

Forever Living is successful for 35 years because the company simply produces the highest grade Aloe Vera!

1. We **control each and every of production process step** from choosing which leaves are ripe for harvest, right to through to the storage temperature after bottling and world-wide shipping. We are not dependent on any other supplier.
2. We grow our Aloe Vera **without pesticides, herbicides, insecticides, fungicides or vermicides.** Rather than use chemical artificial fertilizers, we use skin of our Aloe Vera leaves.
3. **FLP has massive plantations** in Rio Grande Valley Texas, Dominican Republic, and other Caribbean islands. Therefore we can tell you EXACTLY how and where our aloe was grown.
4. Our gel is extracted from **freshly harvested, mature leaves and stabilized** to protect its essential nutritional content within hours. The stabilization process is patented by Forever Living Products President Rex Maughan.
5. **No artificial flavoring or coloring is added** to our gel. As there are many harvests during the course of the year, color and taste may vary. It has been known for some companies to add bleaching agents to their Aloe Vera products, to keep the color consistent on shelves, all year long. We firmly believe that the color is NATURAL and HEALTHY.
6. **Our Aloe Vera gel is NOT homogenized or filtered.** Our drinks have a rich pulp which settles and contains much of goodness of Aloe Vera that is necessary in our daily diets. We advise you to shake the drinks well to receive the full benefit from our pulp. There are some companies who offer Aloe Vera with the pulp strained, giving it the appearance of bottled water. In recent times, whole-leaf Aloe Vera has attracted much attention and is presented by its manufacturers as providing extra benefits. They often avoid mentioning that in order to remove the strong laxative elements found in outer leaf, they must pass the whole liquid through charcoal filters, which inevitably upsets the natural balance of nutrients found in the gel. FLP does not have to risk the integrity of the product by subjecting the gel to this filtering process. Since the traditional, well-proven benefits of Aloe Vera are found in the gel, not the leaf skin, FLP discards the useless skin, using them as natural fertilizers in its aloe fields.
7. **Our Aloe Vera is not boiled.** Boiling or pasteurization is cheaper and faster. Excessive heat destroys the active ingredients. We use only sub-pasteurization temperature (known as cool processing) to ensure enzyme activity is preserved Cool processing locks in the nutrients immediately after harvesting and enables the product to retain its full potency for greater time.
8. **Our Aloe Vera is not reconstituted from freeze-dried gel.** This is how some companies can offer 'double-strength product and so on. Our product contain 100% stabilized Aloe Vera Gel, from plant to product to you.
9. **100% stabilized Aloe Vera is First ingredient** on the labels of our drinks, gelly and lotions.
10. There is a **complete 30 day retail money-back guarantee** on all our products, which is not offered on most store-bought Aloe Vera

**Forever Living Products Aloe Vera Gel has been declared by the
Food and Drug Testing Lab of New York
to be ESSENTIALLY IDENTICAL
to that found in a fresh leaf**

Nutrient	Raw gel (ppm)	Stabilized Gel (ppm)
Calcium	458 ppm	484 ppm
Phosphorus	20.1	30.4
Copper	0.11	0.32
Iron	1.18	1.84
Magnesium	60.8	92.0
Manganes	1.04	3.49
Potassium	797	594
Sodium	84.4	176
Amino Acid	Row gel (ppm)	Stabilized Gel (ppm)
Aspartic acid	43.0	27.0
Glutamic acid	52.0	35.0
Allanine	28.0	22.0
Isoleucine	14.0	14.0
Phenylalanine	14.0	14.0
Threonine	31.0	30.0
Proline	14.0	17.0
Valine	14.0	14.0
Leucine	20.0	34.0
Histidine	18.0	14.0
Serine	45.0	20.0
Glycine	28.0	14.0
Methionine	14.0	14.0
Lysine	37.0	41.0
Arginine	14.0	14.0
Tyrosine	14.0	14.0
Tryptophan	30.0	30.0
Amino Acid	302.0	240.0
Proteins	1%	1%

A unique technology of Stabilization Aloe Vera Gel allows preserving all natural property of it and has patent.

