



Aloe Ferox®

Rooted in nature. Growing a legacy.

30^{Year} Heritage

September is Heritage Month. Aloe Ferox not only celebrates Heritage Month alongside our fellow South Africans, but also celebrates our own heritage – a heritage that continues to grow and grow ... leaf by leaf ... in the resilient *Aloe ferox* plant.

Every country has something its people are proud of. South Africa is blessed with one of the world's most remarkable medicinal plants: *Aloe ferox*. There are few things more authentically South African than this extraordinary aloe. *Aloe ferox* grows naturally only in Southern Africa, with the beautiful Western Cape being its natural habitat. This makes it a precious part of our country's natural heritage.

This year, the Aloe Ferox company celebrates its 30th anniversary, while the hardy *Aloe ferox* plant celebrates centuries of thriving in South African soil.



HAND-HARVESTED &
SUSTAINABLY SOURCED



SCIENTIFICALLY
FORMULATED



ETHICAL &
RESPONSIBLE

Medicinal Properties:

For countless generations, this remarkable plant has been valued for its medicinal properties. Hundreds of years ago, ships calling at the Cape of Storms, traded with the local Khoisan people for *Aloe ferox* leaves to care for sick sailors.

It is a privilege for Aloe Ferox to preserve this extraordinary South African treasure with the greatest care. We grow *Aloe ferox* plants from seed, establish them in organic plantations, and process the fresh leaves into cosmetic products of exceptional quality.

To date, Aloe Ferox has established more than 200 000 *Aloe ferox* plants grown from seed. Every week, fresh leaves are harvested by hand and transported to the Aloe Ferox factory. There, the fresh leaf sap is extracted from the newly harvested leaves using a unique process, and the fresh-pressed aloe sap is used as the primary active ingredient in all the products.

Within the same weekly production cycle, the leaves move directly from the field to the factory, and from the factory to the shelf. This process ensures that we work with fresh plant material rather than pre-processed aloe. It is this commitment that makes the Aloe Ferox Timeless and Classic product ranges unique in South Africa.

When you choose an Aloe Ferox product, you are choosing more than natural quality – you are also choosing to support an authentic South African heritage.

We are not simply preserving a plant; we are preserving a part of South Africa's natural heritage for future generations. Our heritage does not begin on a store shelf. It lives in every seed that germinates, every leaf that is carefully harvested, and every product that is crafted with care.

What began centuries ago with a tiny *Aloe ferox* seed germinating in the Albertinia district, is today proudly shared with the world.

How many aloe plants has Aloe Ferox established to date?

Send your answer to freegift@af.co.za and receive free marketing material.



Aloe Ferox®

Gewortel in die natuur. 'n Nalatenskap wat groei.

30 Jaar Erfenis

Septembermaand is Erfenismaand. Aloe Ferox vier nie net Erfenismaand saam met ons mede-Suid-Afrikaners nie, ons vier ook ons eie erfenis, 'n erfenis wat aanhou en aanhou groei ... blaar vir blaar ... in die geharde *Aloe ferox*-plant!

Elke land het iets waarop sy mense trots is.

Suid-Afrika is geseën met een van die wêreld se merkwaardigste medisinale plante: *Aloe ferox*. Daar is min dinge wat méér eg Suid-Afrikaans is as hierdie besondere aalwyn. *Aloe ferox*-plante kom natuurlik slegs in Suider-Afrika voor, en die pragtige Wes-Kaap is sy natuurlike habitat. Daarom is dit 'n kosbare deel van ons natuurlike erfenis.

Die maatskappy Aloe Ferox vier vanjaar sy 30ste bestaansjaar, maar die geharde *Aloe ferox*-plant vier sy eeue-oue bestaan op ons eie Suid-Afrikaanse bodem.



HANDGEOES &
VOLHOUBAAR VERKRY



WETENSKAPLIK
ONTWIKKEL



ETIES &
VERANTWOORDELIK

Medisinale Eienskappe:

Hierdie merkwaardige plant word al vir baie geslagte gebruik vir sy medisinale eienskappe. Honderde jare gelede het die Kaap van Storms aangedoen het, reeds *Aloe ferox*-blare by die plaaslike Khoisan verruil om siek matrose mee te versorg.

