

ENGLISH

THE ALOE FEROX STORY – *from seed to consumer*

This is the story of an incredible South African plant, and the people involved in protecting it.

Aloe Ferox (the company) is more than just a health and beauty brand. Every product supports a bigger mission: ethical farming, nature conservation, sustainable manufacturing, local employment, and the health and beauty value of the *Aloe ferox* plant.

The Aloe Ferox story is all about this remarkable South African plant. It has been a vital part of the country's nature and economy for centuries. Today, it is used to produce high-quality health and beauty products enjoyed by thousands of people both locally and around the world.

The story dates back more than 250 years – to a time when the bitter sap of the *Aloe ferox* species was already being exported from the southern tip of Africa.

Traditionally, harvesters only collected the bitter sap (used globally in huge quantities) and discarded the rest of the leaf. This time-honoured practice continues today as aloe bitter sap is still in high demand. South Africa exports tons of processed aloe bitters every year. The volume of discarded aloe leaves is immense considering that a single *Aloe ferox* leaf only yields about one tablespoon of processed aloe bitters.

Consequently, the ever-growing international demand simply outpaced nature's ability to regenerate and the naturally occurring *Aloe ferox* plants in the Albertinia district could just not keep up.

Rather than harvesting just the bitter sap, the industry slowly shifted over the past 40 years to utilising the whole leaf instead of just the sap. This opened a new chapter for Aloe Ferox – and sparked a vital move toward sustainable cultivation.

The answer was not to take more from nature...
the answer was to give back!

Our journey began in 2005 with a major conservation effort to establish natural, organic plantations. Zero fertilisers or pesticides – our aloes grow completely naturally without human intervention. Every plantation is fully integrated into the local Southern Cape fynbos ecosystem, where wild flora thrives and livestock freely graze.

Mature *Aloe ferox* plants produce just 3 to 5 harvest-ready leaves each year. Thanks to our expansive plantation network, we only harvest from individual plants once every 4 to 5 years. This patient rotation gives the ecosystem ample time to recover naturally. By cultivating our own sustainable supply, we completely eliminate our footprint on wild-growing wild populations – ensuring nature remains untouched.

Aloe Ferox®
Cultivator / preserver of indigenous resources
Manufacturer / producer of health and beauty products
Wholesaler
Entrepreneur

Our story does, however, not end in the fields...
Our cultivated plantations are a living piece of South African heritage. They tell a story rooted in our soil, driven by local entrepreneurship, and preserved through dedicated conservation. We refuse to be a company that simply takes from the earth. Instead, we work actively to restore balance – bridging the gap between what nature can sustainably provide, and the global demand for its natural resources.

Aloe Ferox is involved in every step of the journey. From planting the seeds and harvesting the aloes to processing, manufacturing, and delivering the final products directly into the hands of our consumers through a dedicated network of distributors.

Q: When was the 1st aloe plantation established? Answer: freegift@af.co.za

AFRIKAANS

DIE ALOE FEROX-STORIE – *van saadjie tot verbruiker*

Hierdie is die verhaal van 'n besonderse Suid-Afrikaanse plant, en die mense wat hulle beywer om dit te beskerm.

Aloe Ferox (die maatskappy) is veel meer as net 'n handelsmerk vir gesondheids- en skoonheidsprodukte. Elke produk dra by tot 'n groter doelwit: etiese boerdery, natuurbewaring, volhoubare vervaardiging, plaaslike werkskepping, en die benutting van die gesondheids- en skoonheidswaarde van die *Aloe ferox*-plant.

Die Aloe Ferox-storie begin by hierdie merkwaardige Suid-Afrikaanse plant, wat reeds eeue lank 'n belangrike deel van ons land se natuur en ekonomie vorm. Vandag word dit gebruik om hoëgehalte gesondheids- en skoonheidsprodukte te vervaardig wat deur duisende mense plaaslik en wêreldwyd gebruik word.

Die verhaal begin meer as 250 jaar gelede – toe bitter kristalle van die *Aloe ferox*-spesie reeds vanaf die suidpunt van Afrika uitgevoer is.

