

FOREVER

UNITED KINGDOM

April 2017 | Issue 290

ENJOY THE JOURNEY

SENIOR MANAGER MELANIE BROOKS CHOSE TIME FREEDOM OVER THE CORPORATE CAREER SHE LOVED.

+ NEW PRODUCTS

DISCOVER WHY WE'RE EXCITED TO SEE THE NEW PRODUCTS LAND IN THE UK.

+ PRODUCT FOCUS: FOREVER'S HERO PRODUCTS

HAVE YOU MADE *FOREVER ALOE VERA GEL*, *FOREVER FREEDOM* AND *ARGI+* HEROES IN YOUR LIFE? TURN TO PAGE 16 TO FIND OUT WHY YOU SHOULD!

+ BOOST YOUR BUSINESS WITH THE NEW BP

DIAMOND MANAGER JAYNE LEACH SHARES HOW THE NEW BUSINESS PRESENTATION CAN IMPACT YOUR BUSINESS AND BENEFIT YOUR TEAM.





Advanced Skincare.

Infinite by Forever targets ageing from the inside out and the outside in with revolutionary formulas designed to tone and firm the skin, reduce the appearance of fine lines and wrinkles and supplement inner skin beauty support with vitamin C which contributes to normal skin collagen formation for the normal function of skin.

To learn more visit:
foreverliving.com



FOREVER

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All calls to 0844 numbers will be charged 7p per minute on top of your phone company's access charge. Calls made to 0845 numbers will be charged 3p per minute on top of your phone company's access charge. Local numbers are charged at your standard network rate.

Adjustments

Adjustment day for April business is Wednesday 3rd May.

All application forms for Adjustment Day must be received by Forever UK Head Office no later than 12pm. In an effort to protect payment and personal details we ask that all Forever Business Owners send scanned applications and orders via our secure upload page. When sending through this channel you will also benefit from receiving a confirmation email receipt of your successful upload. The upload page can be accessed from the My Business>Tools area of the Forever Business Owner Site on foreverliving.com, or alternatively you can go straight to the page using this url: www.foreverapps.co.uk. Orders and applications sent via email to Forever Business Owner Support will be processed, but sent at your own risk.

Editor: Kate Ellice Hodge

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THE TALE OF TWO RABBITS

There is an old proverb that goes something like, "The person who chases two rabbits catches neither."

At any given time in your life, there can be a million things pulling you in just as many directions. How do you prioritise when everything feels like it is important and needs your attention? If you choose to take on too many things at once or fail to decide, as the proverb suggests, you risk missing the mark on everything you're working for. You risk missing all of the rabbits!

We all get stuck over-analysing the things in front of us and often this can lead us to feel overwhelmed. How many times has this happened to you in your business? You have to schedule a training, reach out to neighbours for retail orders, get the kids to school, network with prospects, run errands, pay bills, host a product launch, make a doctor's appointment and think about where you can squeeze a meal in – and that's all before noon! It can be so hard to know where to put your energy for the best results.

In my experience, the answer lies in long-term focus and 'keeping your eye on the prize'. There are so many things that you need to do in any given day that can sway your attention, but as long as you stay focused on your end goal, the day-to-day tasks won't throw you off course.

Have you ever watched the flight tracker while you're on a long flight to see where you are in your journey only to realise you've headed in a direction you didn't expect? Maybe the plane has gone north when you expected to fly due east. Statistically, airplanes are off direct course 70% of the time during a flight, but because they always know where they are going, they always arrive.

The same is true with your business. You might experience setbacks, busy days or challenges you didn't expect and feel discouraged about, but as long as you keep your long-term goals in mind, you will never truly stray from your course, and if you do, you will be able to recognise it immediately, redirect and get back to the things that are most important.

If you challenge yourself to focus on one major goal – one rabbit – at a time, then, once you've caught it, choose to focus on the next, you and your business will always be sustained.

Forever Yours,



Rex Maughan
CEO



A HEART TO HELP OTHERS



Supervisor //
Claire Wright Da Silva



Sponsor //
Priscilla Mutton



Favourite product //
Forever Aloe Berry Nectar

Claire has always had a passion and heart to help others which is why she qualified in childcare and secured a post as a nanny. However, soon afterwards she was made redundant and faced with having to decide what to do next...

I'm a Christian and after going to a young people's camp with church I was introduced to the idea of mission work. When I was nineteen I decided to move to Brazil and volunteer with an organisation called YWAM. I helped in a refuge home for children with HIV and it was there I met my husband. Together we continued with mission work which included working in a home for young single mums, a home for young pregnant girls, and in the Cafezal Slums in Belo Horizonte. We also took some time out to study counselling so that we could learn how to further help families and children. We continued working in Brazil after the birth of our daughter Sophie and our son Samuel, but in December 2014 we decided we needed to return to the UK; Sophie was four and Samuel was two.

Once back in the UK I had to find work to support my family as it would take a while before my husband secured his visa. I was grateful to find a hotel cleaning job that let me work during school hours, but it was hard work and it didn't pay well. I eventually found another job as a nanny that I thought would give

us the flexibility my family needed. My husband got his visa and although I really enjoyed my job, the long days were exhausting and I had to let my employer down several times to work around my own kids. It was time to find something different. I wanted work that would fit around my children, but also something that would allow me to help others and bring in a good income.

My friend introduced me to Forever and I could see it was the solution. My whole family now benefit from the products and we are all so much healthier and happier for finding Forever. I've loved every minute of it, I've grown in myself and I work the business part-time. I have an international business, a friend from Brazil has joined my team, and I can enjoy spending the summer holidays with my children. I'm dyslexic but I've found Forever to be very welcoming, the training is outstanding and I've received so much support. Our ultimate dream is for Forever to be our sole income so that we can both go back to serving on mission projects and helping others in need.



"My whole family now benefit from the products and we are all so much healthier and happier for finding Forever."

SET YOURSELF A CHALLENGE

Greetings from Dubai! I'm writing this article part way through Global Rally in Dubai, in fact I'm about to get changed ready to leave for the Friday event. It's been an amazing experience so far, and I'm sure the next two days will be even more incredible as we reveal the top cheques.

I never cease to be amazed at these events, the amount of time and effort that goes into the organisation is incredible; a big well done to the Events Team in the Home Office.

Last night we had the first of the cheque presentations, and it has to be one of the most spectacular evenings we have ever held. We were on the edge of the beach overlooking the most iconic building in Dubai, The Burg al Arab. The Forever logo was projected on to the side of the Burg; there was live music, lots of great food, and an incredible energy of anticipation. At the announced time everyone revealed their cheques at the same time, it was crazy as people celebrated and incredible to think over \$26 million was rewarded in total.

We have also been busy packing food parcels for the Rise Against Hunger campaign – we hit our target of packing 300,000 individual meals and it was great fun with a multi-cultural contribution.

Yesterday at the 'Fly like an Eagle' training there was great excitement as we had a personal visit from the Crown Prince of Dubai; he had heard about our organisation and was impressed with how we help people become entrepreneurs and get into business for themselves. I am told that he said that was exactly the culture that he was creating here in Dubai, one of seeing opportunities to be the best that we can be.

Gregg Maughan, our President, has challenged us all to double the sales in each of our individual countries, what an exciting challenge. Imagine your business being at least twice as big as it is now! It's certainly statistically possible as we have not yet captured anywhere near our potential in any of our markets.

The key to doubling your business most definitely starts with talking to more people. It's amazing that when you get the courage to do this, a world of opportunity opens up. The fact is there are millions of people in the world, all around us, that would love to enjoy better health, and at the same time be more in control of their financial future. So be courageous, set yourself a goal of speaking to a certain number of new people every week, and see it as an opportunity to make new friends.

I just wish that there were more of you with us to experience these life changing events.

I encourage you to connect with someone in your upline who has been here with us and find out from them what an awesome time we had. Then, set yourself the goal of being with us next year.

I look forward to sharing more with you at our next event, but in the meantime don't forget that you can follow us, and me, on Facebook.



Bob Parker

Country Manager

 @bobparkerflp

 www.youtube.com/flpukltd

 /bobparkerflp





Assistant Manager //
Caroline White



Sponsor //
Georgina Graham



Favourite product //
Forever Aloe Vera Gel

ANYTHING IS POSSIBLE

Caroline first came across Forever in 2000 when a friend turned up at her office with a basket of products. The friend spoke of the opportunity but Caroline wasn't interested at that time; she did however fall in love with the products...

In 2014 my middle daughter called me to tell me she'd found her ticket out of the bank job she hated and was starting a business. It wasn't until her *Business Owner Box* arrived that we realised it was linked to the *Forever Aloe Vera Gel* I'd been drinking all those years! I was delighted but bemused at the thought that this side line could replace her salary.

I quietly watched her build a successful business for eight months when I decided I also wanted to take on a new challenge. I'd been working a job I loved in the voluntary sector for fifteen years but I felt as if I'd taken it as far as I could. Redundancies were also being discussed so I started a Forever business as a safety net. I joined my daughter's team and successfully built a large retail base of lovely customers, and I even started to grow a team. After six months I decided to take voluntary redundancy and I was able to focus on Forever full-time in January 2016.

I'm now fully immersed in the network marketing industry and I'm very

passionate about Forever, but it's not always been plain sailing. I've had little dips when it comes to mindset and I've needed to dig deep to get back out there and share the opportunity. Although it wasn't always easy, I have still built a growing UK team and I also have team members in Canada and New Zealand. My plan is to continue expanding globally as travel is a huge passion of mine – I'm determined to help as many people as I can.

I am surrounded by dynamic team members that inspire me daily, but I've realised that everyone is different.

