



## 24M+

### REDUCED COLLAGEN AND ELASTIN PRODUCTION

From the early 30s, our skin starts to produce less collagen and elastin. These are the proteins that give the skin its strong structure as well as the ability to stretch and snap back to its original shape. Reduced collagen production leads to loss of elasticity and resilience. Sun exposure, stress and air pollution are further factors that damage skin cells, and affect the body's ability to produce enough collagen. 24M+ strengthens the collagen layer, restores moisture balance, and helps repair damage already done to the skin structure.

### REDUCED SEBUM PRODUCTION

Sebum is essential for maintaining the skin's moisture balance. Reduced sebum production leads to a drier skin, but can also damage the moisture barrier causing loss of essential moisture, leaving the skin dehydrated. 24M+ provides immediate and long-term moisturisation around the clock, and will also aid in the restoration of the moisture barrier.

### HORMONAL CHANGES

The moisturising properties in 24M+ help combat hormone-related skin dehydration. It provides protection during the day while repairing skin cells at night. In this way, it dramatically reduces fine lines and improves skin texture.

### AGING

With aging, the outer skin layer (epidermis) becomes thinner, and loss of muscle tone contributes to a slightly droopy appearance. The unique synergistic combination of peptides and plant actives in 24M+ help to rebuild the network of the skin.

### ANTIAGING INGREDIENTS IN 24M+

24M+ contains a variety of botanical extracts, and internationally acclaimed actives such as Matrixyl® 3000, and Hydromanil™, that prevent and reverse the signs of uneven skin tone. Numerous studies have proven the antiaging and antiwrinkle efficacy of Matrixyl® 3000 by its remarkable capability to improve collagen and elastin production. Hydromanil™ is a powerful moisturiser that not only provides, but retains moisture in the skin. Hydrolite® 5 Green, a COSMOS approved preservative, fights bacteria on the skin and moisturises simultaneously.

### MORE GOOD ADVICE

- Drink enough water – it replenishes skin's tissue and cells, which makes the skin appear younger and healthier.
- Sufficient sleep – contributes to a youthful appearance. The body constantly releases hormones that promote cell turnover and renewal while you sleep. Inadequate sleep contributes to mature skin aging much faster.





**BEFORE**



**AFTER**

**ENGLISH:** Ginka, the 11-year old Beagle, has been battling with severe sores and bumps on her body for the last year. The vet suspected that they could possibly be cancerous. Rethana (the owner) diligently started applying *BITTERALOE GEL* on a daily basis. Not only did the sores and bumps heal in no time, but Ginka's skin and fur are now beautiful healed and smooth.

Thanks to *BITTERALOE GEL* and all the tender, loving care, this fur-child is healthy now!

**AFRIKAANS:** Ginka, die 11-jarige Beagle, het byna 'n jaar lank met erge sere en knoppe op haar lyfie gesukkel. Die veearts het vermoed dat dit dalk kankeragtig kan wees. Rethana (die eienaar) het begin om die sere daagliks, baie getrou, met *BITTERALOE GEL* te smeer. Die sere en knoppe het nie net gou genees nie, maar Ginka se vel en pels is ook nou sommer pragtig en glad!

Dankie vir *BITTERALOE GEL* en haar mens-mamma se toegewyde liefde!



t: 028 735 8100

e: [info@af.co.za](mailto:info@af.co.za)

[www.af.co.za](http://www.af.co.za)

*Aloe Ferox*

# Specials

MAY 2023



**COMBO  
SPECIAL**



**MOISTURE 4 HIM** 150 ml  
**AFTER SHAVE TONE** 100 ml

**SAVE R25**

**R123**

**APPETITE CONTROL**  
60 Capsules

**SAVE R26**

**R150**

**Tone**  
100 ml

**SAVE R30**

**R100**



t: 028 735 8100

e: info@af.co.za

www.af.co.za

*Aloe Ferrox*



24M+

### VERMINDERDE KOLLAGEEN- EN ELASTIENPRODUKSIE

Vanaf die vroeë 30's begin 'n mens se vel minder kollageen en elastien produseer. Dis die proteïene wat aan die vel sy sterk struktuur gee, asook die vermoë om te rek en weer terug te keer na sy oorspronklike vorm. Verminderde kollageenproduksie lei tot verlies aan elasticiteit en veerkrachtigheid. Sonbloomstelling, stres en lugbesoedeling is verdere faktore wat velselle beskadig en sodoende die liggaam se vermoë beïnvloed om genoeg kollageen te produseer. 24M+ versterk en verstewig die kollageenlaag, en help om die skade te herstel wat reeds aan die velstruktuur gedoen is.

### VERMINDERDE SEBUMPRODUKSIE

Sebum is noodsaaklik vir die handhawing van die vel se vogbalans. Verminderde sebumproduksie kan lei tot 'n droër vel, of kan die vogversperringslaag so beskadig dat noodsaaklike vog verlore gaan en die vel dehidreer. 24M+ voorsien onmiddellike en langtermyn-bevogting 24 uur per dag, en help om die vogversperringslaag te herstel.

### HORMONALE VERANDERINGE

Die bevochtigende eienskappe van 24M+ help om hormoonverwante dehidrasie te bekamp. Dit bied beskerming gedurende die dag, terwyl velselle snags herstel word. Op dié manier word vroeë velveroudering en vorming van plooië vertraag.

### VEROUDERING

Die buitenste vellaag (epidermis) verdun met ouderdom, en verlies aan spiertonus gee aan die gesig 'n effens hangende "droopy" voorkoms. Die unieke sinergistiese kombinasie van peptiede en plant-aktiewes in 24M+ help om die netwerk van die vel te herbou.

### TEENVEROUDERING-INGREDIANTE IN 24M+

24M+ bevat 'n verskeidenheid botaniese ekstrakte, en internasionaal-bekroonde aktiewes soos Matrixyl® 3000, en Hydromanil™, wat die tekens van onegalige velkleur voorkom en omkeer. Talle studies het die teenveroudering en antirimpel doeltreffendheid van Matrixyl® 3000 bewys deur sy merkwaardige vermoë om kollageen- en elastienproduksie te verbeter. Hydromanil™ is 'n kragtige bevochtiger wat nie net vog in die vel verskaf nie, maar ook behou. Hydrolite® 5 Green, 'n COSMOS-goedgekeurde preserveermiddel, beveg bakterieë op die vel en bevochtigt terselfdertyd.

### GOEIE RAAD

- Drink genoeg water, dit vul die vel se weefsel en selle op en laat die vel jonger en gesonder voorkom.
- Voldoende slaap dra by tot 'n jeugdige voorkoms. Die liggaam stel voortdurend hormone vry wat sel-omset en -vernuwing bevorder terwyl 'n mens slaap. Onvoldoende slaap laat 'n volwasse vel baie vinniger verouder.