In **order to preserve** the nutritional potency of raw Aloe Vera gel, it must be **stabilized**, and this process inevitably involved the addition of small quantities of other ingredients.

In response to many question received about these, here is some further information:

Ascorbic Acid (otherwise known as vitamin C) is essential for the information of intercellular collagen as well as the maintenance of tooth structures, matrix of bones and capillary walls. It is also necessary, for wound healing, facilitates the absorption of iron and is widely used to help prevent cold. Vitamin C is found in all living plant and animal cells. Sorbitol is the raw material for the production of Ascorbic Acid.

Citric Acid produced from sugar solutions and citrus fruits such as lemons, limes and oranges. It is widely used in the food industry and can be used as a PH adjuster and antioxidant. It can also retard metallic reactions. It is also involved in the Krebs energy cycle which occurs in all cells of the body. It has been used to dissolve urinary bladder calculi and it acts as a mild astringent.

Potassium Sorbate. The potassium salt of Sorbic Acid (found naturally in fresh berries of Mountain Ash) is a natural buffering and flavoring agent which helps protect the freshness of the aloe.

Sodium Benzoate. Naturally occurring flavoring derived from fruits such as blackberries and other mountain berries. It helps stabilize and prevent bacterial growth during product usage. In the gel, it is used in quantities of less than 0.1% to prevent spoilage after the bottle has been opened.

Sorbitol. This is excellent conditioning agent who aids in the absorption of vitamins and minerals. It is naturally occurring in several fruits and has slight sweetening properties, which can help improve taste. Sorbitol is often used as a sweetener in diabetic products. There are two forms of sorbitol used: sorbitol crystals which are in solid form and contain no water and aqueous sorbitol which in a liquid form and is derived from specially processed maize. It is acceptable to people with celiac disease (gluten sensitive).

Tocopherol (Vitamin E). An essential vitamin for man, it is well known for its health related properties. It is a natural antioxidant, derived from wheat germ oil, rice kernel and other vegetable oils.

Xanthan Gum derived from plants such as kelp, it is natural stabilizing and emulsifying agent.

Aloe Vera contains two important substances: the first one, under the rind of the leaf, a yellow, milky slightly bitter liquid (aloin) having been used for centuries as a laxative under the form of a powder obtained from the leaf, and the second one, the aloe gel, a fibrous liquid situated in the interior of the leaf. The **gel** has been used for several years only, although it has special therapeutic virtues and it is the **most efficient component of the plant.**

However, the Aloe Vera gel, in spite of its miraculous effects, has a major disadvantage: it is very sensitive to oxidation (it oxidizes very quickly). If it is not processed immediately, within 2 hours it loses its therapeutic properties and it is destroyed by oxygen and microorganisms. So, this gift of nature could be used only by those who had access to the fresh plants. **In order to stop oxidation there are added some natural antioxidants such as natural vitamins A, C and E.** The gel is thus stabilized and it cannot deteriorate, preserving its therapeutic properties. Due to the therapeutic importance of Aloe gel, in the last decades it has been trying the stabilization of the gel so that it can be widely used by many people. The researches concerning the method of stabilization of the gel were successful at the end of 1940s – the beginning of the 1950s and, consequently, this has become a very popular and widely used product since that moment. Until 1968 there had been patented many methods of stabilizing. **One of the greatest companies and very successful one was Aloe Vera of America** which held two patents for stabilizing the Aloe gel. This company was **incorporated by Forever Living Products, which patented other two methods of stabilization of the gel.**

These methods constitute the basis for obtaining a 100% purified and stabilized gel.

The leaves are **cut manually** and the extraction of the gel is done rapidly thus preventing its oxidation. The gel is extracted mechanically and in the same time the yellow milky liquid - which is found immediately under the rind (the aloin) and which has, as it is known, a laxative effect and sometimes **irritating – is separated**.

Immediately after being extracted, the gel is instantly stabilized in order to preserve intact all the natural nutritive components existent in the plant.

