

Aloe Matters

Issue Six

2012

ASK THE EXPERTS
ALOE BERRY NECTAR

SEASONAL CHANGES

GET YOUR 5 A DAY

Learn about the
'famous five'

X FOREVER
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CHRISTMAS
MADE EASY WITH A
SELECTION OF LUXURY GIFTS

Limited Edition Sonya • Nutritional Advice

BURSTING WITH THE DECT

ANTIOXIDANT-RICH INGREDIENTS

GREAT TASTING HEALTH DRINK

TO AID IN CLEANSING THE DIGESTIVE SYSTEM

FOREVER 
The Aloe Vera Company



Aloe Berry Nectar: All the benefits of Aloe Vera Gel, with a sweet blend of cranberry and apple, high in antioxidant vitamins C, A, potassium, and pectin to aid cleansing of the digestive system. A health drink with a great taste that can help maintain a healthy urinary system.

(1 litre) | £20.80 | code: 34

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Editor's letter

Planning is well under way for the festive season, and this issue is packed with lots of gift ideas to help you purchase the perfect gifts! We have something for everyone, including the first look at our Sonya Baked Palettes, which we know will be on everyone's list this Christmas. To ensure you are fit and healthy in the run-up to Christmas, make sure you read the articles on the best products to support you, and how to plan and be prepared.

Congratulations to our competition winner Sharon Shamedje who wins a selection of Forever goodies.

Season's greetings from all at Forever,

Editor

ALOE BERRY NECTAR

"Today, it is impossible to get every vitamin you need from food, as our soil has become so depleted and the storage methods of various food products drains their nutritional content." - Maureen Houston, Nutritionist.

So, with this in mind, is it any wonder that Aloe Berry Nectar is continually one of Forever's top five selling products? Not only does it provide all the health benefits of our stabilised, 100% pure Aloe Vera Gel, but it has the added extras of apples and cranberries. I am going to focus on cranberries in this article, to help you understand the fantastic additional benefits that they provide.

Cranberries are loaded with antioxidants. One that you may not be so familiar with is pycnogenol, which is especially powerful in relation to the skin. It has a thorough cleansing action, maintains blood flow and aids digestion, all of which contribute to the clarity of the skin.

The other powerful antioxidant that has long been associated with good health is vitamin C – ever since the days that sailors discovered the potent effect of citrus fruits in combating the perils of scurvy on long sea voyages, but sadly after all these years, many children and adults are still deficient in this much needed vitamin. Science has now provided us with a whole list of other benefits derived from this most famous of all vitamins.



Vitamin C

- It is a powerful antioxidant, forming part of the body's defence system against the harmful effects of free radicals.
- Research shows vitamin C contributes to collagen formation for the normal function of blood vessels
- Vitamin C helps to increase the absorption of iron, so maintaining energy levels.
- Vitamin C is truly beneficial for the skin and joints as it contributes to the normal formulation of intercellular collagen.
- Vitamin C is necessary for the maintenance of healthy connective tissue.
- Vitamin C is water-soluble, and is secreted from the body. We are unable to make our own, so a daily intake in some form is beneficial.

The need for adequate vitamin C is evident. Science reports that one cigarette destroys 25mg of vitamin C, and stress, medication and environmental factors all heavily deplete the body of this vitamin. Deficiency soon results in bleeding, especially from small blood vessels (capillaries) under the skin. You will find that you bruise more easily, your gums start to bleed, and wounds heal more slowly.

Cranberries also contain proanthocyanidins (PACs) that can help prevent the adhesion of certain bacteria of the urinary tract wall. Cranberries are beneficial as a natural diuretic, cleansing the kidneys and urinary tract. I would recommend 60ml of Aloe Berry Nectar twice a day to help maintain good health.

The cranberry and apple flavouring is totally natural, prepared from a blend of fresh cranberry juice and sweet apples. We just add fructose (natural fruit sugar) for exactly the right taste and sweetness to tempt both adults and children.

This highly nutritional drink will help protect you from the staggering onslaught of man-made chemicals and pollutants, which we are surrounded by in our environment on a daily basis.

Help keep your immune system strong by having a daily drink of Aloe Berry Nectar. Enjoy!