Dis vir Aloe Ferox 'n voorreg om hierdie besondere Suid-Afrikaanse skat met groot sorg te bewaar. Ons kweek *Aloe ferox*-plante uit saad, vestig dit in organiese plantasies, en verwerk die vars blare tot kosmetiese produkte van uitstaande gehalte!

Tot op datum het Aloe Ferox reeds meer as 200 000 *Aloe ferox*-plante uit saad gevestig. Weekliks word vars blare met die hand gesny en na die Aloe Ferox-fabriek vervoer. Vars blaarsap word deur 'n unieke proses uit die varsgesnyde blare onttrek, en hierdie varsgeperste aalwynsap word as die primêre aktiewe bestanddeel in die produkte gebruik.

Binne dieselfde weeklikse vervaardigingsiklus gaan die blare direk van die land na die fabriek, en van die fabriek tot op die rak. Hierdie proses verseker dat ons met vars plantmateriaal werk, en nie met vooraf-verwerkte aalwyn nie. Dit maak die Aloe Ferox-Timeless- en Classic-produkreekse uniek!

Elkeen wat 'n Aloe Ferox-produk gebruik, kies nie net ten gunste van natuurlike gehalte nie – maar kies ook om 'n eg Suid-Afrikaanse erfenis te ondersteun.

Aloe Ferox bewaar nie net 'n plant nie; ons bewaar 'n deel van Suid-Afrika se natuurlike erfenis vir die volgende geslag. Ons erfenis begin nie op 'n winkelrak nie. Ons erfenis leef in elke saadjie wat ontkiem, in elke blaar wat met sorg geoes, en in elke produk wat vervaardig word.

Wat eeue gelede begin het met 'n klein *Aloe ferox*-saadjie wat in die Albertinia-distrik ontkiem het, word vandag trots met die wêreld gedeel.

Hoeveel aalwynplante het Aloe Ferox tot op datum gevestig?

Stuur jou antwoord na freegift@af.co.za en ontvang gratis bemarkingsmateriaal.

Specials

October 2026

September, 2026



**Shampoo
Bitter
200 ml**

R60
SAVE R15

- Soothes and cleanses problem scalp.
- Removes surplus oil from scalp and hair.
- Combats bacteria, fungi, viruses and parasites.
- Ideal for teenagers with oily hair and acne-prone skin.
- Promotes penetration into hair and scalp, allowing nutrients and moisturisers to absorb more effectively.



**Fynbos Mask
50 ml**

R130
SAVE R35

- Energises tired, moisture-depleted skin.
- Deeply nourishes skin.
- Fights signs of aging.
- Prevents and treats formation of acne.
- Provides antioxidant protection against free radicals.
- Leaves skin feeling healthy and revitalised.
- Reduces inflammation and prevents bacterial growth.
- Can also be used as an overnight mask.



**CEL-U-LITE
Gel
150 ml**

R98
SAVE R20

- Contains Bodyfit™, ginger, *Aloe ferox* and hydrolyzed wheat protein.
- Bodyfit™ visibly reduces the appearance of cellulite by up to 35%.
- Skin is noticeably smoother after just a few weeks of treatment.
- Skin firmness is restored as cellulite diminishes.
- Helps remove toxins from skin.
- Promotes and stimulates blood circulation.

“ Testimony

#116 / 2026-09

September, 2026



BEFORE



DURING



AFTER

English:

Tercia writes: "I would like to share these before-and-after photos as proof of how effective **SUPER ALOE GEL** can be in caring for burns. While we were camping in Mozambique during December, Sias accidentally picked up a black coal that he thought had cooled down enough to move it to the fire. The Mozambican coals certainly caught him out – it was still burning hot!

