

Aloe Matters

Issue Fifteen

2016

THE QUICK CORE WORKOUT

SARAH MATYJASIK SHARES THE ROUTINE THAT HELPS HER MAINTAIN HER BIKINI-BOD



SMOOTH BUT MIGHTY
QUENCH YOUR HEALTH CRAVINGS WITH THESE COLOURFUL AND WHOLESOME SMOOTHIES

FESTIVAL FUEL
STAY FRESH WITH FOREVER'S FESTIVAL SURVIVAL KIT

*from hipster
to suave...*

Ditch the drainpipes, top-knot and statement beard for an image a little more polished

WIN!

We've gone competition crazy this summer
T&Cs apply

F.I.T.™
Look Better. Feel Better.



FOREVER

PLUS: ALOE AT HOME | THE POWER OF A POSITIVE MINDSET | SUMMER LOVE YOUR SKIN | SUIT UP!

PUSH IT TO THE LIMIT WITH ARGI⁺™

Discover the benefits of
L-Arginine with **Forever.**

A delicious and nutritious sports
drink containing vitamins and
five grams of L-Arginine per
serving. Including vitamin C which
contributes to the reduction of
tiredness and fatigue.



Navid Mansouri, Professional
Boxer & UK F.I.T. Ambassador



FOREVER

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If you'd like to find out more about Forever, speak to the person who gave you this magazine or visit foreverknowledge.info or foreverliving.com.

Love Aloe Matters? We'd love to hear your thoughts, stories and ideas so please feel free to email our Editor via aloematters@fpuk.net.

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Special thanks to the Beardmore family for letting us use their home

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-  @OfficialForever
-  @ForeverUK

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Editor's note



Welcome to our biggest ever issue of Aloe Matters magazine! I am so excited to

share the content of this mag with you and I hope you enjoy reading it as much as I have enjoyed writing it.

I don't know about you, but the sense of anticipation that summer brings is something I will never grow weary of. I just love how nature seems to come alive and how an ambiance of creativity floods our streets. Whether that's through music, art or a fun-filled festival, the summer sun somehow dares people to explore something new.

If you're ready to unleash your summer-self, I encourage you to check out some of the colourful and cultural festivals that we've found, many of which will also capture the imagination of your friends and family (P21). But, if your 'something new' is more about transforming yourself – body or mind – this issue also has plenty in store for you to try.

It's important to first love your body from the inside, so make sure you take note of our smooth but mighty smoothie ideas – nutritious drinks that will provide extra essential goodness during

those warm summer days (P13). Once you have your healthy eating sussed, it's time to focus on looking after your body. Sarah Matyjasik, one of Forever's F.I.T. Ambassadors, shares some of the core exercises she uses to keep her body bikini-ready (P5), and our summer love your skin campaign (P26) will also provide you with top tips on how you can give your skin the attention it deserves. Men should also take note and discover how to sharpen their image this summer by following our simple guide to suiting up (P34) and looking suave (P32).

Finally, did you know that a healthy body usually follows a healthy mind? Find out how you can remain upbeat by allowing yourself to lace situations with optimism (P44). Adopting a positive mindset can have a powerful impact on your lifestyle and so it's definitely worth exploring; I challenge you to give it a go!

Have a great summer,

Kate Ellice

Kate Ellice Hodge
Editor

Let's get social...

Many articles within this issue of Aloe Matters include the hashtag **#SummerLoveYourBody**. These articles will help you to love your body throughout the summer season, but we want to hear from you. Check out the Aloe Matters Facebook tab (details on page 40) to find out more.



The Editor's picks...



p21



p13



p5



p26



p32 & 34



p44

F.I.T.™

C9

F1

F2

Look Better. Feel Better.

SARAH MATYJASIK



FOREVER'S GLOBAL F.I.T. AMBASSADOR

- **Name:** Sarah Matyjasik
- **Specialism:** Trained bikini athlete
- **Favourite Forever products:** *Forever Garcinia Plus, Forever Aloe Vera Gel and Forever Therm*

Introducing Sarah Matyjasik

Forever's Global F.I.T. Ambassadors are representatives for the entire Forever world. Sarah joins a team of other international sport and fitness enthusiasts, who, together, inspire, advise and motivate their followers.

At forty-two years old, Sarah Matyjasik is a huge inspiration. Not only is she a busy mum and wife – she has a teenage daughter, ten-year old son and an “amazing and supportive husband” – Sarah is also an independent Forever Business Owner who lives a demanding lifestyle. Yet, despite the demands of daily life, Sarah has proven to women all over the world that falling into a certain category – be it age, weight or ability – whatever label you’ve been given, it does not have to hinder or hold you back, especially when it comes to fitness. If you want to change your lifestyle, transform your body, and pursue a new passion, you can! Obviously certain elements need to be instigated in order for any kind of sustainable transformation to occur, but once these factors have been firmly introduced, success can, of course, be attained.

