



Imagine slicing open an Aloe leaf and consuming the gel directly from the plant. Forever's signature product, Aloe Vera Gel, is as close to the real thing as you can get. The first of its kind to receive certification by the International Aloe Science Council. This rich blend of pulp and liquid gives us a product as near to nature as possible.

# Top 10 reasons to drink

## Aloe Vera Gel

10

### Effect on the gut

Aloe Vera has a wonderfully beneficial action on bowel function which results in smooth and efficient transit of contents, often eradicating inconvenient colicky pain.

9

### Assists in healthy digestion

A healthy digestive tract ensures that nutrients from the food we eat are absorbed into the bloodstream. There is clear, clinical evidence that by drinking Aloe Vera Gel the bowel is able to absorb these nutrients more efficiently, especially protein. I also suspect that many other substances are much better absorbed under its influence.

8

### Effect on gut flora

Aloe Vera is a natural 'balancer' in many areas and nowhere more so than inside the gut, where it tends to regulate the various bacteria and yeasts that inhabit it. For example, if a person were to suffer with too much yeast in the gut, regular ingestion of the gel would tend to reduce this overgrowth. The same can be said of the more unfriendly bacteria that can accumulate in certain conditions.

7

### Effect on the skin

When they are first produced deep in the epidermis, skin cells are rather large and very much alive, but by the time they reach the surface after 21-28 days (in normal skin), they are a shadow of their former selves and are transformed into just thin flakes of keratin which eventually fall off. Aloe Vera Gel provides the essential nutrition to feed the basal cells. Therefore the skin remains healthy and is able to perform its vital functions more efficiently – as well as looking much better!

6

### Increases the activity of fibroblasts

Fibroblasts are specialised cells found in the skin. Their job is to produce fibre such as collagen and elastin. These fibres give the skin its structure and of course, make it look plump and elastic. The more you have, the younger your skin may look.

5

### Antiviral activity

Within the mucilage layer of the leaf which surrounds the inner gel there is a long chain of sugar or polysaccharide. This has the capability of being able to help us defend against attacks by various viruses, from the common cold to the more nasty viruses and could even help balance your immune system.

4

### Anti-inflammatory and painkilling effect

Among the substances that have been identified in Aloe Vera are several that are naturally anti-inflammatory and painkilling. People who take it regularly often find that inflammatory conditions are greatly benefited.

### A useful source of minerals

Some of the minerals found in Aloe Vera include calcium, sodium, potassium, iron, chromium, magnesium, manganese, copper and zinc. This is because the plant tends to grow in areas where soils are rich in these minerals and its roots are able to absorb and deliver them to us in a very available form.

2

### A useful source of vitamins

Aloe Vera Gel contains a large range of vitamins – even trace elements of vitamin B12 which is rarely found in plants. Apart from vitamin A, it contains B-group vitamins, vitamin C, vitamin E and folic acid. Many of these vitamins cannot be stored by the body so we need to constantly top them up from the food that we eat. What better way than by drinking a daily amount of Aloe Vera Gel while at the same time building up the body's defence system against oxidative stress naturally?



*And my number one reason for drinking Aloe Vera Gel is...*

### 1 A general tonic for good health

By drinking the Aloe Vera Gel with all its important ingredients (often now deficient in food) including 19 of the 20 amino acids needed by the human body and seven of the eight essential ones that just cannot be made, the body is able to work enough to allow complex enzyme systems to function really well. This means the body can function at 100%. The net result to the individual is a wonderful feeling of wellbeing.

As you can see from these 10 great reasons, taken daily – either alone or mixed with fruit juice or our other wonderful antioxidant product Pomesteen Power – Aloe Vera Gel is one of the best nutritional supplements available!



Distributor