



Two  
**10**  
 TOP  
 Distributors



## This edition:

- Distributor courses 2017
- Dietary booklet
- www.af.co.za
- Order CUT-OFF times
- Price increase 2017

## SHARED THEIR TOP TECHNIQUES DURING OUR RECENT DISTRIBUTOR TRAINING COURSE (27-29 APRIL). THE COURSE WAS A PHENOMENAL SUCCESS!

### MINERVA CONRADIE (TOP LEFT)

- ✓ Minerva has been a loyal distributor for the past 18 years.
- ✓ She has been a Top 10 achiever since day 1.
- ✓ She was the #1 non-business distributor of 2016.
- ✓ She turns 87 this year.
- ✓ She sells at the weekly farmers market in Sedgfield—come what may!

Minerva shared lots of knowledge and experience, primarily, on how to manage and market your stall. She highlighted neatness, product display, personal appearance, customer approach and treatment, pricing (suggested retail prices), as well as the overall operation of a stall. She stressed the importance of having your Product Manual at hand to answer any and all questions. Problems that arise must be taken up with head office as soon as possible. Minerva's passion and zeal, especially at her age, was a great motivator for everybody. Minerva is still going strong and is certainly not considering retirement in the near future!

### THERESA DELPORT (TOP RIGHT)

- ✓ Theresa achieved Top 10 status within the first 18 months.
- ✓ She focusses on dieting.
- ✓ She sells only 2 Aloe Ferox products: *SLIM & TRIM* and *FABULOUS FIBRE BITTER*.
- ✓ She markets online and through WhatsApp.
- ✓ She delivers the products to her clients in Port Elizabeth.

Theresa believes that most women are preoccupied with weight loss. She markets the Aloe Ferox slimming products with confidence through personal experience. She shared many marketing tips during her session:

- Always smile when communicating with someone, even if you're just sending a WhatsApp; a smile can be felt, even in a text.
- Keep in mind that anybody can be a potential customer; trust is a key component in relationships, especially with customers.
- Testimonials are crucial! Theresa uses the before and after photos of customers who have successfully lost weight as part of her marketing strategy.
- Ads are also a very important part of marketing; include humour as people remember it.
- She plans to add *WHOLE-LEAF ALOE JUICE* to her line-up and also considers selling the skin care products, now that she has attended the distributor training.



## HEALTHY DIET

The ever-increasing number of chronic diseases across the globe have become a serious concern. Dr Jeffrey N Gerber (MD) says statistics indicate a troubling rise in diabetes. The inherent danger is that diabetes is a serious risk factor that leads to heart disease, cancer, Alzheimer's, blindness and a host of other chronic diseases such as high blood pressure, abnormal cholesterol levels and excess body weight.

Since 2012, medical costs linked to diabetes and diabetes-related illnesses have increased by 41%. Diabetes is currently ranked as the #8 cause of death (worldwide). Diabetes among children has increased dramatically and diagnosed cases tripled between 2000 and 2008. It is expected that 50% of all children will be diagnosed with diabetes in the near future if this pandemic is not stopped. Even people with ideal body weight, can be diabetic yet they are less likely to be aware of it; fatty liver disease is usually linked to the condition.

### WHERE DID THE PROBLEM START?

The United States Government began to subsidize wheat crop agriculture in 1973. At the same time, a certain individual, Mr Keys, promoted grain as a heart-healthy diet and fat as bad. This sounded great, however, there was no research to back it up. It sounded so great that 22 countries joined this initiative within a couple of years. The Keys-idea (low fat, high carbohydrate) was recognized as the new "American Standard Diet" by 1977. Some dieticians of the time warned that this was a mistake.

The Dietary Guidelines for Americans acknowledged in 2010 (more than 30 years later) that at the time they did not specifically test the health benefits. The general state of health deteriorated over the past 30 years to such an extent that some doctors and dieticians describe it as a pandemic and a crime against humanity.

## DIET CONTINUED...

An American physician and cardiologist, dr. Atkins (October 17, 1930 - April 17, 2003), to his death, refused to accept the "low fat, high carbohydrate" principle. The very popular and healthy Banting diet is based on the original Atkins diet. The Aloe Ferox booklet: *EAT YOURSELF SLIM*, founded on the Atkins diet, is now back by popular demand.