The burn was very painful, and Sias was definitely not excited about posing for the "before" photo! We immediately applied **SUPER ALOE GEL**, and just 2 days later the difference was incredible. The improvement visible in the photos speaks for itself.

For us, it is a product we can rely on when it comes to caring for burns. Thank you, **SUPER ALOE GEL!**"

Afrikaans:

Tercia skryf: "Ek deel graag hierdie voor-en-na-foto's as bewys van hoe doeltreffend **SUPER ALOE GEL** met brandwonde werk. Terwyl ons gedurende Desember in Mosambiek gekamp het, het Sias per ongeluk 'n swart kooltjie opgetel wat hy gedink het koud genoeg was om na die vuur te skuif. Die Mosambiekse kole het hom behoorlik uitgevang – dit was nog vuurwarm!

Die brandwond was baie pynlik, en Sias was beslis nie opgewonde om vir die "voor"-foto te poseer nie! Ons het dadelik **SUPER ALOE GEL** aangewend, en net 2 dae later was die verskil ongelooflik. Die herstel wat op die foto's sigbaar is, spreek vanself.

Vir ons is dit 'n produk waarop 'n mens kan staatmaak wanneer dit by die versorging van brandwonde kom. Dankie, **Super Aloe Gel!**"



Aloe Ferox®

Christmas

GIFT SET FOR GENTLEMAN

Enriched with sustainable, fresh-pressed, nutrient-rich aloe from *Albertinia* in the beautiful Western Cape.

CHARCOAL CLEANSE is sulphate-free and gentle on the skin. This cleanser removes impurities and makeup, and cleanses pores – suitable for normal, combination and oily skin. It contains lavender oil, apricot seed powder and charcoal powder. Use twice daily for best results.

AFTER SHAVE TONE is an alcohol-free facial toner that improves skin tone, tightens pores, and helps restore the skin's natural pH balance. Contains witch hazel, chamomile and ginger extracts to refresh and soothe skin. Spray lightly onto the face and neck, avoiding the eye area. Suitable for daily use or after every shave.

From: Available from 1 October 2026 while stocks last.

R85



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Aloe Ferox[®]
Christmas
GIFT SET FOR LADIES

Enriched with sustainable, fresh-pressed, nutrient-rich aloe from Albertinia in the beautiful Western Cape.

HAND-SOUFFLE is a luxurious light hand moisturiser that melts into the skin. Enriched with sustainable, fresh-pressed, nutrient-rich aloe from Albertinia in the beautiful Western Cape. Contains jojoba oil, avocado oil and vitamin E to help strengthen the skin's natural barrier, leaving hands feeling silky smooth, supple and nourished. Apply liberally as often as desired.

NAIL & CUTICLE OIL is a nourishing treatment that softens cuticles, and helps prevent nails from becoming cracked and brittle. Contains sweet almond oil, avocado oil and vitamin E to strengthen nails, while lemon oil helps brighten dull, yellowed nails. Massage entire nail and cuticle area twice daily.

From: Available from 1 October 2026 while stocks last.



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Aloe Ferox[®]
Christmas
GIFT SET CRACKER #1

Enriched with sustainable, fresh-pressed, nutrient-rich aloe from Albertinia in the beautiful Western Cape.

SHOWER DELIGHT is a gentle, refreshing body cleanser. Contains almond oil, peppermint extract, honey, and vitamin E to moisturise while you wash, leaving your skin feeling refreshed and invigorated. Suitable for all skin types, including delicate, dry and eczema-prone skin. Suitable for men and women.

From: Available from 1 October 2026 while stocks last.

R40



Aloe Ferox[®]
Christmas
GIFT SET CRACKER #2

Enriched with sustainable, fresh-pressed, nutrient-rich aloe from Albertinia in the beautiful Western Cape.

AM ROLL-ON is a high-performance, aluminium-free antimicrobial roll-on that targets odour caused by heat, activity, and stress without blocking natural perspiration. This gentle yet effective formula contains lavender oil, argan oil, oregano oil and tea tree oil. Suitable for both men and women.

From: Available from 1 October 2026 while stocks last.

R50

