



*Eye
Contour*

What causes skin aging/deterioration around the eyes?

- ① The upper eyelid is prone to sagging/drooping due to declining levels of essential elements: collagen and elastin.
- ② Crow's feet wrinkles are formed by repetitive facial movements such as smiling, and are accentuated by loss of elasticity due to sun damage and age.
- ③ Thinning skin creates premature facial lines due to declining levels of collagen and the weakening of the hydration barrier.
- ④ Discolouration/dark circles can be hereditary, but are commonly caused by fatigue, stress, and smoking, that can lead to poor circulation and reduced absorbency of blood vessels.
- ⑤ Genetics are the main cause of bags/swelling; however, lifestyle, stress, and smoking can also play a role in the development of bags.
- ⑥ A decline in the structural components of the skin and lack of sebaceous glands impede water retention, which leads to thinning skin and signs of dehydration.
- ⑦ Dryness and signs of fatigue will deteriorate the natural radiance of the skin.

Where exactly is the eye contour area?

The eye contour is the delicate skin around your eye area, above the cheekbone and all around the orbital zone. This skin is around 7-10 times thinner than other areas of your face, and this is why it's often where we see the first signs of aging, as the thinner skin is more susceptible to collagen and elastin depletion and damage from environmental stressors. The appearance of bags, dark circles and expression lines are determined mostly by lifestyle habits. However, genetic factors play a crucial role too. Another fact to point out is that the skin around your eyes has virtually no sebaceous glands; this means that this area is more prone to dryness and sensitivity, since there is less of a barrier of protection there. To prevent the aging of the eye contour, it is recommended to start a good eye contour routine in your twenties the same way you moisturise and nourish the rest of your facial skin.



What products do I need to use on my eye contour?

Well, there is no easy answer, however, personal preference and budget limitations will affect your decision-making. Furthermore, a clear understanding of the distinct differences between the available products, and especially the difference between a serum and a moisturiser, is key.

So, what then is the difference between a serum and a moisturiser?

Moisturisers have one primary purpose: moisturise and hydrate skin. Botanical oils and extracts contained in moisturisers will form a nourishing barrier on the skin – keeping natural moisture in, and environmental toxins out. Some moisturisers may also contain active ingredients, but these are limited to function primarily in the outer layer of the skin.

Serums typically have smaller molecules combined with high concentrations of active ingredients that are designed to penetrate, improve and/or nourish the skin in some way. You should always apply a serum directly onto your skin after cleansing or toning, since it contains the active ingredients that you want to penetrate as deeply as possible into your skin. In simple terms, this means that serums penetrate through your skin to find the water-based layers that are similar to the serum – whereas moisturisers tend to stick to the top layers of your skin, which have an oil-based composition similar to the moisturiser.

Which products should I use?

Aloe Ferox manufactures 4 separate eye contour treatments, listed below. Although these 4 products can be used independently, we do recommend combined use of either the 2 *Classic Range* products, or the 2 *Timeless Range* products. These 4 products are first and foremost highly enriched with 100% fresh-pressed *Aloe ferox* juice, specially formulated for fragile and delicate skin, and suitable for all skin types.

CLASSIC RANGE



#1 *EYE GEL*: 15 ml @ R53 (*Classic Range*) is an eye contour firming gel that helps to prevent puffiness and dark circles around the eyes – a light-feel formula with Energen™, to energise skin by increasing the ATP synthesis and improve skin texture for a younger appearance. It also contains vitamin E and ginger root extract, which may improve uneven skin tone as its antioxidant properties help to fade dark spots and melasma. *EYE GEL* is not an all-encompassing eye serum, however, it should definitely not be overlooked – it works wonders!

#2 *EYE CREAM*: 30 ml @ R65 (*Classic Range*) is a high-efficacy eye contour cream moisturiser. It helps to keep the skin supple and delays the appearance of wrinkles and fine lines. This exclusive formula contains vitamin E, various humectants and moisturising waxes, as well as botanicals such as coconut oil, soy protein, and stevia extracts.

TIMELESS RANGE

#3 *Contour Serum*: 15 ml @ R309 (*Timeless Range*) is a **premium quality** eye contour and upper lip serum that was developed and tested over the past 24 months, and will be launched during February 2022. It competes with the best the personal care industry has to offer. *Contour Serum* contains international award-winning ① *Beautifeye*®, proven to lift the upper eyelid, reduce crow's feet wrinkles, fade away dark circles and diminish puffiness; ② *COSMOS* approved *Hydrolite*® 5 Green, multifunctional; ③ *Dynalift*™, proven to tighten and smoothen skin; ④ *Hydromanil*™, a novel hydro-colloidal three-dimensional matrix of galactomannans that releases galactomanno-oligosaccharides into the stratum corneum in a sequential way, in order to regulate the final effect of combined moisturising (immediate and long-lasting); and more.