My journey is mine only and I am achieving success at the right pace for me. Forever has given me time to see my family, especially my grandson Noah who lives six hours away and my daughter who lives in Australia. In three years' time, my husband Glenn and I are planning to live in Spain and I'm really looking forward to taking my business with me. My particular passion is helping women aged over fifty, as often, like me, people in this age group feel like they've missed their chance. I love the idea of showing them that anything is possible with Forever.



"My journey is mine only and I am achieving success at the right pace for me"

NEW PRODUCTS LAUNCHED

FOREVER UK IS EXCITED TO ANNOUNCE THE LAUNCH OF NEW PRODUCTS FOR 2017...

These products fall across three lucrative product categories: skincare, sports and weight management, and personal care. Below is some essential information to help you familiarise yourself with the new products so that you know what makes each product unique and why we are so excited to make them available to you and our wider consumers.

SKINCARE

The skincare market is a sector that has seen significant increase over recent years. In fact, according to a report released by Euro Monitor, skincare will remain the beauty industry's biggest influencer and the expected increase of US\$20.1 billion between 2014 and 2019 continues to materialise. Anti-ageing products are of particular interest to consumers and Zion Market Research suggests that this market is predicted to be worth US\$216.52 billion globally by 2021.

Ageing is of course a natural process but there are many factors that can also help to accelerate or slow the process of ageing. These influencers may be related to lifestyle, nutrition, surroundings or skincare and the impact they have may vary from person to person. Out of these, one of the aspects that Forever can help be of benefit is within skincare, which is why our latest line of advanced skincare is set to be an excellent contributor to the anti-ageing market.

Forever launched *Infinite* by Forever at this year's Global Rally and we are really excited to share this exciting new product range with you.

 "...predicted to be worth **US\$216.52 BILLION** globally by 2021."



"...expected to increase a further

US\$20.1 BILLION

between 2014 and 2019."

Infinite by Forever

This incredible new line of skincare introduces remarkable formulas and natural ingredients that work together to restore the skin's moisture balance, stimulate healthy collagen levels and reduce the appearance of fine lines and wrinkles. *Infinite by Forever's* skin conditioning ingredients have been innovated to soothe skin and the sleek packaging is certain to impress. The whole collection has been designed to work together to give you beautiful skin from the inside out and the outside in.

The official hashtag for *Infinite by Forever* is **#InfiniteByForever** and these fabulous new products are available now from Order Line, Product Centres and *foreverliving.com*.

Infinite by Forever Advanced Skincare System

Product description: You might think you know aloe, but you've never seen it perform like this! *Infinite by Forever* targets ageing from the inside out and the outside in with revolutionary formulas. The topical products are designed to hydrate skin and reduce the appearance of fine lines and wrinkles, while *Firming Complex* supplements inner skin beauty support with vitamin C to contribute to normal skin collagen formation for the normal function of skin. These four products target the appearance of skin ageing with formulas that work together for a complete daily routine.

Product code: 553 | **Customer price:** £165.00

Novus Customer price: £140.26 | **Wholesale price:** £115.50

Case credits: 0.700 | **Release:** Available now

Contents: Hydrating Cleanser; Firming Complex; Firming Serum; Restoring Crème.



Infinite by Forever Hydrating Cleanser

Product description: *Hydrating Cleanser* is full of potent, naturally-derived ingredients like apple extract, apple amino acid and cocoa fatty acids that increase skin hydration and gently wash away dirt and oil without drying. This mild, milky cleanser will leave skin feeling hydrated, soft and clean to lay a strong foundation for the rest of your anti-ageing routine.

Product code: 554

Customer price: £24.76 | **Novus Customer price:** £21.04

Wholesale price: £17.33

Case credits: 0.105 | **Quantity:** 118ml | **Release:** Coming soon

Directions: With wet fingers, softly massage upwards and outwards in circular motions towards the hair line. Rinse thoroughly for smooth, clean skin and gently pat skin dry with a towel. Use in the morning and evening for best results.

Infinite by Forever Firming Complex



Product description: Focus on nutrient skincare with *Firming Complex*, Forever's first exclusive beauty supplement. This supplement is an inner conditioning complex that helps target the appearance of premature ageing and it's been specially formulated to assist beauty from within. We've combined vitamin C to help with healthy collagen

formation in the skin, biotin to maintain healthy hair and skin and we've even added extra marine collagen. Collagen is an amino acid-packed protein which occurs naturally in the body to give structure and tone to connective tissues.

Directions: Take two tablets daily. For best results, consume in the morning.

Product code: 556 | **Customer price:** £48.79

Novus Customer price: £41.47 | **Wholesale price:** £34.15

Case credits: 0.207 | **Quantity:** 60 tablets | **Release:** Coming soon

NB: While derived from wheat, this ingredient is certified gluten-free, as the ceramosides are extracted through a unique and patented lipidic process which removes gluten residue.

Infinite by Forever Firming Serum



Product description: *Firming Serum* targets the signs of ageing with a clinically-proven three-amino acid peptide that complements the natural process of skin to increase firmness and to reduce the appearance of fine lines and wrinkles. Paired with powerful natural ingredients and our patented aloe, *Firming Serum* is a rich moisturiser that makes skin feel smooth and firm,

and your complexion appear visibly younger.

Directions: Pump once and apply in quick but gentle sweeping motions over the entire face. For best results, apply an additional pump to the neck area, sweeping upwards towards the chin for more youthful looking skin. Use in the morning and evening after cleansing for best results.

Product code: 555 | **Customer price:** £49.03

Novus Customer price: £41.68 | **Wholesale price:** £34.32

Case credits: 0.208 | **Quantity:** 30ml | **Release:** Coming soon

Infinite by Forever Restoring Crème



Product description: With over fifteen skin conditioning ingredients, *Restoring Crème* absorbs fast to leave skin feeling moisturised and smooth. This impressive cream combines skin science and aloe with powerful botanicals including acai and pomegranate, and vitamin B3 helps even out skin tone and texture. Use daily to reinforce the skin's natural barrier,

replenish parched skin and further reduce the appearance of ageing.

Directions: Pump once and massage gently into the face and neck in circular motions working upwards and outwards towards the hair line to help skin appear rejuvenated. Use in the morning and evening for best results.

Product code: 558 | **Customer price:** £54.68

Novus Customer price: £46.49 | **Wholesale price:** £38.28

Case credits: 0.232 | **Quantity:** 48.2g | **Release:** Coming soon

SPORTS AND WEIGHT MANAGEMENT

According to the Global Wellness Institute, the wellness market is now worth \$3.4 trillion, and the research firm SRI International has confirmed that this places it as one of the largest and fastest-growing industries in the world.

Products labeled as sports nutrition, a sector within the wellness industry, are no longer reserved for athletes and celebrities but instead have become prevalent in mainstream markets, and this trend is expected to rise. The market is also seeing growing opportunities amongst a senior population as many aged over fifty turn to products

containing vitamins and nutrients that are said to contribute towards the maintenance of normal health.

At Global Rally 2017 in Dubai, Forever launched *Forever Move*, an innovative product that is looking to sit comfortably within the sports nutrition and wellness sectors mentioned above. You can

wellness market is now worth...

\$3.4 TRILLION

discover more about this impressive supplement below, but remember – it's always best to try it yourself!



Forever Move

Forever Move is predicted to become a sought after product for Forever in 2017 as not many comparable products currently occupy the market. This brand new supplement contains a unique blend of turmeric and eggshell, both clinically tested to ensure impressive results. These softgels are perfect for athletes and sportspeople, mums and dads on the go, those who lead an active lifestyle, people who are interested in health and fitness, maturing adults and those who work strenuous jobs. *Forever Move* can also be taken alongside *Forever Freedom* for increased benefits as the two work synergistically to produce impressive results.

The official hashtag is #MoveForever.

Product code: 551 | **Customer price:** £58.93

Novus Customer price: £50.10 | **Wholesale price:** £41.26

Case credits: 0.250 | **Quantity:** 90 softgels | **Release:** TBC

Official product description: It is great to keep active, but eventually it can take its toll! *Forever Move* combines two patented ingredients, natural eggshell membrane – which is naturally occurring in glucosamine and chondroitin – with high quality turmeric, a prized Asian root which has become very popular with people who lead active lives. These burnt orange softgels are perfect for people who lead busy and active lifestyles, sport and fitness enthusiasts, maturing adults and those who work strenuous jobs. NB: Contains eggs, soy and fish.

Directions: Take three softgels daily.



2017 PRODUCTS PROMOTIONAL TOOLS:



If you are interested in retailing, you will be pleased to hear that Forever UK and the Home Office in Arizona have been working hard to ensure that you have all the assets to hand in order to promote *Forever Move** and *Infinite by Forever* to your customers and network.

Below is a breakdown of the promotional tools that are available to help boost your retail sales.

- + **Product adverts** – available on foreverknowledge.info and forever.webstore.uk.com.
- + **Social posts** – available on foreverknowledge.info and FLP.Social.
- + **Pick and pack flyer** – added to all product orders.
- + **Pop-up banners** – available on foreverknowledge.info and forever.webstore.uk.com.
- + **Web banners** – available on foreverknowledge.info.
- + **Updated Product Brochure and Order Forms** – available from Order Line, Product Centres and foreverliving.com.
- + **Aloe Matters** – available May 2017 from Order Line, Product Centres and foreverliving.com. Find out more on page 18-19.

*Promotional assets relating to *Forever Move* will be released as soon as the product arrives in May.

Keep an eye on our social channels for the latest promotional videos relating to the new products!

PERSONAL CARE

According to *statista.com*, consumers are growing more concerned with the effectiveness of ingredients added to products over the cost – this is extremely encouraging when you consider Forever's approach to quality as we always endeavour to produce products rich in natural and high quality ingredients!



KPMG, one of the largest auditing companies in the world, claims that the global market for personal care products is expected to increase between 3.5 and 4.5 percent over the next five years. In fact, they estimate that the total personal care market value will stand at US\$500 billion by 2020.

