overall health and wellbeing. *Forever Bee Pollen* maintains healthy circulatory, digestive, immune and nervous systems, while *Forever Bee Propolis* supports the body's natural defences and helps maintain a healthy respiratory system. *Forever Royal Jelly* enhances metabolism, eliminates fatigue, has great benefits for the skin and reduces the effects of ageing.

Featured Products:

Forever Bee Pollen: £12.56 | €16.51 | code: 26

Forever Bee Propolis: £26.24 | €34.46 | code: 27

Forever Royal Jelly: £27.16 | €35.67 | code: 36

Get Set For Summer

Finally, a warm and pleasant summer is on its way. So get set! It's time for the sun.

The sun is full of its advantages. Long walks in the park, uplifted moods, summer holidays. It is a time of year where we all feel that little bit better...

So to make sure you really take advantage of the good weather, Forever has a few hints and suggestions...



Be Prepared

Following a good skincare routine is the key to achieving healthy-looking and beautiful, soft skin. The first essential step to creating skin that glows is to prepare...

Exfoliating your face and body using a delicate scrub helps to remove dead skin cells, unblock pores and remove dirt. Doing this on a daily basis using *Forever Aloe Scrub* can help to reveal healthier and more radiant looking skin. If you want to be radiant this summer, don't underestimate the importance of being prepared!



Be Gentle

The skin is the largest organ of the body and one that should be moisturised every day to keep it looking and feeling great. The sun and hot temperatures can cause the skin to become dry. Use an all-over nourishing moisturiser, like the *Aloe Moisturizing Lotion*, to protect against the more harmful effects of the sun. The *Sonya Skincare Kit* and *Aloe Fleur de Jouvence Collection* are a convenient way to complete your skincare regime for all skin types.



Be Beautiful

In the run up to summer, everyone craves that natural-looking glow. *Forever's Sunless Tanning Lotion* achieves a natural healthy tan without rubbing off onto clothing. Prep and clean the skin thoroughly before application, and be a beauty this summer.



Importance of Sun Protection

The sun's UV rays are strongest between mid-morning and early evening – typically between 11am and 3pm – so be sure to take extra care when spending time outside in direct sunlight. It's important to keep your skin protected, so apply moisturising *Aloe Sunscreen* or *Aloe Sunscreen Spray* twenty minutes prior to exposure.

Remember to reapply if you're spending more than two hours in the sun, especially when it's windy, when swimming or being active.



Hair Care

The skin isn't the only part of the body that needs protection during the summer months; our hair also requires protection from the sun. It's worth investing in a good quality shampoo and conditioner to help replenish moisture that is lost after being in direct sunlight.

Aloe-Jojoba Shampoo and *Aloe-Jojoba Conditioning Rinse* can be used on all hair types to nourish and strengthen the hair, leaving the scalp and hair looking clean and healthy.



“protect against the more harmful effects of the sun”



Featured Products:

Forever Aloe Scrub: £12.92 | €16.96 | code: 238

Aloe Moisturizing Lotion: £12.24 | €16.08 | code: 63

Aloe Sunless Tanning Lotion: £19.88 | €26.10 | code: 239

Aloe Sunscreen: £12.24 | €16.08 | code: 199

Aloe Sunscreen Spray: £16.73 | €19.18 | code: 319

Aloe-Jojoba Shampoo: £14.15 | €18.31 | code: 260

Aloe-Jojoba Conditioning Rinse: £14.15 | €18.31 | code: 261

If you wish to purchase products, contact your Distributor now

Suitcase Essentials

Get Packing For Your Holiday

Before you can swap the dull, unpredictable British weather for the brighter, sunnier weather abroad, you need to pack your suitcase. A tough job, we know!

It's always difficult knowing what to take, especially when it comes to products that will help protect your face, hair and body from exposure to the sun. But that's where we come in. We've got your essential holiday skincare products sorted, so you need not worry.

1. ALOE SUNSCREEN & ALOE SUNSCREEN SPRAY

Everyone wants to enjoy themselves when on holiday, but the thought of sunburn is not so appealing. So, the priority product on your checklist is sunscreen.

The Aloe Sunscreen and Aloe Sunscreen Spray provide high quality silky smooth SPF 30 protection, with the added benefit of protection in water. A product that can retain its SPF for up to 40 minutes when taking a dip in the pool ensures you are protected both on sand and in water.

Aloe Sunscreen:

£12.24 | €16.08 | code: 199

Aloe Sunscreen Spray:

£16.73 | €19.18 | code: 319





2. ALOE LOTION

This lightly scented, after-sun moisturising lotion is great to soothe your face and body after catching some rays, with nourishing ingredients jojoba, beeswax and vitamin E. Aloe Lotion can quickly restore the skin's natural pH balance to maintain its soft and supple texture.

£12.24 | €16.08 | code: 62

3. ALOE LIPS

This handy pocket-sized lip balm effectively helps moisturise lips, whilst out in the elements, to leave them feeling well-conditioned and soft to the touch. Aloe Lips can also be used to calm irritated skin on other parts of the body.