#4 Contour Hydrate: 15 ml @ R210 (*Timeless Range* – currently sold as Contour, but will soon be renamed to Contour Hydrate) is a high-end eye contour moisturiser. It is designed to have a luxurious feel with exceptional moisturising capability for delicate skin. It contains Beautifeye®, Hydrolite® 5 Green and Energen™. It also contains grapeseed and jojoba oils, stevia, lady's thistle, horse chestnut, green tea and wheat germ botanical extracts, and is enriched with vitamin E.

HEALTH SUPPLEMENTS

Some distributors are still erroneously interpreting the new labels of the health supplements, as changes to the products itself. The ingredients and efficacy of the Aloe Ferox health supplements remain unchanged. The new labels are just a visual improvement.

AFTER SHAVE TONE

AFTER SHAVE LOTION was recently upgraded and is now a formidable male skin toner, simply known as *AFTER SHAVE TONE*. Regular toning can have a major positive impact on the appearance and tightness of pores. Toning also aids removal of any traces of dirt, grime, impurities, and dead skin cells left after washing. *AFTER SHAVE TONE* restores the natural pH of the skin, smooths skin by refining rough patches and improves skin tone.

- ✓ Alcohol free
- ✓ Fast penetrating
- ✓ New fragrance
- ❖ 100% fresh-pressed aloe
- ❖ Chamomile extract
- ❖ Lemon oil
- ❖ Ginger root extract
- ❖ Witch hazel extract
- ❖ Panthenol



DISTRIBUTOR CODE

Always have your full distributor code at the ready when communicating with Aloe Ferox. It enables us to assist you much faster and avoid unnecessary mistakes.

EMAIL ETHICS

Please read these instructions carefully to streamline your email communication to Aloe Ferox. Aloe Ferox employs ±40 people (spread over several departments) that are actively involved in daily communication with both the public as well as 100's of distributors. It goes without saying that we operate from different offices and even different buildings. So, it is imperative that you send your correspondence to the correct department, and specifically the correct person.

1. Please **do not** send the same email to **multiple** addresses within Aloe Ferox – it leads to unnecessary mistakes, duplication of orders, and results in poor handling of queries/orders.
2. Pay careful attention to use the **correct** email address (specified below) when sending your email correspondence to Aloe Ferox.
3. Please **do not** start new email correspondence by **replying** to old/previous emails.
4. Always type your full distributor code in the subject line of **all** email correspondence and quote it during **all** telephone calls.

Use the correct email address

All orders	➔	sales@af.co.za
Queries/information	➔	info@af.co.za
New/prospective distributors	➔	marketing@af.co.za
Design requests	➔	design.it@af.co.za
Join the Whatsapp group	➔	whatsapp@af.co.za

WEIGHT LOSS TESTIMONY

#30
2021-12-01



BEFORE



AFTER

ENGLISH – 12 KG'S IN 12 WEEKS!

I've been struggling to lose weight for many years now, and have just about tried every product on the market, but with Aloe Ferox it was quite different! I quickly started losing weight by simply taking 2 x *APPETITE CONTROL* capsules in the morning and 2 at lunchtime, with 25 ml *ALOE FEROX JUICE*. I reduced the capsules to 1 in the morning and 1 at lunchtime after the first month, and as a bonus, I now have loads of energy. I can recommend these Aloe Ferox products with confidence.

AFRIKAANS – 12 KG IN 12 WEKE!

Ek sukkel al jare om gewig af te skud en het seker al elke produk op die mark probeer, maar met Aloe Ferox was dit anders! Ek het sommer lag-lag gewig afgeskud deur elke dag 2 x *APPETITE CONTROL*-kapsules in die oggend, en 2 in die middag met 25 ml *ALOE FEROX JUICE* af te sluk. Na die eerste maand het ek die kapsules verminder na 1 in die oggend en 1 in die middag, en as 'n bonus voel ek sommer vol energie. Ek beveel hierdie Aloe Ferox-produkte met graagte aan.



t: 028 735 8100

e: info@af.co.za

www.af.co.za

Aloe Ferox®