These figures are perhaps unsurprising when you consider how many products flood your household and daily routine, and if you are a business-builder, retailing Forever's personal care products can dramatically impact your business.

How?

When you look at the products that fall in this category, most are utilised daily which means customers will inevitably consume more of that one product over the course of a year compared to unessential items. Therefore, ensuring that your regular customers purchase personal care products amongst their other Forever favourites will add regular case credits to your monthly orders that you may otherwise be without.

Latest personal care products reach the UK

Last year at Global Rally in Johannesburg, the US announced the new *Aloe-Jojoba Shampoo* and *Conditioning Rinse* along with the *Aloe Hand Soap*. Now free from sulphates and parabens, these three everyday products have unique formulas that combine stabilised aloe vera gel with natural ingredients.

Aloe-Jojoba Shampoo

Our well-loved shampoo has been rebranded and reformulated to provide a fresher look and modern feel. Our scientists at Aloe Vera of America have managed to reduce the number of ingredients and remove all sulphates whilst maximising the power of just a few ingredients to make a truly effective shampoo. This everyday product is set to be a top seller and will replace the old *Aloe-Jojoba Shampoo*. As well as aloe vera, jojoba and lavender, the new formula also contains rose hip oil which is a natural source of vitamin A and C to help keep scalps moisturised. The product description, price and code have also changed as outlined below.

Product description: Get beautifully shiny and easy-to-manage hair with this aloe vera and jojoba oil-infused shampoo. Its ingredients remove oils while simultaneously soothing your scalp, and the new formula also contains *Lavender Forever Essential Oils*. The gentle pH-balanced formula is suitable for all hair types and can be used to help replenish your hair's natural moisture.

Directions: Apply to wet hair and massage to stimulate the scalp and create a rich lather. Rinse thoroughly. For best results follow with the new *Aloe-Jojoba Conditioning Rinse*.



Product code: 521 | **Customer price:** £19.12

Novus Customer price: £16.25 | **Wholesale price:** £13.38

Case credits: 0.081 | **Quantity:** 296ml | **Release:** 25th April 2017



Aloe-Jojoba Conditioning Rinse

To accompany the new shampoo is our new-and-improved *Aloe-Jojoba Conditioning Rinse*. This reformulated conditioner works synergistically with the *Aloe-Jojoba Shampoo* to give your hair the nourishment it needs. Its rich ingredients include vitamin B complex, macadamia and sunflower seed oil, as well as *Forever Essential Oils in Lavender*.

Product description: Contains jojoba and vitamin B to help nourish, protect and strengthen the hair, this pH-balanced conditioner gives hair a silky, salon-look finish.

Enriched with vitamins and nourishing oils – including *Lavender Forever Essential Oils* – this conditioner gives your hair extra shine, manageability and helps to eliminate split ends. Use after the *Aloe-Jojoba Shampoo*.

Directions: After shampooing with *Aloe-Jojoba Shampoo*, massage *Aloe-Jojoba Conditioning Rinse* into hair and leave for two-to-three minutes. Rinse completely and dry. For leave in conditioning, apply a small amount to wet hair working from ends to the roots. Dry hair as usual.

Product code: 522 | **Customer price:** £17.65

Novus Customer price: £15.01 | **Wholesale price:** £12.36

Case credits: 0.075 | **Quantity:** 296ml | **Release:** 25th April 2017



Aloe Hand Soap

Our *Aloe Hand and Face Soap* may have been discontinued, but we have recently launched a brand new *Aloe Hand Soap*. Did you know that on average people wash their hands around eight times a day? While regularly washing your hands plays an important part in keeping you healthy, it can also take its toll on your skin by stripping your hands of moisture. Thankfully Forever has created *Aloe Hand Soap*, an everyday soap with a unique formula that uses a blend of naturally derived cleansers from coconut for a mild and gentle clean. It is blended with botanical ingredients including olive oil and cucumber to revitalise and hydrate skin.

Product description: *Aloe Hand Soap* provides a soothing experience with each use. Formulated from pure 100% stabilised aloe vera gel and natural cleansers, this gentle formula with fruit extracts leaves your skin feeling soft and hydrated.

Directions: Dispense into hands, wet, lather and rinse completely.

Product code: 523 | **Customer price:** £14.40

Novus Customer price: £12.24 | **Wholesale price:** £10.08

Case credits: 0.061 | **Quantity:** 473ml | **Release:** Available now

PERSONAL CARE PROMOTIONAL TOOLS

Forever UK has prepared various assets to help you promote these three products to your customers...

Product adverts and social posts

Product-specific adverts will be available in a variety of formats including printed flyers and social posts, and they will all be available to download from foreverknowledge.info (*Business > Business Tools > Product Adverts*).

You can also buy printed versions in the form of leaflets (£14 for 100 A5) and posters (£7.00 for 10 A3) from forever.webstore.uk.com. Social posts will also be added to *FLP.Social* for you to share on Facebook, Twitter and other social platforms and the Product Brochure and Orders Forms will be updated to reflect the new-look packaging and information.

Product adverts and social posts for *Aloe Hand Soap* are already available and the equivalent for *Aloe-Jojoba Shampoo* and *Aloe-Jojoba Conditioning Rinse* will be available from 25th April 2017.

FROM ARMY ANXIETY TO FULL-TIME FOREVER FAMILY

 **Manager //**
Ashley Jane Smith

 **Sponsor //**
Karina Warman

 **Favourite product //**
Forever Aloe Vera Gel

Ashley was an army wife who was trying to juggle childcare around photography and the worry of her husband being miles away from home...

Two years ago a friend offered us the opportunity to take a look at a business that was helping to top up her maternity pay. As a photographer with my own studio and an extremely busy mum of three, (Charlie, eight, Isabella, five and Tyler, three) it hit me that this opportunity could be the vehicle that would enable me to take a step back and be a mum. I've always wanted to be the best mum I can by giving my family the most magical childhood, but I've also had the desire to prove those people wrong who believed being a teen mum would stop me from being successful. Forever has given me the luxury of both!

My husband Thomas was in the army and for nine years travelling the world to some pretty scary places. We would just wait at home but our eldest children

began to suffer from separation anxiety. Time became incredibly important and we learnt to make the most of every moment, but when our children were also diagnosed with learning disabilities we decided to spend two years dedicated to our Forever business. We wanted to double our army wage so that Tom could sign off and be a dad at home too. Much to our surprise, one year in and we had achieved our dream!

Tom is now officially a civilian enrolled at university, and he now has time to be a daddy during the week. We are so fortunate to be home with our children every day and that freedom has given us complete peace of mind. Last summer was absolutely incredible and to celebrate we hired a villa in Portugal so we could spend six weeks in the

sun and explore some beautiful places. Our children no longer have separation anxiety because we are together more than we are not, and for us being as a family is a dream come true. We are so thankful to Forever and for how it has changed our life; it's now hard to imagine our life without this incredible business!



"We wanted to double our army wage so that Tom could sign off and be a dad at home too. Much to our surprise, one year in and we had achieved our dream!"

PRODUCT FOCUS: FOREVER'S HERO PRODUCTS

We are so excited about the arrival of *Forever Move* and *Infinite by Forever*, especially since they perfectly complement three of Forever's hero products – *Forever Aloe Vera Gel*, *Forever Freedom* and *Argi+*.

Forever is incredibly proud of these products as they each contain powerful properties and offer significant benefits. Read on to find out why these flagship products should play a central role in your world...



Forever Aloe Vera Gel

Forever Aloe Vera Gel is Forever's foundation product. It is the basis of who we are and we are incredibly proud of its iconic status. The aloe content captured in its bright bottle is extremely high at 96% and the aloe is derived from the inner leaf gel obtained through Forever's patented stabilisation process.

There are over 200 species of aloe in the world but only four are considered to hold nutritional qualities that are of value; *Barbadensis Miller*, the species grown by Forever, is by far the most powerful.

The fields where Forever grows its aloe are owned entirely by Forever and the farmers who hand-pick the mature aloe leaves are Forever employees that are very much considered a part of the Forever family. Our field in the Dominican Republic is the largest plantation in the world and every aloe leaf that's picked is processed within hours to ensure the inner gel is still intact with its inherent qualities. The gel then goes through a special stabilisation process, a process that

Forever has mastered and refined, and it's the only company in the world that holds the patent and can therefore stabilise aloe this way. It is this pure aloe gel that, alongside sweeteners and stabilisers, makes up 96% of the ingredients found in *Forever Aloe Vera Gel* – now that's impressive!

Forever Aloe Vera Gel, along with many other Forever products, has been awarded the International Aloe Science Council's (IASC) seal of approval – this means that IASC is confident in the quality of our products. And it's not just the quality of ingredients and manufacturing process that customers and Forever Business Owners should shout about; the aloe content contained within *Forever Aloe Vera Gel* (and the other three gels) has also been known to carry several nutritional benefits that can, amongst other things, benefit skin health. We therefore recommend taking a daily dose (120ml) of *Forever Aloe Vera Gel* as part of your *Infinite by Forever* skincare routine.



Forever Freedom

The aloe vera gel used in *Forever Freedom* undergoes the exact same process as the gel content in *Forever Aloe Vera Gel* so you can rest assured that the quality and benefits of this gel's aloe content is the same as already mentioned. The aloe content in *Forever Freedom* is slightly lower at 90% but that's to make room for a few other ingredients including glucosamine, chondroitin and MSM. It is these three additional ingredients that give *Forever Freedom* its sought-after twist.

