

3/21



NAIL & CUTICLE GEL – 15 ml

The cuticle is a layer of clear skin located along the bottom edge of the nail bed on fingers and toes. The function of the cuticle is to protect new nail growth against bacteria when growing out from the nail root. The area around the cuticle is delicate and can get dry, damaged, and infected. It is important to care for the entire nail area so that your nails stay healthy.

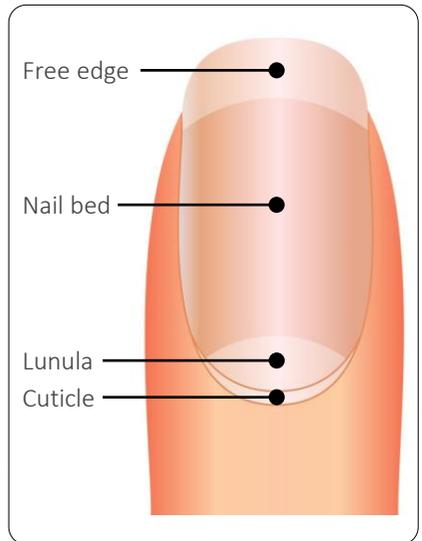
How to take care of your cuticles

It is important to keep your cuticles clean to prevent infection. The easiest way is to soak your hands and feet in soapy, warm water for around 10 minutes every few days. This helps to soften the cuticles and keep your nails clean. Lightly push your cuticles back using a cuticle pusher or your thumb in a light rubbing motion – never use fingernails or sharp objects.

Also moisturise your cuticles regularly to prevent dryness and cracking by massaging *NAIL & CUTICLE GEL* directly onto the nail, surrounding skin and cuticle area. Repeat daily for best results.

The *NAIL & CUTICLE GEL* formula was recently updated. It contains nutrient-rich aloe juice pressed from freshly harvested leaves as well as various botanicals, including:

- soy/wheat protein known to strengthen hair and nails.
- lemon oil with antibacterial, antifungal, antiseptic, antimicrobial and anti-inflammatory properties. Lemon oil stimulates blood flow, nourishes skin and cuticles, and brightens nails.
- sweet almond oil that helps to naturally restore nail health. Rich in essential antioxidants, omega 6 and 9 fatty acids and vitamins E, A, B1, B2 and B6, almond oil coats the nails with nutrients that protect from peeling, cracking, dryness, and breakage. In addition, almond oil will smooth out your cuticles and lend your nails a glossy shine.
- jojoba oil which contains essential fatty acids that are healing and act as emollients for dryness. Jojoba oil soothes dry and cracked skin and improves the strength of the nail bed. It has natural antioxidant/antifungal properties, making it also ideal for treating nail fungus.



BANKING DETAIL CHANGES

Aloe Ferox holds accounts with all major banks for your convenience and ease of payment. Carefully study the layout below to find the bank account that best suits your payment needs:

1. Aloe Ferox opened a new account with FNB, especially for those distributors who trade in cash. The good news is that there will be ZERO cash deposit fees when making cash deposits into this new FNB account. This new account can also be used for EFT payments. The previous/old FNB account will be closed soon.
2. Aloe Ferox also opened a new account with Nedbank. Please try not to make cash deposits into this Nedbank account as there will be a R65 cash deposit fee payable. The previous/old Nedbank account will also be closed soon.
3. Our ABSA account is still active and remains unchanged. Please try not to make cash deposits into this ABSA account as there will be a R65 cash deposit fee payable.



Aloe Ferox (Pty) Ltd
FNB Cheque account
Account #: 62888837691
Branch code: 250655

✓ ZERO CASH DEPOSIT FEE
✓ EFT PAYMENTS



Aloe Ferox (Pty) Ltd
Nedbank Cheque account
Account #: 1205059628
Branch code: 198765

✓ R65 CASH DEPOSIT FEE
✓ EFT PAYMENTS



Aloe Ferox (Pty) Ltd
ABSA Savings account
Account #: 9058841520
Branch code: 632005

✓ R65 CASH DEPOSIT FEE
✓ EFT PAYMENTS

PRICE INCREASE 2021

The 2021 price increase will come into effect on 1 September 2021. The Aloe Ferox products contain many ingredients of which most are imported from the EU markets. The covid-19 pandemic has unfortunately taken a severe toll on international trade, and as a result our annual price increase will be steeper than usual. The TIMELESS range has been fortunate to elude price increases over the past 3 years, however, the range contains various high-end, botanical actives sourced from Sederma in Le Perray-en-Yvelines, France. These actives have become in short supply since mid 2020, which have driven prices sky-high and will inevitably have an adverse effect on consumer prices. New prices will be advertised in the next Aloe Ferox newsletter. Stock up on all your bestsellers before the increase, then make a handsome profit by reselling the stock that you purchased before the increase, at the new increased prices.