Dorne Parker

IHBC IFHB NUTRITION ITEC
Advisory Board Member

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FOREVER 
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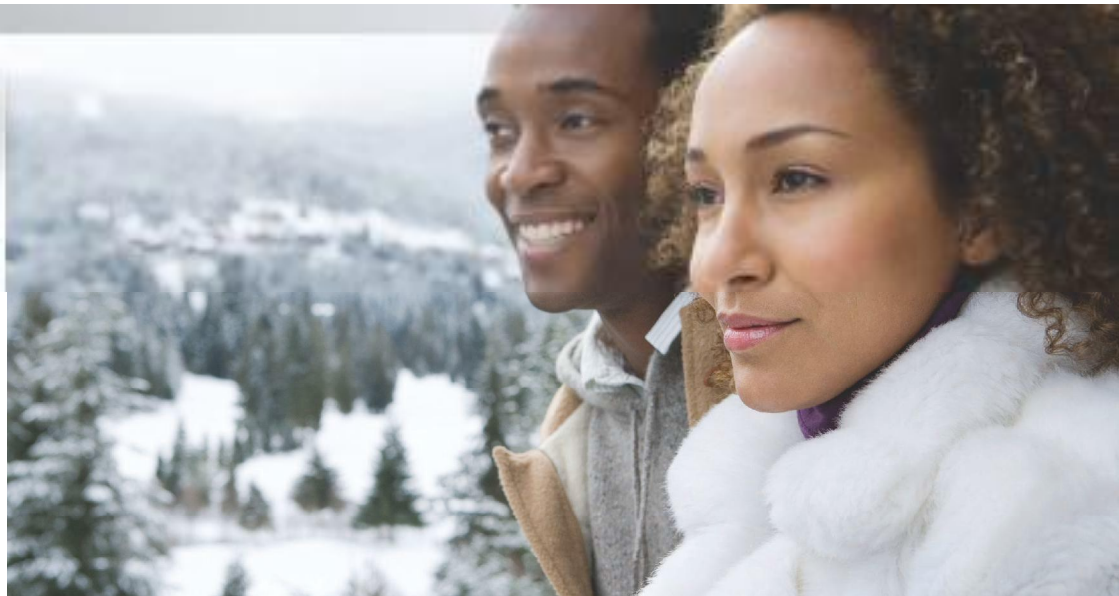
FREE
LUXURY
GIFT BOX WITH
EACH OF THESE
GIFT SETS*

FOR *EVERYONE*

**THE FOREVER CHRISTMAS RANGE OFFERS
A LUXURIOUS COLLECTION OF PRODUCTS FOR
EVERYONE...**

...made with the highest quality and finest ingredients,
including the purest form of aloe vera. Our range includes
luxury gifts, indulgent personal care products, supplements
and products for sports enthusiasts, along with a selection
of stocking fillers for him and her.





1. Sonya Skincare Collection

€168.57 | £125.64 | Code: 282 **L**

2. Aroma Spa Collection

€68.68 | £60.44 | Code: 285 **M**

3. Aloe Fleur de Jouvence Collection

(*Specially designed Aloe Fleur de Jouvence box)

€104.03 | £89.03 | Code: 337

4. Wash Time Gift Set

€31.50 | £24.00 | Code: 9307 **M**

5. Hair Care Gift Set

€45.50 | £35.00 | Code: 9301 **M**

6. Bath Time Gift Set

€35.50 | £27.00 | Code: 9300 **M**

7. Hand Care Gift Set

€22.00 | £17.00 | Code: 9309 **S**

8. Shaving Gift Set

€50.50 | £38.50 | Code: 9308 **S**

9. Shower Gift Set

€24.00 | £18.50 | Code: 9310 **S**

Free luxury give box
with each gift set

S - small
M - medium
L - large



HELPING TO
ACHIEVE *OPTIMAL*
PERFORMANCE
AND GENERAL
WELLBEING



FOR *SPORTS*

**HIGH QUALITY PRODUCTS OFFERING
MANY HEALTH BENEFITS TO THOSE WHO
ENJOY KEEPING FIT AND BEING HEALTHY.**

Nutrition is important whatever sport you are active in, and Forever has a broad product range from vitamins, minerals, supplements and energy drinks, to weight management, energy-release and recovery.

This Christmas we've selected some of our products ideal for any sports person, so whether you are looking for a gift for a professional sports person, or just someone who plays sport for a bit of fun and fitness, Forever has the gift for you.

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1. Our **Sports Gift Set** is perfect for those who enjoy taking part in sport, keeping active and exercising. This gift set contains Aloe Heat Lotion to maintain healthy joints and soothe muscles. Aloe Ever-Shield Deodorant Stick, perfect to take to the gym, provides all-day freshness. ARGI+ maintains healthy blood pressure, cholesterol levels, and muscle tissue, and supports bone and tissue maintenance. Take all of these essential items with you in the ARGI+ sports rucksack.