Tradisioneel het die tappers slegs die bittersap versamel, en die res van die blaar in die veld gelaat. Hierdie eeue-oue praktyk duur vandag voort, omdat daar steeds 'n groot

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Specials December 2026



SUPER ALOE GEL

R143

SAVE R30

- ✓Daily skin care routine
- ✓Suitable: all skin types, including sensitive skin
- ✓Soothes sunburn
- ✓Relieves burn wounds
- ✓Slows signs of aging
- ✓Improves elasticity
- ✓Relieves skin irritation
- ✓Helps repair damaged collagen fibres
- ✓Accelerates wound healing



Cleanse

R155

SAVE R30

- ✓Gently removes excess oil, dirt, and makeup
- ✓Restores skin moisture
- ✓Protects against free radicals
- ✓Promotes even skin tone
- ✓Fights bacteria on the skin
- ✓Suitable: all skin types, including sensitive skin
- ✓Alpha hydroxyl acid (AHA)
- ✓Very gentle exfoliating effect to remove dead skin cells



SUN CARE LOTION

R160

SAVE R40

- ✓SPF 50+
- ✓Broad spectrum UVA and UVB protection
- ✓Fast absorbed
- ✓Ideal: under makeup, over moisturiser, and general all-over use
- ✓Suitable: all skin types
- ✓Aids reduction of melanin formation

“Testimony

#118 / 2026-11





Betsie du Pisanie, distributor in Prieska. *(Translated from Afrikaans)*

ENGLISH

“BITTER ALOE GEL – always good to have on hand! My six-year-old grandson spent the recent winter holiday on a farm in the North West. One afternoon, he cut his cheek while jumping on a trampoline. Since it was late already and the farm was isolated, his father just cleaned the wound with a saline solution and used wound strips to keep the edges of the wound together. Fortunately, he always keeps BITTER ALOE GEL in his first-aid kit, just to be on the safe side! He applied the BITTER ALOE GEL generously to the wound, and after only 6 days the wound was almost completely healed. The final photograph was taken on the 7th of October. Apart from a little scab, there is hardly any sign of the wound.

Thank goodness we had BITTER ALOE GEL on hand when we needed it most!”

Betsie du Pisanie, verspreider in Prieska.

AFRIKAANS

“BITTER ALOE GEL – altyd handig om byderhand te hê! My sesjarige kleinseun het gedurende die afgelope wintervakansie op ’n plaas, ver in Noordwes, gekuier. Een laatmiddag het hy ’n snywond aan sy wang opgedoen toe hy op ’n trampolien gespring het. Omdat dit reeds laat en die plaas ver van die naaste hospitaal geleë was, het sy pa die wond dadelik met soutwater skoongemaak en wondkleefstroke gebruik om die wondrande bymekaar te hou. Gelukkig hou hy altyd Aloe Ferox se BITTER ALOE GEL in sy noodtrommel – vir “die wis en die onwis”! Die BITTER ALOE GEL is mildelik op die wond aangewend. Na slegs 6 dae was die wond feitlik gesond. Die laaste foto is op 7 Oktober geneem, en daar is skaars ’n teken dat daar ooit ’n wond was.

Dankie tog dat ons BITTER ALOE GEL byderhand gehad het!”

Vervolg vanaf bladsy 2 / continued from page 2

vraag na aalwynbitters is en wêreldwyd in groot hoeveelhede gebruik word. Suid-Afrika voer jaarliks tonne verwerkte aalwynbitters uit. Die hoeveelheid ongebruikte aalwyn-blare is enorm, veral as 'n mens in gedagte hou dat 'n enkele *Aloe ferox*-blaar slegs ongeveer een eetlepel bittersap lewer.

Gevolglik het die steeds groeiende internasionale vraag die natuur se vermoë om te herstel, oortref. Die *Aloe ferox*-plante wat natuurlik in die Albertinia-distrik voorkom, kon eenvoudig nie meer in die vraag voorsien nie.

Die afgelope 40 jaar egter, het die bedryf geleidelik begin wegbeweeg van die benut-ting van slegs die bittersap na die gebruik van die hele blaar. Dit het 'n nuwe hoofstuk vir Aloe Ferox ingelui, en 'n belangrike stap na volhoubare verbouing moontlik gemaak.

Die antwoord was nie om meer uit die natuur te neem nie...
maar om terug te gee!

Ons reis het in 2005 begin met 'n omvangryke bewaringsinisiatief: die vestiging van natuurlike, organiese aalwynplantasies.

Ons gebruik geen kunsmis of plaagdoders nie, sodat ons aalwyne natuurlik kan groei, sonder menslike inmenging. Elke plantasie vorm 'n geïntegreerde deel van die plaaslike fynbos-ekosisteem van die Suid-Kaap, waar inheemse plantegroei floreer en vee wei.

Volwasse *Aloe ferox*-plante lewer jaarliks slegs 3 tot 5 blare wat gereed is om geoes te word. Danksy ons uitgebreide netwerk van plantasies oes ons slegs elke 4 tot 5 jaar van dieselfde individuele plant. Hierdie wisselwerking gee die ekosisteem genoeg tyd om volkome te herstel.

Deur ons eie volhoubare bron van aalwyne te verbou, skakel ons die impak op die aalwyn-populasies in sy natuurlike habitat heeltemal uit – sodat die natuur onaangeraak kan bly. Maar ons verhaal eindig nie op die landerye nie...