£2.87 | €3.75 | code: 22

4. ALOE VERA GELLY

Aloe vera is renowned for its soothing and cooling properties for irritated skin. Aloe Vera Gelly is, in essence, similar to squeezing pure aloe vera straight from the plant's leaf. This gel easily absorbs into the skin and can help to calm skin irritations.

£12.24 | €16.08 | code: 61

5. ALOE FIRST

This easy-to-apply aloe vera formulated spray is the first port of call to soothe and protect the skin or hair against the effects of sun and chlorine.

£16.28 | €21.38 | code: 40

Note: Aloe Lotion and Aloe Vera Gelly are ideal for people who are prone to skin conditions like eczema and psoriasis.

Expert Opinion on Sports Nutrition

By Dr Peter Atherton

Most serious sports people want to achieve various goals which generally fall into the following categories:

- Attain ultimate fitness
- Build up muscular bulk and strength
- Improve energy levels
- Increase stamina
- Maintain optimum weight
- Achieve a quick recovery time
- Heal quickly after injury
- Develop a strong desire to win

For muscles to work at an optimum level they require adequate nutrition, especially the minerals, vitamins, trace elements, and sugar, for energy. These nutrients are delivered by the blood, along with the necessary oxygen, for them to operate aerobically.

To achieve this optimum state, I would recommend the following products, namely *Aloe Vera Gel*, *A-Beta-CarE* and *Forever Bee Pollen* to supply all the required nutrients. The A-Beta-CarE is included because it is a rich source of selenium, the most important of the mineral anti-oxidants. *Aloe Vera Gel*, amongst other things, will supply 7 of the 8 'essential' amino acids (the building blocks of proteins) which the human



Dr Peter Atherton
M.B.Ch.B., D.Obst. R.C.O.G., F.R.C.G.P

body cannot make, and so have to be taken in our food. Bee pollen, known as 'ambrosia' or 'food of the gods,' apart from being a rich source of nutrients, is wonderful as an energy support.

"Injury has to be the biggest fear for most athletes and therefore the need to heal quickly is paramount."

Blood flow to muscles is absolutely critical so the more blood that flows the better, not only to deliver oxygen and nutrients, but also to remove waste products such as lactic acid which builds up in contracting muscles. An important ingredient is L-Arginine, the amino acid that is converted in the body into nitric oxide, the so-called miracle molecule that relaxes the smooth muscle in the smaller arteries, thereby allowing more blood to flow through them. Dr Murad, one of the Nobel Prize winners

who discovered this fact, very recently has endorsed Forever's *ARGI+* as, in his opinion, the best L-Arginine product available.

Joints are prone to wear and tear when participating in sport, so athletes need the support of something that will maintain healthy joint cartilage.

Forever Freedom contains glucosamine, chondroitin, MSM, and vitamin C, all of which contribute to the maintenance of healthy bones, skin and cartilage.

Injury has to be the biggest fear for most athletes and therefore the need to heal quickly is paramount. Aloe vera is known to stimulate healing if consumed on a regular basis and can reduce healing time by up to a third. The vitamin C within Forever's *Aloe Vera Gel* contributes to healthy collagen formation for the proper function of bones, skin and cartilage. Forever has a range of additional products, such as the *Aloe Heat Lotion* and *Aloe MSM Gel*, which can also be used to maintain healthy joints and muscles.

Sports men and women should do everything they can to increase their fitness, strength and energy, as well as looking for options to reducing recovery time. These factors will give that winning edge over any competition.

Featured Products:

Aloe Vera Gel: £20.80 | €27.33 | code: 15

A-Beta-CarE: £24.44 | €32.09 | code: 54

Forever Bee Pollen: £12.56 | €16.51 | code: 26

ARGI+: £60.36 | €69.20 | code: 320

Forever Freedom: £28.40 | €37.31 | code: 196

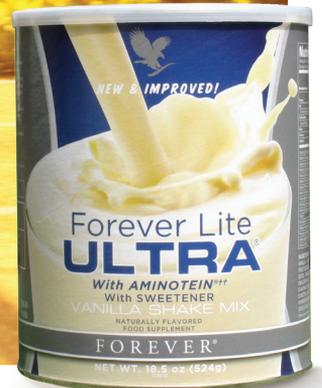
Aloe Heat Lotion: £12.24 | €16.08 | code: 64

Aloe MSM Gel: £18.77 | €24.62 | code: 205

FOREVER LITE ULTRA

WITH AMINOTEIN | IN DELICIOUS CHOCOLATE
AND VANILLA FLAVOURS

A HEALTHY SHAKE
TO AID WEIGHT LOSS
AND PROTEIN INTAKE



£23.53 | €28.75 | Chocolate code: 325, Vanilla code: 324
Approx 21 servings per can
If you wish to purchase products, contact your Distributor now

Aloe Vera

Did you know aloe vera contains over 75 known active ingredients and includes 19 of the 20 amino acids required by the human body.

We believe in the quality of our products so much, that if you don't feel the benefits within 60 days, we will give you your money back!

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