Forever Freedom's orange flavour makes it the perfect gel to wake up to, and it will definitely help to get your day moving! Chondroitin is found naturally in the body in our cartilage and joints and glucosamine is a highly popular ingredient with sports people, those who are constantly on the go, and mature people who love to get out and about. *Forever Freedom* contains 90% aloe and it is a popular choice for those who lead an active lifestyle or participate in sport. Please remember, however, that this gel also contains shellfish so it may not be suitable for vegetarians, vegans or those with allergies – *Forever Move* is therefore an excellent alternative for those who are intolerant. If you are able to take both, *Forever Freedom* and *Forever Move* work synergistically to deliver outstanding results and together these two products are set to become firm favourites amongst athletes and our very own Forever F.I.T. Ambassadors.



What can you say about *Forever Aloe Vera Gel* and *Forever Freedom*?

- + Helps support gastrointestinal function and makes an ideal digestive aid – the aloe vera gel used is very succulent and known to be a soothing digestive.
- + Helps support immune function.
- + Supports skin health so it's great for glowing skin, hair and nails – aloe has always been known for its skin-benefitting properties and its use by the legendary Cleopatra is well documented. Cleopatra was envied for her beauty and it's believed that she used aloe vera on her skin and hair.
- + Cleansing and purifying.
- + Promotes health and wellbeing.

What can you say about *Forever Aloe Vera Gel*?

- + *Forever Aloe Vera Gel* is very close to the natural plant juice which means it is a rich source of nutrients and provides the perfect supplement to a balanced diet.
- + This nutritious gel is suitable for vegetarians and vegans, it's gluten-free, and it's also been approved as Halal and Kosher by the relevant authorities.

What can you say about *Forever Freedom*?

- + Gluten-free.
- + Contains glucosamine, a highly popular ingredient, particularly with people of a certain age who still love to get out and about.
- + Contains MSM.
- + Contains chondroitin which is found naturally in the body in our cartilage and joints.
- + Forever chondroitin is made from shellfish that's high quality sourced for easy digestion.

Argi+

Argi+ provides you with a daily recommended dose of a 'miracle molecule' also known as L-arginine. L-arginine is an amino acid – a building block for proteins – and it is particularly popular amongst active people. *Argi+* has been fortified with synergistic vitamins and fruits in order to deliver a well-rounded supplement that supports your entire body.

What can you say about Argi+?

- + *Argi+* has been uniquely formulated for active lifestyles to provide protein and amino acid support (B6), healthy blood building nutrients (B6, B12 and folate), and to maintain muscle function (D3) and energy (C, B6 and B12).
- + Its vitamin C content contributes to normal collagen formation for the normal function of blood vessels, bones, cartilage, gums, skin and teeth. Vitamin C also contributes to a normal energy-yielding metabolism, normal function of the immune system and the reduction of tiredness and fatigue.
- + Its vitamin K content contributes to normal blood-clotting and the maintenance of normal bones.
- + Vitamin D contributes to the maintenance of normal bones and muscle function.
- + Vitamin B6 contributes to normal functioning of the nervous system and normal protein and glycogen metabolism.
- + Vitamin B12 contributes to normal psychological function and normal red blood cell formation.
- + *Argi+* also contains folate (folic acid) which contributes to normal amino acid synthesis, normal blood formation and it plays a role in process of cell division.
- + Contains wholesome dark berries including red grapes, blackberries, blackcurrants, blueberries, elderberries, raspberries and Morello cherries.
- + Gluten-free.
- + Halal.



Why Aloe Matters?

Forever UK is pleased to announce that the summer edition of Aloe Matters magazine will be released this May.



This lifestyle magazine is a brilliant way to learn more about the products and it can also work as a retail tool to those who are building a business. If you are keen to retail more over the coming months, Aloe Matters is an informal way for you to share Forever with current and potential customers as it presents

the company in a way that will help them to visualise how the products (and the opportunity) could play a part in everyday life.

Articles will be available online as well as in the magazine and you can buy physical copies in packs of ten from the Order Line, Product Centres and

foreverliving.com. A ten-pack costs just £3.50 (Code: 1452).

Below is a sneak peek at some of what you can expect from the new summer issue so that you know which articles promote the new and hero products mentioned.

Challenge accepted

This feature is the perfect piece to show customers you hope to sell a C9 or F15 to over the summer months. The article sets readers a challenge to take on the *Forever F.I.T. programme* and encourages them to buddy up with someone else to help them through. This buddy could be you or you could use it as an opportunity to get a referral and a new future customer. The new *Forever Move* supplement will be mentioned along with topics such as mindset, accountability and goal-setting. Those interested in participating in the challenge can also register their interest via *foreveraloematters.com*.

Who will enjoy this piece? People who are interested in fitness or who are looking to get fit. This could be for general health reasons or for an upcoming event, e.g. a wedding.

Products promoted:
Forever Move, Argi+ and Forever Freedom

Beautiful skin starts from within

Are you excited about Forever's new skincare range '*Infinite by Forever*'? This skincare splash is an excellent promotional tool for the new products that you can use to get your customers excited. As well as skincare and each component of *Infinite by Forever*, this article also explores nutrition, hydration, the importance of sleep and other key ingredients that help slow the natural ageing process. Men will also be reminded that caring for their skin is also essential and products will be recommended for them too.

Who will enjoy this piece? Those concerned with skin and looking young; ladies aged 50+, people who used to buy products from the *Sonya Skincare Collection*.

Products promoted:
Infinite by Forever and *Forever Aloe Vera Gel*

Summer beauty blunders

This fun feature is all about how to avoid some of the easily-made errors that give Brits abroad their bad name. This article offers excellent advice on how Forever products can be used during the summer months to help prevent some of the classic beauty faux pas made and is an excellent way to promote some of the personal care products over the next few months.

Who will enjoy this piece? Anyone going on holiday, ladies who care about their appearance, women aged 18-30, women who are concerned about their skin, sun-worshippers and those who love to look tanned.

Products promoted:
Aloe-Jobba Shampoo and *Aloe-Jobba Conditioning Rinse*



Extreme Adventures around the world

This season's travel piece focuses on extreme adventures and challenges that can be enjoyed when travelling to some of the most beautiful locations on earth. This feature also emphasises which Forever products will assist the traveller as they embark on their challenge.

Who will enjoy this piece? People who love to travel, adrenaline junkies, fitness enthusiasts and those who love an adventure.

Products promoted:
Forever Move and *Argi+*



BOOST YOUR BUSINESS WITH THE NEW BP

Forever UK was proud to roll out the new format Business Presentation (BP) across all areas at the beginning of April, and we are excited to see how the fresh approach continues to profit Forever Business Owners over the coming months. The BP is a weekly business meeting that offers prospects an overview of the Forever opportunity so it's excellent as a recruitment tool, but this essential meeting has also been designed to inspire, motivate, uplift, reinforce belief and grow confidence in FBOs, whether they have been in the business two weeks or twenty years!





Diamond Manager Jayne Leach, along with other members of the UKGLT, was influential in the Business Presentation’s redevelopment and every slide has been carefully considered to ensure we are delivering the very best message to FBOs and prospects across the country. Read on to hear from Jayne herself as she shares how the new Business Presentation can impact your business and benefit your team...

As we enter a new growth period; I believe that we’ve got the right people in place, and I’m really excited about this new BP – the presentation is beautifully designed, the message is on point, it’s fun, it’s informative and it makes the FBO experience even better! Recently I had the chance to meet with other seven-figure income owners and while talking to them I learnt that the companies that are growing the fastest right now are companies with consumable products and companies

that are building businesses within communities – in other words, companies that bring people together and create excitement and a sense of belonging. Forever is considered the benchmark company, the company that these other companies model themselves on, so if you ever doubt that you’re not in the right place – don’t – I promise you that Forever will never let you down.

.....

Use it to build community...

The Business Presentation is like a community. Whilst you can do BPs online or via webinars, remember that the companies that are growing the fastest are the ones that bring people together and make them feel valued. It is community that creates momentum. We may have reinvented some of the programmes, but Rex’s vision, the core principles of who we are and what we do, have not changed. This new BP still has all the components of who we are and what we do, but it has a new energy about it, and it is something I am proud to present.

The Business Presentation should be where FBOs bring their guests so that they too can catch the vision of who we are and what we do. It’s where guests can see a professional presentation with all the relevant information they need in order to make an informed decision, and more importantly it’s where they come to meet other like-minded people, where they come to get their questions answered and where they come to meet people from similar backgrounds who have already found success – seeing other people working the business will help to build a guest’s belief in the opportunity! The BP also offers an environment that’s very upbeat, positive and exciting, and for me the BP is an invaluable part of the business-building process. It is not something that should be missed and FBOs who are serious about their business should be at a meeting every single week.

Who are we? UK

- + **Founded** in 1993
- + **Sales over** £100 million
- + **Investors in People accredited**
- + **Member** of the Direct Selling Association

Built on ethical practices

We will create a profitable environment where individuals can, with dignity, be what they want to be. Where integrity, empathy and fun are our guides. We will create and cherish a passion for, and belief in, our company, our products and our industry. We will seek knowledge and balance and above all, we will be courageous as we lead our company and its Forever Business Owners.

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

Examples of income potential are not guaranteed, but are realistic illustrations of what can be achieved with hard work.

Rex Maughan
Rex Maughan / CEO

Use it to build momentum...

The BP helps put your business into momentum. If you focus on a seven-day plan and you have a BP on a Monday night, you know that your job throughout the week is to prospect people with the idea of bringing those prospects to the BP on that Monday night. If you have a guest, the meeting needs you, your guest and your energy. If you haven't got a guest, you need the meeting because you need to be in a positive environment where you can be uplifted and reconnect with the passion of why you are doing Forever. I think now, more so than ever, people need to reconnect with this phenomenal new Business Presentation – you need to get back to the basics of building a business.

We work our business from home and often by ourselves, and although you work under the brand of Forever, sometimes it can get a bit lonely. One of the things that the BP does for an FBO with a team is to bring that team together every week. If a team uses the BP wisely, before their guests arrive they should meet as a group and catch up on the activity of the week, but it's also an opportunity to grow together and newer FBOs will learn how to do a testimonial and how to present in front of an audience.