PACKAGING UPGRADES

We endeavoured to migrate all 100 ml, 200 ml and 500 ml bottled packaging to 100% recycled plastic as part of the Aloe Ferox environmental footprint reduction project. We are happy to report that the project is about 80% complete. We just love the new clear, yet slightly tinted bottles and feel that it lends an air of elegance to the product range. All the 100 ml and 200 ml products are already packaged and available in the new 100% recycled plastic bottles.

FLIP CAPS

It can be quite challenging to hold your moisturiser in one hand, unscrew the cap with the other, squeeze out and apply the moisturiser, and then having to screw the cap back on while your hands are covered with moisturiser. To ease this burden, the screw caps on all tubed products, except small diameter tubes such as *LIP BALM*, will gradually migrate to clear flip caps over the next 12-18 months. Flip caps cost slightly more than traditional screw caps, but we are convinced that consumers will be willing to pay a little extra for the convenience of a flip cap.

BITTER ALOE GEL will be migrating from a 100 ml bottle to a 100 ml tube with a flip cap. The formula and efficacy of the product remain unchanged.



*Knowledge
is your key to success*



zoom

Aloe Ferox has been hosting health and skin care courses over the past couple of months on the Zoom platform. It may sound complicated, but it's not, and we will gladly assist you to get set up. The courses cover various health and skin care principles, empowering distributors with knowledge on how to accurately recommend the Aloe Ferox products. We realise that a large number of distributors are unable to join the training due to time constraints. From 1 May 2021, all Zoom courses will be recorded and made available on www.aalwyn.co.za for you to watch at your convenience.

NEW PRODUCT SAMPLES

We will be making several new products available for testing over the next couple of months. We invite you and your clients to test the new products and provide feedback that will enable us to finalise the new products. The samples will be shipped with your April/May orders. The samples will include amongst other:

- Aloe Tissue Gel – A scar and stretch mark regeneration tissue oil, in a less oily gel format.
- AM Aloe Gel – A highly effective antimicrobial face and body gel.
- AM Face Wash – An antimicrobial face wash aimed at problem skin.
- Moisturising Aloe Gel – An aloe gel with a built-in mild facial moisturiser.
- Fynbos Mask – An extremely moisturising honey mask – *TIMELESS* range.
- Eye Serum – An eye serum to refine, lift, energise, “antiage” and improve the orbital area around the eye socket – *TIMELESS* range.
- And more.

TIMELESS™

Aloe Ferox is a small batch, health and personal care, manufacturing company, and we pride ourselves on the fact that there is a human hand involved – a household being fed – in every step of our production line: from the propagation of aloe seeds to the final quality inspection of finished goods. Our mission has always been to manufacture high-end products at affordable prices, and this was realised through the *CLASSIC* range of products – true South African ingenuity and 100% fresh-pressed aloe, combined with internationally acclaimed and sourced ingredients.

The growing demand for a range aimed at the skincare connoisseur, willing and able to spend a bit more on skincare, led to the birth of a second range. This second range was launched in December 2009 as Timeless Skin. It was later (December 2017) reformulated and rebranded as just “TIMELESS”. So, what then is the real difference between the *CLASSIC* range and the TIMELESS range?

Putting the 2 ranges in automotive terms: Both the *CLASSIC* and TIMELESS range are worthy of being compared to a high-end automotive brand such as Mercedes Benz. The *CLASSIC* range features the comfort and luxury expected of such a high-end brand, but includes only the standard bells and whistles. The TIMELESS range on the other hand, features the comfort, the luxury, all the bells and whistles, as well as engine/suspension upgrades worthy of the racetrack.

In essence, both ranges are made from the same luxurious, high-end ingredients, however, the TIMELESS range contains additional powerful botanical actives and extracts, that offer enhanced skin care performance and antiaging functionality.

The indifferent packaging design of the TIMELESS range is slowly being phased out to match the overall Aloe Ferox branding with the introduction of 2 new products during 2021, namely, Fynbos Mask and Eye Serum. The planned 2020 launch of Fynbos Mask was unfortunately derailed by the global pandemic. Be sure to watch your April/May orders for samples of the new products.