2. Our second sports gift is the **FAB Pack**, offering six delicious cans of Forever Active

Boost in a FAB cool bag to provide a refreshing way to stay energised and alert all day. FAB gives both immediate and long-term energy with natural ingredients aloe vera and guarana.

3. Our third and final Christmas sports pack is the **Ski Gift Set**, perfect for the keen skier, providing all-day protection on the slopes with Aloe Sunscreen SPF 30 and Aloe Lips to protect against the elements. The soothing properties in the Aloe Heat Lotion and Aloe MSM Gel will provide blissful relief from the daily stresses and strains caused on the slopes. Comes with a free medium Forever gift box.



1. Sports Gift Set
€92.50 | £77.50 | Code: 9305

2. FAB Pack
€22.50 | £17.50 | Code: 9304

3. Ski Gift Set
€59.50 | £45.00 | Code: 9303

Seasonal Changes

We are well into autumn, with winter looming, the nights drawing in, leaves falling off the trees, and everyone yearning for comfort foods and warmth.

As the season changes, we need to ensure for a healthy mind and body, that we change with it.

Some changes are obvious, like ensuring our clothing suits the weather conditions; seasonal produce and what we eat changes; and the need to hibernate tries to kick in!

It's also at this busy time of year that we stretch ourselves – planning parties, shopping for presents, late nights, overfilling our calendars, and trying to achieve perfection on Christmas day!

Therefore, it is important that we take stock, plan our activities, and ensure that mentally we are organised and ahead of the game, and that physically we don't become run down, over-tired, and catch colds and flu when we can least afford to be ill. See Dorne Parker's article on Aloe Berry Nectar, page 4. Learn how to maintain a healthy immune system.

Vitamins and minerals

During these months, we see a change in our foods, summer fruits are replaced by winter vegetables – pumpkins and squashes, leeks and greens, as well as a harvest of chestnuts, brazil nuts and dates starting to hit the shelves. Make the most of this produce, which are high-in-fibre, antioxidant rich sources of vitamins A, C, E and K. If you are pushed for time and can't always shop seasonally or buy fresh produce, make sure you read the article on page 14 about supplementing your diet.

Feeling good

The weather and dark nights make us want to stay in, and it's all too easy to become couch potatoes and turn up the heat. Whilst relaxation is a good thing, a balance is what we should strive for. Being active helps energise the body, releases endorphins and gives us more energy to tackle the busy Christmas months. Don't forget as well, that exercise is a great stress reliever. Especially over the holiday period, try to take a walk every other day rather than staying indoors. Many people suffer from the lack of sun. For some this is serious, as an estimated 7% of the population every year suffer from winter depression or SAD, so make sure you get out and about whenever possible.

Turning up the heating may give us that cosy feeling, but the extra heat dries out our skin. Air conditioning in the workplace sucks moisture out of our skin, so make sure you have Aloe Moisturizing Lotion available on your desk and use several times a day before your skin feels dry. This will help maintain the suppleness of our skin throughout the winter. Why not give our Christmas Hand Care Gift Set this year as a perfect present?



Planning makes perfect!

Step away from negative, all-or-nothing thinking. Don't beat yourself up about things you haven't gotten around to. Instead, prioritise and think about how important they actually are. If they are of value, make a plan to accomplish them. If they're not priorities, let them go. Also key in helping achieve the impossible this year, is to remember not to do everything yourself. Get other people to help, such as your children laying the table or your partner looking after people's drinks when hosting a party. Being busy doesn't always mean we are being productive. Remember, you cannot do everything. So you will have to say "no" to some things to say "yes" to others.

Planning to take lots of small steps actually means we can achieve big results. When you feel more organised and relaxed, you are likely to achieve more.



So as Christmas draws near, ensure you maintain your health by keeping active and maintaining a healthy immune system, plan your time and schedules in order to feel in control and relaxed, and look after yourself on the outside and in, so you are ready to face the busy time ahead. Bring it on!

Sonya

LIMITED EDITION

Dazzle and sparkle your way through the party season with Forever's exclusive limited edition range of Sonya Baked Palettes.

There are three luxury compacts to choose from, each containing four shimmering shades of aloe-infused eye shadow plus a luxury blush to define cheekbones and add a healthy glow.