Use it to build a team...

There are many ways to invite a guest to the Business Presentation, but whenever I have a prospect I will ensure I'm engaging in conversation with them prior to the invitation. This conversation will be about fact-finding; I want to find out about them – where they live, how old they are, if they're married, whether they have children, what they do for a living, what they're passionate about. Most people love talking about themselves so indulge them. Once I've found out all I need to know I will then do a one-to-one or send out further information. This gives them just enough to decide whether they are interested. If they are interested the next step is the BP and I will simply say something like:

"[insert name], from what you've seen so far, with a lot more information to come, can you now see why I'm excited to share Forever with you? Can you see how it can help you leave work and be at home with the children, while also being in control of your finances?"

My prospect will answer positively and then I will say, "Brilliant. The next step then is for you to come along on Monday night as my personal guest to our overview meeting in [insert location and time]. It's smart casual dress and I want you to meet some of my colleagues who have similar backgrounds to you. You'll have all your questions answered and at the end of that, if you still love it we get going, and if you don't, we won't. Is that fair?"

When the prospect comes, because I already know a fair bit about them, the first thing I'm going to do is introduce them to FBOs who are like them and maybe have similar backgrounds. Because I go to my BP every week, I know who is there and I know exactly whom I can match my prospect with. If, for example, I'm with a young mum from a corporate background who now wants to stay at home with her child, I make sure that I introduce her to someone from a similar situation. I make sure I'm there early so that I can make the prospect comfortable, and because I know what her goal is, afterwards I do not need to say, "What do you think?" I can simply say, "Can you now see how you can work with me to build a business that allows you to stay at home with your son rather than going back to your stressful job?" They say yes and we complete the paperwork there and then! If for some reason I don't know what the prospect wants beforehand, I would say something like, "Exciting isn't it, [insert name]? What did you like best?" This helps to extract more information from the prospect so that I can work out what their drive is. If they say something like, "I like the idea that you can travel," I'd then say, "Well then you're a girl after my own heart because I have travelled the world with Forever and I can show you how to do the same. Let's get the paperwork out of the way and I'll get you started." I am always excited to show a new FBO how they can achieve their dreams.

Working with five key people

Teach everyone to:

- + Use the products
- + Develop 20-30 customers
- + Find five key people
- + Coach to duplicate



125 hours
worked in your
business

Why Forever products?

- + No insecticides or artificial fertilisers
- + **Advisory Board** of highly qualified professionals
- + **60-day** money-back guarantee

Pure and simple products for everyone

The BP expectations...

- + The meeting is one hour but you should arrive at least half an hour before to register and network with others
- + Attend every week and aim to bring a guest
- + Lead by example
- + Dress smartly
- + Leave your children at home (some areas offer child-friendly BPs but most expect children to remain at home)
- + Behave as you would in an office environment

Build it into your process...

The trainings, Success Express events and the weekly BP are all a part of the business-building process. In this sense it's no different to being in a traditional job. If someone wants to be a dental nurse they need to have learnt certain skills in order to be successful in their job; it's no different in our business. Forever's process has been designed to help FBOs achieve success and the Business Presentation should be perceived as a fun element in that process. It is one hour of concentrated

work but effectively the meeting recruits for you. Even if you're a brand new FBO and you don't feel comfortable about saying the right words, bring a guest to the BP because the presenters will say it all for you. Get back to doing the basics, get back to understanding the community that we build at the BPs and enjoy every minute of it. There is a reason why I'm as excited today as the day I first joined, and that is because I know the process works for those who work the process!

ENJOY THE JOURNEY



Senior Manager //
Melanie Brooks



Sponsor //
Martine Pinnington



Favourite product //
Aloe Nourishing Serum

After a heart-breaking time, Melanie decided that she wanted to spend her future with her family rather than pursuing a corporate career...

My journey started in August 2014 when we called around to our friends' home. Martine (my now sponsor) was excited about this new business she was starting. I didn't hear much through her excitement but I did hear 'sacked the boss', 'dream car' and 'holidays', so whilst I was excited for her I was completely sceptical. I was in a successful corporate role and there was no way someone could earn the kind of salary that it had taken me many years to achieve doing what she was talking about. I decided to go along to a Business Presentation as I wanted to make sure she wasn't involved in a scam, but I returned home the proud owner of a *Business Owner Box!* What won me over was the idea of time freedom and that you could be successful whilst working at home. I was working forty plus hours, my emails would buzz all night, and I had a family to care for, but I just knew I had to make time for Forever.

I loved my twenty-year career in the buying industry but when I gave birth to my son Oscar everything started to change. Then, in 2009 our lives were turned upside down when we lost our twin baby boys shortly after they were born. I didn't cope and wouldn't accept what had

happened; I blamed myself and was living in a dark tunnel. My husband then lost his job as his company went into liquidation; we had no money and no fight, but it was Oscar that kept us going.

The journey to living our lives again started when I started my Forever business. I hit Manager in less than two months and although I was initially sceptical, my disbelief faded when I took the time to research the business model. Building a business requires hard work but I knew I could do it, and it wasn't the money that drove me, but the time I could have with my children. We wanted another baby and I no longer wanted to rush back to work so instead I focused on my Forever business.

Fast forward two years and I'm a Senior Manager, Global Rally and Chairman's Bonus qualifier, and I have also achieved many other incentives on the Marketing Plan. I now feel able to create a future which isn't filled with sadness, and I'm learning to enjoy the journey and accept challenges. I have complete time freedom and we've since had a baby girl which is the icing on the cake.



"I hit Manager in less than two months and although I was initially sceptical, my disbelief faded when I took the time to research the business model."

PROMOTIONS

Each month, Forever recognises those of you who have moved through a level of the Marketing Plan. These move-ups are for February 2017:

Senior Managers

Kelly & Ben Colley
Katie Forbes

Managers

Cheryl Lomax
Lisa Prescott

Tracy Stephens
Philippa Williams

Lianne Truscott
Lisa & Michael Williams

Assistant Managers

Michael Fuwa
Olubunmi & Oladapo Fuwa

Iwona Giza
Maria Nicpo

Brigitte & Craig Delahoy
Kim Penney & Jeremy Hills

Umar Farooq
Shareef & Rahela Tafader

Kim Guire
Clare Martin & Nev Keith Patterson

Supervisors

Sara Spackman

Caroline Leckey

Samsudeen Ibrelebbey

Iza Bartnik

Margaret Ellmsore

Zahra Nooh

Rona & Stephen Myatt

Samantha Bartlett

Samantha Colwill

Jenna Biddulph

Sarah Billany

Phillip Noda

Ibrahim Allahyar

Rachel Orme

Saleh Ahmed Khan

Tracy Braniff

Russell Alexander

Aleksandra Wolinska

Sarah Swiecicki

Gemma Lloyd-Grew

Hamida Khan

Marie Bolt

Karen Johnson

Irfan Ayub

AWARDS

Recognising Forever's top performers...

Sponsor of the Month March 2017

This incentive is awarded to the FBO who sponsors the most new people during the month. This incentive is important as sponsoring and developing new FBOs is the cornerstone of building a thriving and successful business.

- | | |
|---|---------------------------|
| 1 | Michelle & James Stonhill |
| 2 | Emma & Shaun Cooper |
| 3 | Lenilza & Simo Edwards |

Retailer of the Month March 2017

This is awarded to the FBO with the most retail sales. It is important as it promotes developing a regular customer base which is an essential part of building a successful business.

- | | |
|---|--------------------------------|
| 1 | Jennifer & Keith Stephen |
| 2 | Alison Lester |
| 3 | Paul Scarlett & Patricia Payne |

Maureen and Alvin Blume // Area Development Directors for Area 10



Top Area March 2017

Top Area is judged on sales against target, new FBOs signing up and moving up the Marketing Plan, building team spirit and creating an environment for success.

- | | |
|---|------------------------------------|
| 1 | Area 10 – Southern Central England |
| 2 | Area 250 - London |
| 3 | Area 190 – Wales |

FOREVER 2 DRIVE



Qualify for Forever's Forever2Drive programme and you can receive up to £525 extra each month!

- | | |
|---------|--------------------------|
| LEVEL 1 | Shareef & Rahela Tafader |
| LEVEL 2 | Kate & Mark Hindley |
| LEVEL 3 | Louise Perry |

Find out more www.foreverknowledge.info

THE TOP 20...

March 2017

Business-Builders

This incentive is based on achieving the highest total business, and sponsoring at least one Assistant Supervisor during the month.

1	Natalie Heeley
2	Emma & Shaun Cooper
3	Julianna Beavan
4	Debbie & Martin Nwangwa
5	Lisa Prescott
6	Adam May
7	Louise Perry
8	Natalie Valenti & David McKellar
9	Louise Mackenzie
10	Diana & Geoff Page
11	Philippa & Robert Symes
12	Chris & Alan Goldsbrough
13	Caroline Strawson
14	Lauren Fenton
15	Michelle & James Stonhill
16	Claire & Paul Barradell
17	Lynne James
18	Lisa & Michael Williams
19	Nicola & Ian Liggins
20	Anna Terry

Non-Manager Business-Builders

This incentive is based upon achieving the highest non-Manager business and sponsoring at least one Assistant Supervisor during the month.

1	Michelle & James Stonhill
2	Caroline Strawson
3	Lisa Prescott
4	Debbie & Martin Nwangwa
5	Louise Mackenzie
6	Chloe El Khalfi
7	Lucy Waterworth
8	Natalie Valenti & David McKellar
9	Emma & Shaun Cooper
10	Mohammed Abdur Khan
11	Kyle Burrows
12	Cora McKeown & Daniel Hawkins
13	Tina Rigg & Deborah Daniels
14	Lisa Johnson
15	Chris & Alan Goldsbrough
16	Diana & Geoff Page
17	Shareef & Rahela Tafader
18	Mohammed Shahin Ahmed
19	Charlene Boyle
20	Lindsey Jackson & Michael Butterworth

FOREVER TRAININGS

Product and business trainings are important for your own personal development and the growth of your business. Invest in yourself by booking your place on these core trainings today.

