

5/21



Adjusted pricing and pricing structures, as well as new courier fees, will be implemented on 1 September 2021. Reference the accompanying order form for updated pricing. Please take note of the pricing structure adjustments as indicated below. Courier fees (where applicable) will increase from R110 to R150. **There will only be a 10% distributor benefit on orders with a resell value below R500.**

2020 → 2021-08-31 PRICING STRUCTURE

Retail value of an order	Benefit
R1 → R799	15% + Courier
R800 → R1 299	26% + Courier
R1 300 → R14 999	37%
R15 000 →	40%

2021 → 2022-08-31 PRICING STRUCTURE

Retail value of an order	Benefit
R1 → R499	10% + Courier
R500 → R1 499	20% + Courier
R1 500 → R4 999	37%
R5 000 → R8 499	38%
R8 500 → R11 999	39%
R12 000 →	40%



Handling personal and payment information such as credit/debit card detail is becoming a risky affair at best. Quite a few Aloe Ferox distributors still prefer to manually supply their card information for payment processing. There are, unfortunately, several security risks when paying this way:

1. Emails can be hacked enroute from sender to receiver.
  2. Emails can be hacked while awaiting processing.
  3. Telephone calls can be intercepted/decrypted by 3<sup>rd</sup> parties.
- The list of credible threats is long!

We will continue to process manual card payments, however, we appeal to all distributors that are still supplying us with credit/debit card information, to please consider switching to EFT payments.

3 new *AntiMicrobial* products were recently developed to provide superb on-skin antimicrobial activity associated with acne and other skin issues. The new AM products contain specific ingredients that work by killing/preventing antimicrobial activity, especially the growth of on-skin bacteria.

New products 2021



The following ingredients are *standard* in all of the new AM products:

- ✓ 100% fresh-pressed *Aloe ferox* leaf juice with many wholesome skin benefits, such as skin moisturisation, increased compound solubility and penetration, etc.
- ✓ A mild cetrimide and chlorhexidine gluconate solution with strong antiseptic, antibacterial, and disinfectant properties.
- ✓ Lavender oil that can prevent and aid healing of acne breakouts. It unclogs pores and reduces inflammation.
- ✓ Argan oil with antisebum effects, which can effectively regulate the amount of sebum on the skin, thereby aiding the treatment of several different types of acne and promotes a smoother, calmer complexion.



AM FACE WASH – 100 ml liquid, antimicrobial facial cleanser for oily and problem skin. AM FACE WASH is made with gentle *sulphate-free* detergents for a smooth and irritant-free experience. In addition to the *standard* ingredients, AM FACE WASH also contains *Aloe ferox* bitter leaf juice known to have antimicrobial, antiviral and antifungal properties.

EXISTING  
FACIAL WASH BITTER



NEWLY DEVELOPED  
AM FACE WASH

AM FACE WASH will soon be replacing FACIAL WASH BITTER. There will be a brief period, while the existing FACIAL WASH BITTER stock runs out, that both products will be available to purchase.



AM ALDE GEL – 75 ml antimicrobial skin care gel. AM ALDE GEL was developed to be a multipurpose body and facial gel with a slight drying effect to benefit specific skin conditions. It can therefore be used as a daily facial gel or as a specific prevention/treatment application. In addition to the *standard* ingredients, it also contains vitamin E and squalane with a multitude of skin moisturising benefits.

**Q:** So, what exactly is squalane/squalene? **A:** Squalene (with an “e”) is a lipid produced naturally by skin cells. Unfortunately, the amount of squalene produced by our bodies decline with age. Peak production of this natural moisturiser occurs in the teen years, with production slowing down in the 20’s and 30’s, resulting in drier and rougher skin with age.

Fortunately, squalene is also present in olives, rice bran, and sugarcane. Plant-based squalene can be used in skincare products, but it must first be hydrogenated into squalane (with an “a”), which is a stable form of the molecule. Hydrogenation converts squalene from an unsaturated fat to a saturated oil (squalane) and makes the oil more skin-friendly.



The benefits of squalane are many and include skin hydration, promoting a youthful appearance, alleviating the appearance of temporary redness, controlling oil, reducing the appearance of fine lines and more. It also has an array of long-term benefits because it mimics the skin's natural oil.



**AM MOISTURIZER** – 50 ml antimicrobial facial moisturiser for problem and oily skin.

**AM MOISTURIZER** contains pharmaceutical grade bentonite clay that is great for oily and acne-prone skin types. Our skins are recurrently exposed to pesticides, lead, trace metals such as copper and many other environmental toxins. Such toxins can accumulate in the body and keep it from functioning correctly. Many studies have shown that bentonite clay can absorb these toxins. Applying a lotion or cream with bentonite clay, allows a barrier to form between the skin and these types of irritants/toxins.