Sonya Baked Palettes were created using Italian artisan techniques which involve baking the cosmetics to achieve a finer, more silky texture with a soft transparent colour. Baking is an alternative technique which uses less talc and more pigment for a more lightweight texture, with a unique marbled effect which gently glides onto the skin. This helps colour blend more smoothly with longer-lasting results. The process and development of baking cosmetics has become increasingly popular in the last five years, and is a fast growing trend in the cosmetics industry.

Baked cosmetics give a pearlescent and sparkling finish, as less binding agents are required. Pressed powdered cosmetics are subjected to great pressure during the pressing process which can cause some luminosity from the pigment to be lost.

“Italian artisan techniques involve baking the cosmetics to achieve a finer, more silky texture with a soft transparent colour.”

The luxury formula in the Sonya Baked Palettes collection offers versatility, as the eyeshadows can be worn dry for a casual daytime look, or wet for a more vibrant dramatic evening look. The darker shades can also be worn as an eyeliner - apply with a fine brush for extra precision. Sonya Baked Palettes offer an easy texture to work with, as the colour

pigments set better, achieving a smoother, silkier texture on the skin. The versatility of the cosmetics also means that they are suitable for all skin types, including the most sensitive of skins.

The deluxe palettes are infused with aloe vera to help moisturise, soothe and soften the skin. Each palette gives you a selection of this season's hottest shades to choose from, with vibrant colours to suit all skin tones. The shades are carefully selected to both highlight and define the eyes and plus an illuminating, light-reflecting blush. The Sonya Baked Palettes come in a handy travel-sized compact with a built in mirror plus an eye and cheek brush for easy application when you're on the go. These limited edition palettes would make a wonderful Christmas gift or why not treat yourself to a glamorous new look for the festive season.





BAKED PALETTE COLLECTION

Earth Palette



Add glamour to your daytime look with these natural looking beautiful earth tones to enhance eyes and cheeks in glistening warm shades of bronze and neutrals, enhanced with a delicate shimmer to see you through to the evening.

£45.13 | Code: 368

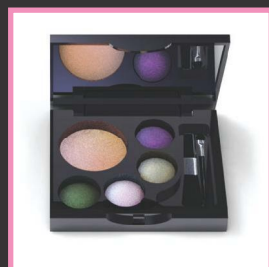
Sky Palette



A dazzling collection of sapphire blues and gold tones with the perfect coral bronze blush to complete your look. Four complementary eyeshadow shades to wear alone or blended together. This season's alternative to the smokey-eye look.

£45.13 | Code: 369

Heaven Palette



Create a fabulous party look with these subtle and bold shades of purples and greens for a colourful dazzling look to really make your eyes pop. These are combined with the perfect illuminating blush for a natural-looking healthy glow.

£45.13 | Code: 370

GET YOUR 5 A DAY

Our nutritional expert, and Advisory Board Member Dorne Parker, teaches everyone that in order to meet optimum nutrition, along with our daily Aloe Vera Gel, we should stick to her 'famous five' supplements daily. These cover all the essential nutritional components our body needs in order to function at its best.

Absorbent-C | for vitamin C and bioflavonoids

Helps your body maintain healthy connective tissue, skin, joints and respiratory functions. Vitamin C is also vital in your body's absorption of iron. Absorbent-C bonds vitamin C with oat bran for a more gradual absorption.



A-Beta-CarE | for vitamins A, E and selenium

These powerful antioxidant nutrients are vital in the fight against free radicals. This perfect blend is great for maintaining healthy skin, hair and eyesight. The body converts betacarotene to vitamin A, maintaining healthy vitamin A levels.

Forever Bee Pollen | contains 96 different nutrients

This incredible multi-vitamin, multi-mineral supplement maintains energy and stamina, and assists in maintaining healthy circulatory, digestive, immune and nervous systems. This supplement is easily absorbed by the body and contributes to the maintenance of the immune system.



Arctic-Sea | for all your essential fatty acids

These soft gel capsules contain omega 3 and omega 9, plus oleic acid to help maintain healthy cholesterol levels, and helps maintain a healthy heart and skin. Arctic-Sea can also help support concentration and learning.



Nature-Min | your daily supply of minerals

Minerals are important for digestion, body tissue and the nervous system. Minerals also play a vital role in genes and hormones, carrying oxygen around the body and maintaining healthy bones.



MERRY *CHRISTMAS*

FROM



FOREVER



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