FOREVER SPOTLIGHT

Success Express

Success Express is a superb opportunity for you to celebrate and network with thousands of Forever Business Owners from across the UK, but it is also an event that allows Head Office the chance to formally acknowledge all of your hard work. The trainings on offer are delivered by some of the top FBOs in the business and we promise that you'll leave inspired, refreshed and raring to go! Book your place today.

6th May at SECC Glasgow

17th-18th June at Genting Arena Birmingham

Supplement Seminar with Louise Riley

Dates:

13th May at Marriot Hotel, Newcastle, NE11 9XF

21st May at Holiday Inn, Taunton, TA1 2UA*

10th June at Milton Keynes Product Centre, MK7 8LF

11th June at Holiday Inn, Basildon, SS14 3DG*

All sessions will run 10am-5pm.

Tickets: **£38** online or **£42** from order line.

Lunch and resources are included in the ticket price.

* **Taunton and Basildon only:** Lunch not included so please bring your own.

Ticket price £30 online or £32 from Order Line.

Sports and Weight Management workshop with Louise Riley

Dates:

10th May at London Product Centre, SW6 3BN

20th May at Milton Keynes Product Centre, MK7 8LF

3rd June at Village Hotel, Cardiff, CF14 7EF*

5th June at Village Hotel, Ashton-Under-Lyne, OL7 0LY

21st June at Longbridge Manor, Warwick, CV34 6RB

All sessions will run 10am-5pm.

Tickets: **£38** online or **£42** from order line.

Lunch and resources are included in the ticket price.

* **Cardiff only:** Lunch not included so please bring your own.

Ticket price £30 online or £32 from Order Line.

Aloe Vera and Animal Care seminar with Dr David Urch

Dates:

7th May at Holiday Inn, Taunton, TA1 2UA*

17th May at Longbridge Manor, Warwick, CV34 6RB

23rd May at London Product Centre, SW6 3BN

27th June at The Urban Village, Leeds South, LS27 0TS

6th July at Longbridge Manor, Warwick, CV34 6RB

All sessions will run 10am-5pm.

Tickets: **£38** online or **£42** from order line.

Lunch and resources are included in the ticket price.

* **Taunton only:** Lunch not included so please bring your own.

Ticket price £30 online or £32 from Order Line.

Accountancy training

This half day training is a great way to learn good practice and an opportunity to build confidence and peace of mind in your business. The workshop will cover trading style, book keeping, year-end accounts, self-assessment, VAT and National Insurance.

Dates:

9th May at Longbridge Manor (DSL Accounting)

24th May at London Product Centre (PRB Accounting)

13th June at Longbridge Manor (DSL Accounting)

28th June at London Product Centre (PRB Accounting)

PRB Accounting sessions will run 11am-1.30pm (10.30am reg). Lunch is not provided. DSL Accounting sessions will run 10am-1.30pm (9.30am reg). Lunch is not provided.

Tickets: **Free**

FLP.Social training

FLP.Social is a social media management platform for Forever Business Owners. This training will cover how to post using 'suggested content', how to use the 'content research' feature, and how to effectively use the 'visual composer' to create beautiful, professional looking images attached to engaging posts.

Dates:

16th May at Longbridge Manor, Warwick, CV34 6RB

14th June at Longbridge Manor, Warwick, CV34 6RB

Tickets: **Free**. Lunch is not included.

All sessions will run from 10am-1pm. Free weekly webinars are also available via foreverknowledge.info (Events > FLP.Social).

Mastering Success Roadshow

We are so excited to welcome you to this iconic 1940's venue which traditionally hosts UK world film premieres. The venue boasts leopard print seats, exclusive seating for the Royal Family, and carries with it magnificent memories and moments of stardom. What better place to host Forever's first Mastering Success Roadshow? Join us for this full day of solid training led by members of the UK Leadership Team and leading Forever speakers.

Dates:

22nd April at Odeon Leicester Square, London

10am-4pm (with a scheduled lunch break)



Follow the Forever UK Events page on Facebook for more information.

Tickets for all Head Office trainings are available from foreveruktickets.co.uk. For more dates and information on Head Office events, please visit foreverknowledge.info or get a copy of the Events and Training Guide (January – June 2017).

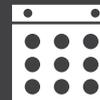



Business Presentation **FREE*** (Business Dress)
*unless otherwise stated




First Steps to Manager training **£20pp** incl. workbook.
This training replaces the Network Skills Training (NST).

You can now find all the latest What's On dates via the What's On app.
Access this tool by visiting backpack.foreverknowledge.info.



AREA 10

Southern Central England



AREA DEVELOPMENT DIRECTORS // MAUREEN & ALVIN BLUME

AREA PRODUCT CENTRE:

38-39 Sunningdale House,
Caldecotte Lake Drive, Caldecotte Lake Business Park,
Milton Keynes, MK7 8LF

AREA PRODUCT CENTRE OPENING TIMES:

Monday 9.30am – 6pm **Tuesday** 9.30am – 6pm
Wednesday 9.30am – 2pm **Thursday** 9.30am – 10pm
Friday 9.30am – 2pm **Saturday** 9.30am – 2pm

T: 01908 371 666 – Product Centre

T: 01908 271 871 – ADD office

M: 07773 818 652

E: maureen@mblume.co.uk

W: www.foreverknowledge.info

AREA CENTRE

BP Every Thur. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 4, 11, 18, 25

E: maureen@mblume.co.uk

Area 10 Masterclass in aid of Dot Com Children's Foundation

Start 10am. **Finish** 5pm.

May 14

E: maureen@mblume.co.uk

Sports and Weight Management workshop with Louise Riley

May 20 (see page 28 for details)

AREA 100

Southern England



AREA DEVELOPMENT DIRECTORS // PAUL & VICTORIA BROWN

CONTACT INFORMATION:

M: 07976 733 374

E: area100add@gmail.com

W: www.foreverknowledge.info

BASINGSTOKE

at the Hampshire Court Hotel, RG24 8FY

BP Every Wed. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 3, 10, 17, 24, 31

Contact Claire Green

M: 07827 923 572

E: clairelgreen@flp.com

EASTLEIGH

at the Holiday Inn, SO50 9PG

BP Every Thur. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 4, 11, 18, 25

Contact Peter & Diane Moore

M: 07979 612 374

AREA 110

Midlands

AREA DEVELOPMENT DIRECTORS // ALAN & SUE MATTHEWMAN



AREA PRODUCT CENTRE:

Longbridge Manor, Warwick, CV34 6RB

See www.foreverknowledge.info for opening times.

T: 01527 854 723 – ADD office

M: 07970 342 310 (Sue) / 07720 301 854 (Alan)

E: midlands@flpuk.net

W: www.foreverknowledge.info

f www.facebook.com/midlands.area

Facebook group – Midlands Distributors Voice

AREA CENTRE

BP Every Wed. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 3, 10, 17, 24, 31

Meeting leaders Terry Villars, Sharon Bott, Becky Deeley & Louise Barnacle

E: midlands@flpuk.net

FSTM LIVE! Spring Special.

Reg 9.45am. **Start** 10am. **Finish** 4.15pm

May 6

Please book via <https://fstm-midlands-may.eventbrite.com>

Contact Sue Matthewman

E: midlands@flpuk.net

BIRMINGHAM

at the Jurys Inn, 245 Broad Street, B1 2HQ

BP Every Mon (except bank hol). **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 8, 15, 22

Meeting leaders Alan Matthewman & Alison Taylor

E: Sue Matthewman – midlands@flpuk.net

EAST MIDLANDS

at the Best Western Premier Yew Lodge Hotel, Kegworth, DE74 2DF

BP Every Thur. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 4, 11, 18, 25

Meeting leaders Steve & Lorraine Holden

E: lorraine@nolimitsteam.co.uk or steve@nolimitsteam.co.uk

GLOUCESTERSHIRE

at the Holiday Inn, Crest Way, Barnwood, GL4 3RX

BP Every Tues. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 2, 9, 16, 23, 30

Meeting leaders Teresa Jones & Sophie Rollin

E: teresa.jones268@btinternet.com

SHROPSHIRE

at the Ramada Telford Ironbridge, Forge Gate, Telford, TF3 4NA

BP 1st and 3rd Tue. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 2, 16

Meeting leaders Sue Barker & Rebecca Parry

E: sue@freedomgroupforever.com

AREA 140

East Anglia

AREA DEVELOPMENT DIRECTORS // BRIAN THOMPSON & STEPHANIE TAYLOR



CONTACT INFORMATION:

M: 07738 232 896 (Brian) / 07720 583 340 (Stephanie)

E: add140@live.co.uk

W: www.foreverknowledge.info

f www.facebook.com/foreverarea140

CAMBRIDGE

Venue change – please check [foreverknowledge.info](http://www.foreverknowledge.info) for details

BP Alternate Wed. **Reg** 7.45pm. **Start** 8pm. **Finish** 9pm

May 3, 17, 31

Contact Alan & Janet Tiplady – **Booking essential**

M: 07713 099 546

FSTM

Reg 10.45am. **Start** 11am. **Finish** 5pm

May 7 (no lunch)

Booking essential – **please contact ADDS**

M: 07738 232 896

E: add140@live.co.uk

CHELMSFORD

at the Ivy Hill Hotel, Writtle Road, Margaretting, Chelmsford, Essex, CM4 0EH

BP Alternate Tue. **Reg** 7.45pm. **Start** 8pm. **Finish** 9pm

May 2, 16, 30

Contact Sally Hargraves

M: 07940 893 045

LINCOLN

at the Bentley Hotel, Newark Road, LN6 9NH

BP Every Wed. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 3, 10, 17, 24, 31

Contact Ginny Harrop

M: 07931 584 234

PETERBOROUGH

at the Orton Hall Hotel, The Village, PE2 7DN

BP Alternate Tue. **Reg** 7.45pm. **Start** 8pm. **Finish** 9pm

May 2, 16, 30

Contact Maxine Woodley

M: 07854 059 738

AREA 160

South West England

CONTACT INFORMATION:

W: www.foreverknowledge.info

f www.facebook.com/area160southwest

BRISTOL

at the Holiday Inn Bristol, Filton, BS16 1QX

BP Alternate Wed. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm
May 10, 24

Contact Rebecca Lightfoot

E: aloe_rebecca@yahoo.co.uk

EXETER

at Jury's Inn, Western Way, Exeter, EX1 2DB

BP + **Training** First Wed of every month. **Training** 7pm. **BP** 8pm
May 3 (Guests free. FBOs £3)

Contact Cherry Hornsby or Simon Hall

E: cherryhornsby@hotmail.co.uk

E: simonhall1962@googlemail.com

TAUNTON

at Exchange House. The Crescent, Taunton TA1 4EB

BP Second Thurs of every month.