In addition to the *standard* ingredients, **AM MOISTURIZER** also contains:

- ✓ Vitamin E oil, sweet almond oil and jojoba oil, which also improve acne conditions.
- ✓ Allantoin – used as a moisturiser to aid the prevention of dry, rough, scaly, itchy skin and minor skin irritations.
- ✓ Hydrolite 5 Green with both skin moisturising properties and on-skin antimicrobial activity.

**JASMINE HAND LOTION** – 200 ml bottle with pump action. The need to moisturise after washing your hands, spurred the development of a brand-new lightweight, yet effective hand lotion. **JASMINE HAND LOTION** can easily accompany any soap dispensers such as **JASMINE HAND WASH**. **JASMINE HAND LOTION** is fragranced with jasmine, which gives it a richness and intensity of sweet floral notes and muskiness. It contains various humectants and emollients such as cetyl alcohol to soften and smooth flakiness on the skin, which helps to reduce rough and dry skin.

Cetyl alcohol is an organic compound that is classified as a fatty alcohol. It functions as an emollient and emulsifier in skincare products. There is often a misconception that because it has “alcohol” in its name that cetyl alcohol is drying to the skin, but the reality is actually the opposite. Cetyl alcohol helps to protect the skin from allergens, bacteria and moisture loss. Modern production of cetyl alcohol is based around the reduction of palmitic acid, which is obtained from palm oil.



EXISTING  
**FOAMING CLEANSER**

&

EXISTING  
**FACIAL WASH REGULAR**



NEW IMPROVED  
**FOAMING CLEANSER**

**FOAMING CLEANSER** and **FACIAL WASH REGULAR** will merge into a newly formulated gentle, *sulphate-free*, liquid facial cleanser. The new formula will become available as soon as existing packaging stock is depleted. The new product will adopt the existing name: **FOAMING CLEANSER**.

The new *BODY BUTTER* (150 ml jar), will launch on 1 October as part of the Christmas gifts, however, it will remain a standard stock item. Body butters have a heavier, balmier feeling than lotions. Body butters can be applied all over, but is especially great for dry patches, like elbows, hands, legs, and feet. Body butters should preferably be used at night when your skin goes into repair mode during sleep.

*New products 2021*



*BODY BUTTER* contains many plant-based ingredients including sweet almond oil, coconut oil, apricot kernel oil, lemon oil as well as shea butter. Shea butter is fat that's been extracted from shea tree nuts. It is off-white or ivory-coloured and has a creamy consistency that is easy to spread on your skin. Most shea butter comes from shea trees in West Africa.

High concentrations of fatty acids and vitamins make shea butter an ideal ingredient for softening skin. Shea butter also has anti-inflammatory and healing properties. Using shea butter on your body and especially your face, can condition, tone, and soothe your skin.

NB: *BODY BUTTER* is very rich and may cause breakouts if used excessively on facial areas.

# DIETARY FIBRE

There is virtually no scientific data available on the dietary value of the inner leaf fibre of aloe, let alone specifically of the *Aloe ferox* species. We are therefore very excited to be (perhaps the sole!) pioneers, and will soon be launching a newly developed, 100% fresh-pressed *Aloe ferox* dietary fibre juice. The World Cancer Research Fund (WCRF) estimates that 45% of bowel cancer can be prevented through a diet rich in dietary fibre, healthy weight management, and sufficient physical activity. Furthermore, the American Heart Association's eating plan suggests a total dietary fibre intake of around 30 grams per day from foodstuffs such as fruit and veg, and fresh plant material. There is a multitude of health benefits from taking sufficient dietary fibre, including decreased blood sugar levels. The new *ALOE FIBRE JUICE* will be available in 3 variants:

- **BANAPEARRY**, which contains 35 g soluble aloe fibre per 500 ml, topped up with purified ground water. It is flavoured with non-nutritive banana and strawberry flavouring, as well as pear and stevia extracts. Dosage: 500 ml per day or as needed to supplement intake.
- **CONCENTRATE**, which is unflavoured, and contains 250 g soluble aloe fibre per 500 ml, topped up with purified ground water. Dosage: 70 ml p/day or as needed to supplement intake.
- **BITTER**, which contains 35 g soluble aloe fibre per 500 ml, topped up with purified ground water. It also contains stevia extract and 1% *Aloe ferox* bitter exude. Bitter exude contains aloin and is used as a stimulant-laxative, treating constipation by inducing bowel movement. Dosage: 10-30 ml should be enough to stimulate bowel movement within 6-12 hours.

