

2019 PROMOTION WINNERS 4



Margaret Koekemoer
<R30 000 category



Anna Botha
R30-R70k category



Shelah Engelbrecht
>R70 000 category

Margaret Koekemoer, Anna Botha and Shelah Engelbrecht have each won **R5 000** in cash by improving on their July/August 2018 sales figures. Well done, you've earned it! There are 6 more opportunities to win R5 000 in cash! Keep up the good work.

DON'T MISS THE DEADLINE!

The cut-off time for orders, payments, bimonthly specials and any other "order"-related business is always on the last **WEEKDAY** of each month.

NAME CHANGE

Fabulous Fibre Regular will be renamed to **JUST FIBRE** once the existing labels run out. We estimate that it will be middle October 2019. The formula, ingredients and efficacy of the product will remain unchanged.



500 ML PACKAGING

We are planning to make **SUPER ALOE GEL** and **HAND & BODY LOTION** available in a 500 ml bottle with pump.

Please share your thoughts to info@af.co.za and stand a chance to win a 500 ml set.



DECEMBER RUSH

Most delivery services are delayed during the December festive season. Be sure to order early to avoid disappointment and unnecessary delays.



We are proud to launch our new symbol of quality. This symbol will be your assurance of only the freshest and purest *Aloe ferox* plant material used to produce the highly effective *Aloe Ferox* and TIMELESS brands. This symbol of quality will make its way onto packaging over the next 2 years.



100% Fresh-pressed

1

Aloe Ferox pioneered and developed the concept of freshly pressed *Aloe ferox* juice for use in personal care products, which guarantees zero vitamin and nutrient loss. No heating, freezing or dehydration!

Conservation

2

Aloe Ferox founded a large-scale conservation project to secure sustainability of the *Aloe ferox* plant species by establishing several *Aloe ferox* plantations consisting of more than 200 000 individual plants.



3

Aloe ferox plant

The healing sap of the South African plant species commonly known as “Cape Aloe” or botanically as “*Aloe ferox*” has been harvested by the Khoisan people of Southern Africa for centuries. This long-standing tradition is continued today through sustainable farming and harvesting of *Aloe ferox* leaves from privately owned organic plantations in the Albertinia district. The nutrient-rich green peel, clear inner fillet and bitter exude are used to produce the highly effective Aloe Ferox and Timeless brands.

Aloe ferox resources

4

The colour of this drop indicates the primary *Aloe ferox* resource used in each product:

- White – clear inner fillet
- Green – green outer peel
- Gold – yellow/brown bitter exude.

24 Q&A 24M+

TIMELESS

Q: What is 24 and 24M+?

A: Both 24 and 24M+ are day and night moisturizers that contain active ingredients to hydrate and protect skin during the day and restore skin at night.

Q: What then is the difference between 24 and 24M+?

A: 24 is suitable for all skin types and age groups whereas 24M+ is very rich and caters exclusively for excessive dry skin.

Q: Can I use 24 during the day and 24M+ at night?

A: Yes, the two moisturizers can be used concurrently.

Q: What about antiaging and sun protection?

A: 24 delivers excellent pre-aging protection as well as post-aging restoration due to its suitability for all ages – teen to elderly. Excessive dry skin conditions are more common to mature skin and require more post-aging restoration. 24M+ therefore focuses less on pre-aging protection and more on post-aging restoration.

24 and 24M+ offer no sun protection because they were both designed to be used as day and night moisturizers. 24 and 24M+ afford you the luxury to use sun protection only when your skin will be exposed to UV rays.



	24	24M+	Remarks
Day moisturizer:	✓✓✓	✓✓✓	
Night moisturizer:	✓✓✓	✓✓✓	
Suitable for all skin types:	✓✓✓	✗	Excessive dry skin only.
Suitable for all age groups:	✓✓✓	✗	Too rich for younger skin.
Pre-aging antiaging:	✓✓✓	✓	
Post-aging antiaging:	✓✓✓	✓✓✓	

24M+ will be available from 1 December 2019. Don't miss the introductory offer of just **R100** per 50 ml tube. The offer will only be valid for December 2019. Timeless trial packs will also include the 24M+ from 1 December 2019.

The regular price for 24M+ will be R160.




TESTIMONIES

We really appreciate each and every testimony that is forwarded to us. We would like to take this opportunity to give a couple of pointers on how to compile winning testimonies. There are a lot of testimonies, especially photo testimonies, that we are unable to use due to certain common mistakes.

Text testimonies

- ✓ Keep it real.
- ✓ 100% honest.
- ✓ Be specific, include dates and places.
- ✓ Always positive.
- ✓ **NB:** Use your first language.

Photo testimonies

- ✓ Take before and after photos
 - from the same angle. Face the subject/affected area exactly the same way.
 - at the same distance from subject or affected area and
 - in the same orientation: 
- ✓ Careful! Closeups can be “blurry”.
- ✓ Bright light in front of the camera: 
- ✓ Bright light behind the camera lighting up the subject/affected area: 
- ✓ Avoid busy and untidy backgrounds.



Gillian Mitchell – Cape Town

I had a bad form of rosacea on my face – cheeks, nose, above eyebrows – red, raw, itching, peeling, thickening and hardening skin. The dermatologist wanted to put me on antibiotics and cortisone but I refused.

That's when I started using Aloe Ferox: *WHOLE-LEAF ALOE GEL*, *MATURE* (a moisturizer) and *FACIAL WASH BITTER*. I used nothing else on my face, not even make-up. The itching stopped within 2 days and the raw redness started calming down within 4 days. Today my skin is so clear that people think I am wearing very expensive concealer all the time. My skin has never looked better or younger for that matter, and I am 60! It has taken about 3 months for it to clear completely, but it was gradual, I saw it getting better every day!

I stopped using *WHOLE-LEAF ALOE GEL* and *MATURE* and switched back to *SUPER ALOE GEL* and *ULTRA-RICH NIGHTCREAM* once my skin was clear.