## WHAT IS THE RELATIONSHIP BETWEEN DIABETES AND THE HEART HEALTHY DIET?

The pancreas secretes insulin, a very important hormone, that helps digestion of carbohydrates. Insulin regulates the amount of glucose in the blood. We basically eat only two types of carbohydrates: simple and complex. The body breaks down the carbohydrates into glucose (sugar). Sugar stimulates insulin secretion and increases blood sugar. Foods high in carbohydrates (especially sugars and refined foods) will rapidly increase severe insulin secretion, causing glucose to be absorbed too quickly into the bloodstream (hyperglycaemia). Insulin then stores the increased blood sugar in the liver resulting in a sharp blood sugar decrease (hypoglycaemia). Low blood sugar triggers hunger/crave to replenish blood sugar—and so the vicious cycle repeats. The amount of stress placed on the body is always in direct relation to the amount of sugar and refined foods eaten.

This vicious cycle can lead to insulin resistance which is body cells that have trouble absorbing the available glucose, causing elevated blood glucose levels and a deceptive insulin deficiency (There actually is no deficiency). This deceptive insulin deficiency or resistance causes diabetes; body cells are just not able to efficiently absorb the much needed and readily available glucose. The body then interprets blood sugar levels as low—while in fact the opposite is true. You remain hungry/craving and keep on eating because the available glucose is not absorbed into the body cells where it is needed. This mistaken surplus of glucose is then stored in the liver and muscles and converted to fat.

Vitamin C helps to combat the development of diabetes by regulating glucose levels in the blood. Vitamin C improves the absorption of glucose into the body cells, providing protection against the complications of diabetes. (See the May 2017 newsletter for all the benefits of vitamin C.)

Sugar addiction is just as much a reality as drug addiction. Sugar withdrawal symptoms can include high blood pressure, anger, the shakes and even depression. Artificial sweeteners unfortunately do not remedy the issue, however, it may detriment the situation even further. Stevia is a plant derived artificial sweetener. Up to 25% of diabetes can be attributed to fizzy drinks. Studies have shown that babies are born favouring sweet foodstuffs due to the mother's diet.

The Leptin hormone tells us when we've eaten enough. An excessive intake of carbohydrates can adversely affect the leptin hormone causing failure to reach satiety. Spiking blood sugar levels encourage the vicious eat → blood sugar spike → cravings → eat some more; cycle. Eating enough proteins and complex carbohydrates can successfully break this eating pattern and help prevent dementia / Alzheimer's, diabetes and diabetes-related diseases.

Complex carbohydrates, proteins and especially healthy fats help you to put the fork down sooner and keep you satisfied for longer. A fibre rich diet (21-30 grams per day) aids the body to dispose of more toxins and waste, thus preventing it being stored as fat. Fibre also makes you feel full sooner and greatly benefits effective appetite control. Remember to drink lots of water when taking Aloe Ferox supplements due to the high fibre content.

Be sure to read more in the *EAT YOURSELF SLIM* booklet which you will receive with your first order of June 2017.

## TRAINING 2017

Marietjie Swanepoel had the following to say after attending the latest distributor training course (27-29 April 2017):

*The course was of great benefit—lots of information about the products to better help people. I will definitely be implementing some of the marketing ideas. It was wonderful to see the full process from aloe seed to final product. Product ingredients and functionality thereof; very good advice for humans and animals and much, much more!*

There are 2 more courses scheduled this year. Do not miss the opportunity!

7-9 August  
4-6 December



The brand new Aloe Ferox website is now active on: [www.af.co.za](http://www.af.co.za)

You can use the website to introduce Aloe Ferox and the products to your customers and to get more information about the products. **Use the "SKIN CARE FOR ME" link to recommend facial skin care products with greater accuracy.**

You will soon be able to log on and place your orders directly on the web.



Do not forget about the **PRICE INCREASE** that will come into effect on 1 July 2017. Remember to stock up; buy at old prices now and sell at new prices after the increase.

## ORDER CUT-OFF TIMES

Various courier companies collect from Aloe Ferox at different times of the day. Please enquire about the cut-off times applicable to your orders.

The delivery area and weight of your parcels determine which courier will be used as well as the relevant cut-off time.