The gel is bottled in special plastic phials with multilayer structure (3 layers) and are hermetically closed. The rind of the leaf is removed and is used for fertilizing the soil. The quality is rigorously controlled during each stage of processing. The Aloe gel and nectar, produced by **Forever Living Products** were the **first products in the world** that correspond (and have even outrun them) to the quality requirements of International Aloe Science Council, receiving the right of displaying the single of the Council of products. The products also feature the Kosher and the Islamic Society's Seals of Approval of California. Forever Living Products also guarantees the satisfaction that its products offer.

Having been used for centuries as a powerful natural laxative, the bitterly milky liquid that Aloe Vera contains – the aloin – was the only component to be known and used. But the fact that Aloe leaves contain a large quantity of a nutritive fibrous liquid - the Aloe gel with special therapeutic virtues was not known. Thus, the scientific literature referred only to the property of Aloe as a laxative and not to that of a nutritive tonic supplement and regenerative of the body.

This confusion has appeared also due to the fact that if during the process of extracting the Aloe gel, the aloin isn't removed, the effect it has in the composition of the gel is most of the time an undesirable one. Thus, when the Aloe Vera products – drinks and cosmetics – appeared, most of them being products not having the necessary separation between the gel and the aloin, it made the authorities to interdict the internal usage of Aloe Vera.

Scientific researches.

The objectives of the researches made by different institutions and universities are:

Ø To determine all the components of Aloe Vera and to classify them in chemical groups.

Ø To determine the way of action of the different components.

Ø To determine the immunity system reaction to internal and external usage of Aloe.

Ø To collect information concerning the Aloe Vera effects within metabolic process.

Ø The antiviral effect of Aloe Vera

Lately, the following doctors, dentists and nutritionists have taken part and have encouraged the researches, the investigations initiated by Forever Living Products.

Dr. John Heggers from Texas University has made many researches on the effects of Aloe products in burns of different etiology. He has demonstrated the benefic effect on cell regeneration and its analgesic effect.

Jeffrey Bland, Ph.D., biochemist in nutrition field, has studied Aloe Vera effect, when it is taken orally, on digestive tract at healthy people. He evaluated the Aloe Vera effect on gastric pH, on specific weight of faeces, digestion/absorption of protein balance, as well as on microbiology of faeces. The results have demonstrated the favorable effect on many parameters after drinking Aloe Vera gel.

At present, Timothy Moore, DDS, from Oklahoma University uses Aloe Vera successfully in the treatment of periodontal disease. The treatment elaborated by Dr. Moore was used successfully for five years on 4000 ill people.

Arnold Fox, MD from Beverly Hills, cardiologist and nutritionist, has conceived together with Forever Living Products a very efficient nutritional program. The obtained results demonstrate the efficiency of this program, it being one of the best of all that have existed till now.

Franck S. Burns, from Veterans Outreach Center of Spokane Washington, has studied the detoxification effect in the treatment of drug-addicted. He has also described the favorable effect in the treatment of disalcoholization.

Huang van Duc, MD, researcher at the Medical Science Faculty of South California brings clear arguments in the treatment of diabetes, asthma, subnutrition, high blood pressure, chronic hepatitis and chronic rheumatoid arthritis.

Dr. H. Baker, Ph.D., from New Jersey Faculty of Medicine has determined the content of vitamin B12 in the plant and gel.

In the last twenty years FLP made in its own laboratories a lot of researches on the multifunctional profile of Aloe Vera Gel. At Carrington Laboratories there were made researches on an Aloe Vera polysaccharide which stimulates the immune system. IASC made a contract with Texas University for researching the polysaccharide, aloin, magnesium, calcium content, on the pH of Aloe gel.

In researching the treatment of different diseases, a major role had the following: **Roland White, M.D., Stuart Wallace, DDS, R.R.Russell, MD, Kendall H. Moore, MD, J.J. Jerome, MD, J.M. Hanchey, DVM, Dr. L.G. Gilbert, Dr. R. Simms, Eugene Zimmermann, DDS, and Baylor University – Stomatology**. These researchers mentioned above demonstrated the therapeutic effect of Aloe plant reporting many cases of patients being cured by using Aloe.

Stabilized Aloe Vera Gel possess from 35% to 99%

in the skin care & personal care FLP products.

Compare: by North American standards possession of 5% Aloe Vera in product

allows production company put sing on its label “Aloe Vera”!