Ons aangeplante plantasies is 'n lewende deel van Suid-Afrika se erfenis. Dit vertel 'n verhaal wat diep in ons grond gewortel is, deur plaaslike entrepreneurskap gedryf word, en deur toegewyde natuurbewaring bewaar word.

Aloe Ferox®
Bewaarder van inheemse hulpbronne
Produsent van gesondheids- en skoonheidsprodukte
Groothandelaar
Entrepreneur

Ons is méér as net 'n maatskappy wat uit die aarde neem! Ons werk aktief daaraan om die balans te herstel – deur die gaping te oorbrug tussen wat die natuur volhoubaar kan lewer, en die wêreldwye vraag na sy natuurlike hulpbronne.

Aloe Ferox is by elke stap van hierdie reis betrokke. Van die plant van saadjies, die oes van aalwyne, tot by die verwerking, vervaardiging en, danksy 'n toegewyde netwerk van verspreiders, die uiteindelike lewering van die finale produkte direk in die hande van ons verbruikers.

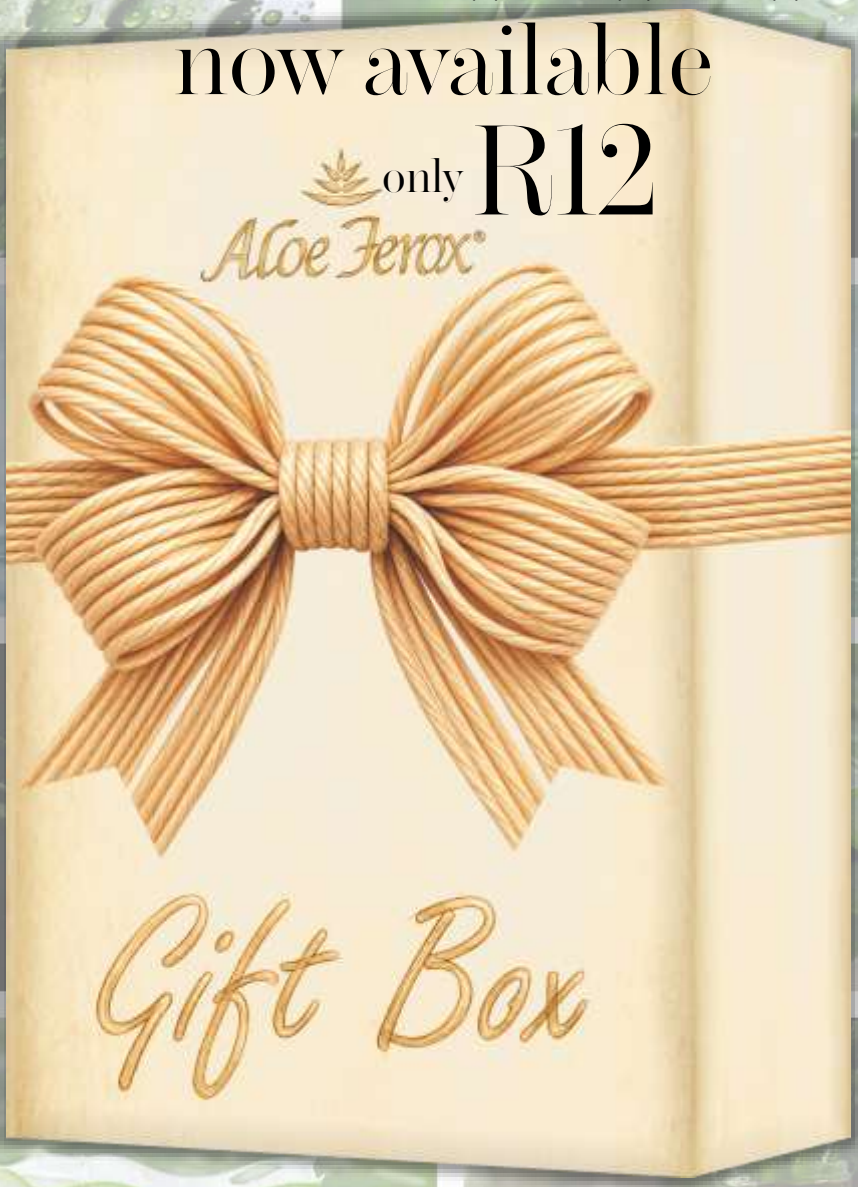
V: Wanneer was die 1ste aalwynaanplanting gevestig? Antwoord: freegift@af.co.za

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148 mm(H) x 85 mm(W) x 40 mm(D)

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only R12



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