We were keen to catch up with Sarah, not only to learn a little bit more about her, but because we wanted to find out more about her training, her journey, and just what it is that enables her to retain such focus.

KH *How did you get into fitness?*

SM I grew up in South Africa, and as a result I enjoyed an active, ‘outdoor’ childhood. I loved ballet, ice dancing, playing sports at school, and, along with my siblings, I would swim in our pool every day. Since swimming had been such a major part of my life in South Africa, I

chose to train, then work, as a lifeguard while I was at college. Eventually I decided to train as a fitness instructor and I really enjoyed working out in the gym. I made lots of good friends who would share their knowledge and passion for fitness with me – I learnt a lot during this time.

After getting married and having children, I would always try to incorporate fitness somewhere in my life, but at first this was not on a regular basis. I loved the idea of working as a Forever Business Owner because I am really passionate about the products; I couldn’t wait to share them with other like-minded people.

I used the *Clean 9* a few times and always felt fantastic afterwards. When this product advanced into the F.I.T. programme I was determined to make time so that I could use the products properly; I wanted to embed them into my fitness routine and into my lifestyle. Only after I had started did I realise that a long-forgotten ambition, shelved when we started our family, had been reawakened. I decided that now was the right time to focus on myself and so I entered a ‘bikini fitness’ competition.

KH *What was the hardest part about getting back into shape?*

SM The hardest part, after making the decision and determining to stick to it, was the planning. Every day, one day at a time, I had to plan in enough time for training. I had to make time for



research so that I could buy the correct food, and I had to have the time to cook and pack the correct number of portions for the days I would be working away from home.



KH *What have you achieved?*

SM I have achieved far more than I ever thought I would! The fitness and body-shaping led me towards understanding and knowing myself at a deeper level. I was quite amazed at how I managed the level of self-discipline and organisation required to take part in my first competition (September 2015), and from this I won a place to compete in the British Finals (taking place June 2016).

KH *What motivates you?*

SM I believe it's really important to have a goal to focus on; a meaningful goal which will propel you into action on the days when you're tired, hungry or simply don't feel like it. It is also really helpful to have a coach or mentor to go to for advice. Mine provides me with tips and generally keeps me on track.

My ultimate ambition is to get my 'Pro Card' as this will enable me to compete internationally, but my present goal is to compete and excel in the number of competitions I have planned for this year. That feeling I had on stage during my first competition was absolutely fantastic, and it's exciting knowing I'll be on stage again soon; plus I'll be in even better condition as a result of my training over the last six months! Standing on stage, wearing nothing but a bikini, is definitely an effective motivational tool that helps to focus the mind!

But what ultimately keeps me going is belief. I believe that such achievements are completely within the reach of each and every one of us; everyone can look and feel the way they choose, no matter what 'stage' of life they are in.

C9

If you are new to fitness, and you are keen to make it into a habit, starting your journey with the *Clean 9* will help you to obtain the right mentality. Developing the correct mindset is necessary as it will help you to continue with your fitness routine afterwards. Ask your Forever Business Owner for more details.

THE QUICK CORE WORKOUT

Sarah Matyjasik shared the following exercise routine with us; perfect for those who are limited by time yet determined to work each core body part...

01 TRICEP DIPS

Body part:
back of arms

Muscles used:
triceps

02 PRESS UPS

Body part:
upper body

Muscles used:
pecs & triceps

03 AB CURL

Body part:
stomach

Muscles used:
abdominals



Embrace the outdoors: Not a fan of the gym? Enjoy the summer sun and embrace the outdoors by taking these simple exercises outside. Find your local park and use the amenities on offer; for instance, park benches are perfect for helping you to master front raises!

Let us know how you get on with these exercises by posting your experiences and tips online using the hashtag #SummerLoveYourBody



04 FRONT RAISES

Body part:
shoulders

Muscles used:
deltoids

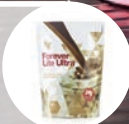
05 STEP UPS

Body part:
legs

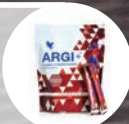
Muscles used:
quads, glutes & hamstrings



Forever Lite Ultra: replenish your protein levels by drinking Forever Lite Ultra after exercise to help aid recovery.



Argi+: the perfect choice of nutritional sports drink. Argi+ is packed with vitamins so it's ideal for before and during exercise.



Turn over to see a breakdown of each exercise and how to vary the tempo.

Featured products:

Forever Lite Ultra - Vanilla: £19.72 | €22.29 | code: 470

Forever Lite Ultra - Chocolate: £19.72 | €22.29 | code: 471
Argi+ Sachets (30 Sachets): £52.31 | €58.50 | code: 473



01 TRICEP DIPS

Sit on a bench or chair and hold onto the edge. Place your hands shoulder width apart and push up with your hands so that you lift yourself off the chair; straighten your arms but keep your elbows tucked in and soft. Repeat this for around fifteen reps (fifteen times).

