

January

www. **Aloe Ferox** .CO.ZA newsletter

2021

Thank you for being an invaluable member of the Aloe Ferox family! We're looking forward to serving you even better in 2021. Have faith, trust in the Lord and He shall guide you.

## INGREDIENTS 101



**Q** Does Aloe Ferox use a “base” to manufacture the different products?

**A** No, Aloe Ferox does *not* use any kind of “base” in the products. All the personal care products are manufactured in our factory in Albertinia by combining individual pharmaceutical grade ingredients. *BATH OIL* i.e. contains 8 separate oil-soluble ingredients whereas *MOISTURIZING DAY* is made up of 20 oil-soluble and 8 water-soluble ingredients.

**Q** Are all these ingredients plant material?

**A** There is a lot of disarray regarding terms such as natural, organic, plant-based, chemical, etc. “Natural” is nearly always considered to be good and/or 100% plant material, whereas “chemical” is nearly always perceived to be harsh and harmful – *both assumptions are terribly inaccurate!* Sodium Chloride (table salt) i.e. is a chemical compound, yet in moderation it is a vital nutrient. Likewise, the belief that all-natural remedies are safe, based primarily on their long history of use, is no longer tenable in view of extensive research into adverse effects. Although extracts of some plants have been used in botanicals for thousands of years, profound toxicity of their active principles are only now discovered through modern science. *Continued overleaf.*



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Aloe Ferox®

# INGREDIENTS 101

## *Continued: Are all these ingredients plant material?*

The personal care products manufactured by Aloe Ferox contain (are enriched with) freshly pressed aloe juice harvested from organically maintained, large scale aloe conservation projects, initiated and owned by Aloe Ferox. This fresh-pressed aloe juice is as pure and “natural” as it gets – farm to shelf with virtually no loss of vitamins or minerals.



**FARM**  
to  
**SHELF**

However, not all ingredients contained within the Aloe Ferox products are plant-based. Some ingredients are synthetically derived polymers, waxes, humectants, preservatives, etc., which are of chemical origin. A good example would be stearic acid. According to Wikipedia, stearic acid is a saturated fatty acid with an 18-carbon chain. It is a waxy solid and its chemical formula is  $C_{17}H_{35}CO_2H$ . Stearic acid has been shown to protect the skin’s surface against water loss and help shore up the skin’s protective barrier. It is considered to be an excellent ingredient even though it is a chemical substance.

## **Q** *How much aloe is in the Aloe Ferox products?*

**A** Most companies claiming to incorporate aloe in their personal care products make use of the American aloe plant called Aloe Vera. The composition of the Aloe Vera leaf juice is dissimilar to the South African *Aloe ferox* plant. Blended Aloe Vera leaf juice is commonly used at 0.5% and 2.5%. However, most companies that integrate clear leaf extracts from the South African *Aloe ferox* plant prefer to use a powdered version of the plant. Again, the percentage used is usually below 2%.



We believe that freshly pressed aloe juice is more advantageous to the skin than dried aloe powder. Each product contains a different percentage of freshly pressed aloe juice ranging from 5% to nearly 100%. The amount of aloe in each product depends on the function of the product, the required contact time for adequate skin absorption as well as the synergistic balance with other ingredients.

## **Q** *Does any of the products contain mineral oil?*

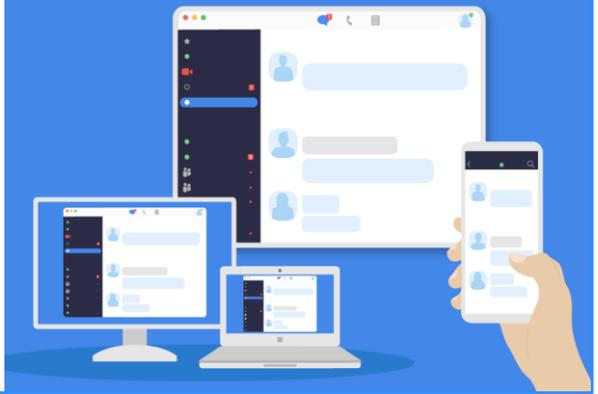
**A** Yes, some products do contain mineral oil. Mineral oil is a clear, odourless oil derived from petroleum and is widely used in skincare products. Keep in mind that despite its (very misunderstood) association with petroleum, it is actually a totally natural ingredient derived from the earth. Once purified, it becomes mineral oil USP/BP (cosmetic & pharmaceutical grade), has no further resemblance to the original petroleum and is not a source of contaminants. Mineral oil is considered one of the safest, most non-sensitising moisturising ingredients ever found and is known to be efficacious in skin replenishing. Aloe Ferox only uses USP (United States Pharmacopeia) or BP (British Pharmacopeia) grade mineral oil.

## **Q** *Does ALOE FEROX JUICE (WHOLE-LEAF ALOE JUICE) contain any sugars?*

**A** The orange and cranberry flavouring used in ALOE FEROX JUICE is artificial (Nature Identical). These flavours contain no allergens or sugars and are GMO free. It complies with all the legal requirements of the foodstuffs, disinfectants and cosmetics act of South Africa. The mint flavouring is natural, cosmetic grade, steam distilled peppermint oil. The sweet taste of ALOE FEROX JUICE originates from stevia, which is added during the manufacturing process.