Reg 7.15pm. **Start** 7.30pm. **Finish** 8.30pm

Contact Janet Newis, Cherry Hornsby or Simon Hall

May 11 (Guests free. FBOs £3)

E: jnewis@sky.com

M: 07967 473292 (Janet)

E: cherryhornsby@hotmail.co.uk

E: simonhall1962@googlemail.com

St. AUSTELL

at Roche Cornwall Victoria Inn Roche, St. Austell, PL26 8LQ

BP + **Training** Third Wed of every month. **Training** 7pm. **BP** 8pm

May 17 (Guests free. FBOs £3)

Contact Cherry Hornsby or Simon Hall

E: cherryhornsby@hotmail.co.uk

E: simonhall1962@googlemail.com

PLYMOUTH

at Future Inn, Plymouth International Business Park,

1 William Prance Road, Plymouth, PL6 5ZD

BP + **Training** Last Wed of every month. **Training** 7pm. **BP** 8pm

May 31 (Guests free. FBOs £3)

Contact Cherry Hornsby or Simon Hall

E: cherryhornsby@hotmail.co.uk

E: simonhall1962@googlemail.com

AREA 170

North



AREA DEVELOPMENT DIRECTORS // KEVIN & YVONNE JAMES

CONTACT INFORMATION:

M: 07775 866 698 (Kevin)

07780 677 746 (Yvonne)

E: Bookings: area170@flpuk.net

Enquiries: north@flpuk.net

SOUTH LEEDS

at the Village Urban Resort,

Leeds South, Capitol Boulevard, Tingley, LS27 0TS

BP Every Wed. **Start** 8pm. **Finish** 9pm

May 3, 10, 17, 24, 31

No need to book.

MANCHESTER

at The Village Hotel, Pamir Drive, Ashton-under-Lyne, OL7 0PG

BP Every Wed. **Start** 8pm. **Finish** 9pm.

May 3, 10, 17, 24, 31

Contact Lisa Prescott

E: lisaprescott@flp.com

NEWCASTLE

at the Marriott Hotel, Metro Centre, Gateshead, NE11 9XF

BP Every Tues. **Start** 8pm. **Finish** 9pm

May 2, 9, 16, 23, 30

Contact Lucy McClelland Dunn

E: lucy@flp.com

SHEFFIELD

at The Source Skills Academy, S9 1EA

BP Alternate Tue. **Start** 7.30pm. **Finish** 8.30pm

May 9, 23

Contacts Sue Hickman & Christina Warr

M: 07712 193 397 (Sue)

M: 07941 026 874 (Christina)

YORK

at the Mercure York Fairfield Manor,

Skipton Road, Skelton, YO30 1XW

BP Alternate Tue. **Start** 8pm. **Finish** 9pm

May 2, 16, 30

Contact Rachel Parker

M: 07926 592 127

AREA 180

Scotland

CONTACT INFORMATION:

W: www.foreverknowledge.info

f www.facebook.com/area180foreverscotland

EDINBURGH

at the Edinburgh Marriott, EH12 8NF

BP Alternate Tue. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 2, 16, 30

Contact Ron Currie

T: 01389 761 311

GLASGOW

at Village Hotel, 7 Festival Gate, Pacific Quay, Glasgow, G51 1DB

BP Alternate Mon. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 1, 15, 29

Contact Ron Currie

T: 01389 761 311

AYRSHIRE

at the Gailes Hotel, Irvine, KA11 5AE

BP First Wed of every month. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 3

Contact Vivienne Forbes

M: 07885 978 961

E: forever.vivs@gmail.com

AREA 190

Wales



AREA DEVELOPMENT DIRECTORS // HUW & JANETTE HARRIES

CONTACT INFORMATION:

M: 07734 778 276

E: wales@flpuk.net

W: www.foreverknowledge.info

NEWPORT

at Coldra Court Hotel (formerly the Hilton), Newport, NP18 2LX

BP Every Thur. **Reg** 7pm. **Start** 7.30pm. **Finish** 8.30pm

May 4, 11, 18, 25

Contact: Janette Harries

M: 07734 778 276

SWANSEA

at the Village Hotel, SA1 8QY

BP Alternate Tues. **Reg** 7.00pm. **Start** 7.30pm. **Finish** 8.30pm

May 2, 16, 30

Contact Alison Jones

M: 07734 168 193

WREXHAM

at the Ramada Plaza Hotel, LL13 7YH

BP Every Mon (except bank holiday).

Reg 7pm. **Start** 7.30pm. **Finish** 8.30pm

May 8, 15, 22

Contact Ian Stockdale

M: 07725 555 715

If you have a guest attending any of the Welsh Business Presentations and you cannot be there in person, please text or call our meeting leaders to arrange to welcome them for you.

For more information, please visit either the **Area 190** page on the foreverknowledge.info website, or join the **Area 190** Wales group on Facebook.

AREA 210

South East

CONTACT INFORMATION:

W: www.foreverknowledge.info

BRIGHTON

at The Hub, Varley Park, Coldean Lane, BN1 9GR

BP Every Thur. **Reg** 7.30pm. **Start** 8pm. **Finish** 9pm

May 4, 11, 18, 25

Contact Alison Blake

M: 07791 184 451

E: alison@synergyglobal.org.uk

ASHFORD

at Garden/Courtyard Suite, Ashford international Hotel, Simone Weil Ave, TN24 8UX

FBO Training. Every Wed. **Start** 7pm. **Finish** 7.45pm

BP Every Wed. **Reg** 7.45pm. **Start** 8pm. **Finish** 9pm

May 3, 10, 17, 24, 31

Contact Rachel Leigh

M: 07739 734 566

E: rachel-foreverleigh@outlook.com

GRAVESEND

at Southern Valley Golf Club, DA12 4LT

FBO Training. Every Tues. **Start** 7pm. **Finish** 7.45pm

BP Every Tues. **Reg** 7.45pm. **Start** 8pm. **Finish** 9pm

May 2, 9, 16, 23, 30

Contact Beth Turner

E: bethlturner@hotmail.com

AREA 250

London



AREA DEVELOPMENT DIRECTORS //
ALISON & GARY EASTER

AREA PRODUCT CENTRE:

Alexander House, 14-16 Peterborough Road, Fulham, SW6 3BN

AREA PRODUCT CENTRE OPENING TIMES:

Opening times:

Monday to Thursday 11am – 4pm & 6pm – 10pm

Friday 11am – 2pm, **Saturday & Sunday** 12 noon – 5pm

M: 07711 421 038

f www.facebook.com/foreverlondon

AREA CENTRE

BP Every Tues. **Reg** 11.30am. **Start** 12pm. **Finish** 1pm (Child-friendly)

May 2, 9, 16, 23, 30

No need to book.

BP Every Wed. **Reg** 7pm. **Start** 7.30pm. **Finish** 8.30pm

May 3, 10, 17, 24, 31

No need to book.

COBHAM

at the Hilton, 7 Seven Hills Road South, KT11 1EW

BP Every Tues. **Reg** 7pm. **Start** 7.30pm. **Finish** 8.30pm

May 2, 9, 16, 23, 30

Contact Mick and Marise Webb

M: 07931 760 884 (No need to book)

FSTM led by Alison and Gary Easter

Reg 10.00am. **Prompt start** 10.30am. **Finish** 4.30pm

May 21

Please book via <http://fstm21may.eventbrite.co.uk>

MARBLE ARCH

at The Cumberland Hotel, Great Cumberland Place, W1H 7DL

BP Every Mon (including bank hol).

Reg 7.30pm. **Start** 8pm. **Finish** 9pm

May 1, 8, 15, 22, 29

Contact Patience Ohikhena

M: 07951 455 075 (No need to book)

STRATFORD

at Boardman House, 64 Broadway, E15 1NT

BP Every Tues. **Reg** 6.30pm. **Start** 7pm. **Finish** 8pm

May 2, 9, 16, 23, 30

BP Every Thur. **Reg** 11.30am. **Start** 12pm. **Finish** 1pm (Child-friendly)

May 4, 11, 18, 25

Contact Philomena Guandai

M: 07852 591 074 (No need to book)

FOREVER NEWS

Your monthly update April 2017



NEW FOREVER F.I.T. APP

At Global Rally in Dubai we launched a new Forever F.I.T. app. This innovative app provides users with convenient and interactive features directly from their smartphone. Here are some of the tools you can look forward to:

- + Easy-to-navigate dashboard
- + Challenge and compete with friends
- + Access to your workout routine
- + Track your weight and measurements
- + Find delicious recipes
- + Update your water intake
- + Check off your supplements
- + Unlock rewards

Keep your eye on the App store for the new UK version – coming soon for Apple and Android!



F15 EDUCATIONAL VIDEO – COMING SOON

Forever UK is due to release two new *F15* educational videos for you and your consumers. The *F15* consumer-facing video featuring Global F.I.T. Ambassador Marcus Leach explains the contents of the *F15* box and the difference between each stage of the programme. This video will help customers make an informed decision on which level to follow first so that they know what to expect when they receive the box. The 'How to Market *F15*' video featuring Senior Manager Beth Turner explains how you can guide your customer to the *F15* level that's right for them. The videos will be added to Forever's YouTube channel ([flpukltd](#)) over the coming weeks – watch this space!

BOB'S FACEBOOK PAGE

We are pleased to inform you that Country Manager Bob Parker now has his very own Facebook page ([/bobparkerflp](#)). The page offers its followers a sneak peek into Bob's life and will host content that relates to Forever including event and incentive information, product news, campaign material, competitions and so much more. Bob will be posting content such as Facebook Live videos so that followers can gain insight into the many success stories in the field. This new Facebook channel is specifically for Forever Business Owners but you will have to actively 'like' the page in order to fully benefit from its content. We therefore encourage you to like Bob's page and we also kindly ask that you promote the page to your teams. Bob's page will provide you with a wealth of information relating to Forever UK that could further assist you in your business and we hope that it will inspire and motivate all who choose to like it.

NEW PRODUCT MANUAL

We are excited to announce that we have launched a new-and-improved version of the *Forever Product Manual*. This manual has been designed to guide you on what you are allowed to say about Forever's impressive product range. The Product Manual is free to all Forever Business Owners as a digital download from [foreverknowledge.info](#) (*Products > Product Manual*) and everything featured is fully compliant. So far we have released sections on products that fall in the 'drinks and gels' and 'weight management' categories, and more recently we added a 'nutritional supplements' section. We will continue to add the remaining products to the manual over the coming months.

Each product features a long description as well as a short description so that you can choose to share the description that suits particular platforms. For example, you may choose to use the short description on Twitter but the longer one in a private Facebook message. Each product page states its suggested use along with ingredients, warnings, certifications (e.g. gluten-free) and basic information such as price and code, but the pages will also outline the approved EU claims so that you can develop your understanding on how a product's ingredients can benefit a customer. You can share these approved claims with customers but you must be careful to stick to the official wording as outlined in the Product Manual.

2018 DESTINATIONS REVEALED

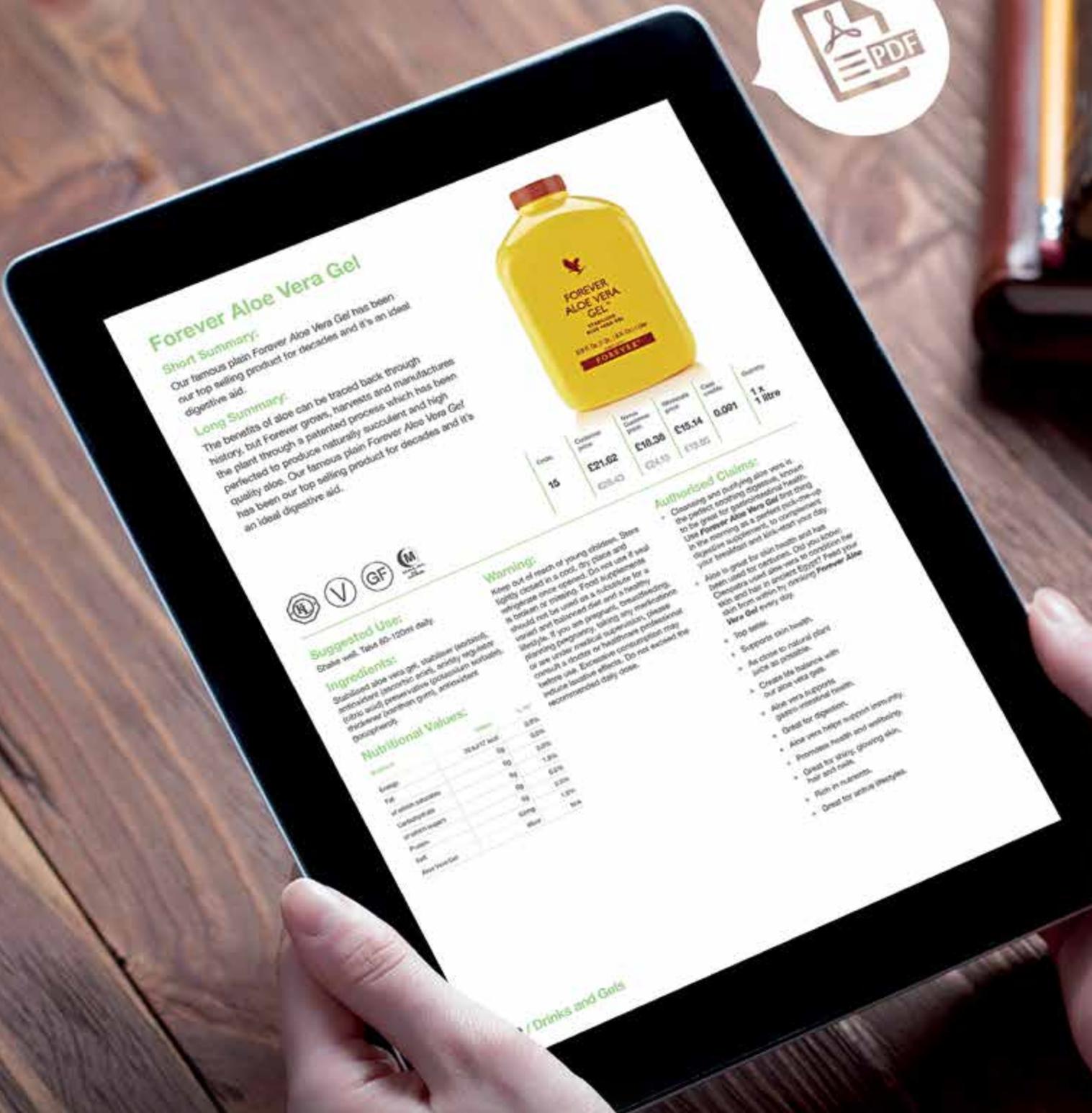
Are you looking forward to Global Rally and Eagle Managers' Retreat in 2018? We certainly are! At the recent Global Rally event in Dubai the new locations were revealed and we are pleased to share that Global Rally 2018 will take place in Dallas, Texas, whilst Eagle Managers' Retreat will take you to Forever's hometown in Phoenix, Arizona. Bring on 2018! #FGR18 #EMR18

Move Forever.

It is great to keep active, but eventually it can take its toll! *Forever Move* combines two patented ingredients, natural eggshell membrane – which is naturally occurring in glucosamine and chondroitin – with high quality turmeric, a prized Asian root which has become very popular with people who lead active lives. These burnt-orange softgels are perfect for people who lead busy and active lifestyles, sport and fitness enthusiasts, maturing adults and those who work strenuous jobs.



FOREVER



Forever Aloe Vera Gel

Short Summary:

Our famous plain Forever Aloe Vera Gel has been our top selling product for decades and it's an ideal digestive aid.

Long Summary:

The benefits of aloe can be traced back through history, but Forever grows, harvests and manufactures the plant through a patented process which has been perfected to produce naturally succulent and high quality aloe. Our famous plain Forever Aloe Vera Gel has been our top selling product for decades and it's an ideal digestive aid.



Units	15	Customer price	£21.02	Net price	£18.38	Wholesale price	£15.14	Cost price	0.091	Quantity	1 x 1 litre
			£25.43		£4.15		£13.55				



Suggested Use:

Shake well. Take 60-120ml daily.

Ingredients:

Stabilised aloe vera gel, stabiliser (sorbitol), antioxidants (ascorbic acid, ascorbyl palmitate, tocopherol, potassium citrate, potassium sorbate, citric acid, potassium sorbate, potassium sorbate, potassium sorbate, potassium sorbate).

Nutritional Values:

	per 100ml	% RDI*
Energy	28.47 kcal	0.7%
Fat	0g	0%
of which saturates	0g	0%
Carbohydrate	0g	0%
of which sugars	0g	0%
Protein	0g	0%
Salt	0.00g	0%
Aloe Vera Gel	100%	100%

Warnings:

Keep out of reach of young children. Store tightly closed in a cool, dry place and refrigerate once opened. Do not use if seal is broken or opening. Food supplements should not be used as a substitute for a varied and balanced diet and a healthy lifestyle. If you are pregnant, breastfeeding or are under medical supervision, please consult a doctor or healthcare professional before use. Excessive consumption may induce laxative effects. Do not exceed the recommended daily dose.

Authorized Claims:

- Cleaning and purifying aloe vera is the perfect soothing digestive, known to be great for gastrointestinal health. Use Forever Aloe Vera Gel first thing in the morning as a perfect kick-start to your digestive system, to complement your breakfast and kick-start your day.
- Aloe is great for skin health and has been used for centuries. Did you know? Cassia used aloe vera to condition hair and hair in ancient Egypt? Feed your skin from within by drinking Forever Aloe Vera Gel every day.
- Top seller.
- Supports skin health.
- As close to natural plant juice as possible.
- Creates the balance with the aloe vera gel.
- Aloe vera supports gastrointestinal health.
- Great for digestion.
- Aloe vera helps support immunity.
- Promotes health and softening hair and nails.
- Great for strong, glowing skin.
- Rich in nutrients.
- Great for active lifestyles.

Digital Product Manual out now!

Download your free copy at flpuk.info/productmanual



FOREVER