## distributor training

We are now offering weekly online training courses on a various number of subjects. Sessions are very flexible, but limited to ½ hour per session. Contact us on [marketing@af.co.za](mailto:marketing@af.co.za) or 028 735 8100 for more information on subjects covered and available time slots. Our friendly staff will even help you set it up.



# IMPORTANT NOTICE

**MEMORISE & ALWAYS QUOTE YOUR DISTRIBUTOR CODE DURING COMMUNICATION WITH US.**

**USE AN ORDER FORM WHEN PLACING ORDERS.**

**MEMORISE & ALWAYS REFER TO THE PRODUCTS BY THEIR CORRECT AND OFFICIAL NAMES.**

**ONLY USE HIGH QUALITY IMAGES & ADS FOR ALL YOUR ONLINE AND PRINTED MARKETING EFFORTS. REQUEST IT FROM DESIGN.IT@AF.CO.ZA.**

## TIMELESS<sup>™</sup> Flawless

A powerful pigmentation treatment with 4 actives to combat pigmentation.

1. **Darkout<sup>™</sup>** contains purified extracts of *Hypoxis rooperi rhizome*, commonly known as star-flower and that is rich in hypoxoside. Hypoxoside has been shown to reduce the production of melanin in hyperreactive melanocytes, thereby evening out the skin tone.
2. **Melavoid<sup>™</sup>** is an active fraction from the roots of *Boerhavia diffusa*, commonly known as punarnava. It acts on the initial mechanisms of pigmentation, reducing melanogenic activity and causing a decrease in tone and skin spots.
3. **TEGO<sup>®</sup> Pep 4-Even** is a Tetrapeptide-30 solution (Amino acid sequence Proline – Lysine – Glutamic Acid – Lysine; PKEK), which is active on all skin types. It visibly diminishes hyperchromatic spots and brightens the skin. Additionally, it is able to reduce acne lesions and alleviate melasma on ethnic skin.
4. **Licorice Root** interrupts the enzymes that activate melanin production, making it a natural skin whitening agent. It prevents future hyperpigmentation while improving existing dark spots on your skin. Licorice Root is also a powerful anti-inflammatory that can reduce swelling or redness and aid the regeneration of your skin for a more balanced complexion.



*Now* who could ever have imagined that clean hands would become such a convoluted topic. The truth of the matter is that very few people realised or cared about the importance of reducing microbial activity on your hands. Is there any real proof that clean hands are beneficial? Yes, there is, just ask your GP!

The medical profession is stunned at the massive focus shift since the start of the Covid-19 pandemic – virtually nobody was plagued by the regular troublemakers such as colds and flu, which makes it quite apparent that frequent hand sanitising and washing is majorly beneficial. One major issue though is that frequent hand sanitising and washing leads to dry skin. Protecting the skin against excessive dryness was one of our main concerns during the development of *ALOE SANITISER* and *HAND SANITISER SPRAY*.

*ALOE SANITISER* uses a combination of ingredients to combat microbial activity, whereas *HAND SANITISER SPRAY* is simply a no-nonsense high alcohol content sanitiser. Both these products are remarkably effective, yet gentle on the skin.

Hand sanitising stations (equipped with *HAND SANITISER SPRAY*) are strategically placed throughout Aloe Ferox. The total staff complement sanitises at least 20 to 30 times daily and can attest to the efficacy of the product as well as how gentle it is on the skin. *HAND SANITISER SPRAY* is conveniently packaged in a 2 l plastic bottle with cap for easy decanting into smaller containers. Tip: The spray pump on most household cleaning bottles should easily fit onto the *HAND SANITISER SPRAY* bottle.



Do not forget about *PEARLY JASMIN HAND WASH*! It smells divine and although it does not contain any specific microbial inhibitors, it still remains a valuable and effective hand cleanser that washes away dirt, grime and germs/viruses. The pump action dispenser makes it easy to use and ideal to place anywhere.

Also be sure to moisturise your hands regularly with *HAND CREAM*. *HAND CREAM* contains various botanical oils such as apricot, avocado, coconut and jojoba oil. It also contains vitamin E and lanolin oil – a highly purified, pharmaceutical grade of the natural wax found in sheep's wool that is obtained from the wool after shearing. Lanolin is occlusive, meaning it prevents the evaporation of water from the skin. It is particularly beneficial to eczema-prone skin types and helps to expedite the healing process for minor scrapes, cuts, burns and irritation.

## WEIGHT LOSS CHALLENGE



Aloe Ferox will be launching the 2<sup>nd</sup> healthy lifestyle, weight loss challenge on the 1<sup>st</sup> of March 2021. The challenge will run for 3 months. Registration opens on 18 January 2021. Request a registration form from [wlc@af.co.za](mailto:wlc@af.co.za) or register online at: [www.aalwyn.co.za/wlc](http://www.aalwyn.co.za/wlc)  
See the accompanying A5 pamphlet for detailed information.