Advanced version: vary the height of the step.



02 PRESS UPS

Bend your elbows in order to lower your body to the floor. Straighten your elbows, without locking out the joint, to lift the body up. Repeat this for around fifteen reps.

Beginner version: rest on your hands and knees and keep your feet on the mat.

Mid-level version: rest on your hands and knees, keeping your bottom down and your feet off the mat in the air.

Advanced version: put your hands on the floor and keep your legs and body straight. Your feet should also be on the floor.



03 AB CURL

Lie on your back with your legs bent at a ninety degree angle; keep your feet on the floor. Curl your head and shoulders upwards and flex your spine about twenty or thirty degrees. For some people it may be appropriate to support the head with one or both hands as this will prevent any straining of the neck muscles. Avoid pulling the head.

Advanced version: arm positions may be used to vary the intensity of this exercise; this can include holding a weighted medicine ball (like Sarah has in the picture).



04 FRONT RAISES

Stand with your feet hip-width apart, keep your spine neutral and your head in line. Squat but keep your back straight and your core tight. Pick up your weights and push through your legs and heels so that you are in a standing position; your knees should remain soft. Raise the weight you're holding with straight arms in front of your body and keep your elbows soft. Return your arms back down and repeat this for around fifteen reps.

Advanced version: vary the weight of dumbbell or kettle bell.



05 STEP UPS

Keep your spine neutral and your head in line with your feet. Use a step that is the ideal height for you and step up with your right foot. Keep your knee in line with your foot then pick up your left foot to join it. Step down with your right foot first and follow this with the left.

Advanced version: vary the height of the step up and introduce a barbell or dumbbells.



MIX IT UP

All these exercises can be varied to alter the intensity and you can time yourself on each one rather than counting the reps; this will make it a high intensity interval training (HIIT) routine instead. For example, repeatedly exercising for thirty seconds, followed by ten seconds of rest can be made harder by upping the total number of minutes your workout takes (e.g. eight, twelve or twenty minutes in total). Sarah recommends doing around three sets of each exercise, either going through all five then doing another two circuits, or by doing each exercise three times before moving on to the next one.

FOREVER F.I.T.

Look Better. Feel Better.



Mike Butterworth, Fitness & wellbeing enthusiast & Global F.I.T. Ambassador



FOREVER

9 days

Step one C9

Kick-start your transformation with our nine day dietary supplement pack.

30 days

Step two F1

Create good habits for life. A thirty day regime designed to change the way you think about food and fitness for good.

30 days

Step three F2

Tone and transform. A thirty day regime designed to strengthen and tone. Build lean muscle by pushing your body to the max.

GIVE IT A

BOOST

WITH SOME

JOOST



Boost the flavour of your favourite Forever drink or gel with a simple squeeze of Joost. Two naturally-flavoured fruit blends transform your drinks into a whole new dimension of delicious. Joost is high in vitamins B6, B12, folic acid and vitamin C, and is perfect for people who lead a busy lifestyle.

*Blueberry Acai Lemon: £9.88 | €11.43 | code: 516

*Pineapple Coconut Ginger: £9.88 | €11.43 | code: 517

*Coming soon



FOREVER



SMOOTH BUT MIGHTY

Introducing a wide variety of fruit, vegetables, nuts and seeds into your diet is an essential and delicious way to receive the vitamins, minerals and nutrients required to keep your body and mind functioning effectively. If you want to ensure you consume plenty of goodness then try blitzing a mixture of these healthy ingredients in a blender. You'll make some unique, colourful and wholesome smoothies, and you can even add in Forever supplements – perfect for giving your smoothie that extra punch!

Awesome ingredients...

Love your body from the inside by fuelling it with fresh and healthy ingredients. All of our smoothies contain an array of vitamin-infused produce, most of which are raw and ready to eat, just as nature intended! Below is a selection of some of the awesome ingredients we love to sink our teeth into:



Blueberries

Lavender

Chia seeds

Kale

Avocado

Cinnamon

Nutmeg

Almond Milk



**Carrot
juice**



Bananas



Beetroot



**Forever
Bee Honey**



**Medjool
dates**



Argi+



Ginger



**Matcha
Powder**



Chia seeds

Chia seeds derive from a flowering plant that is a part of the mint family; they are an ideal source of omega-3 and protein.

Lavender

Did you know that lavender is also an edible herb? Not only will including lavender in your beverages make you feel fancy and floral, but this dried purple treat is also a source of vitamin A, calcium and iron.

Kale

Dubbed 'queen of the greens', this low-calorie leafy veg is high in fibre and absolutely crammed with a wonderful array of vitamins, nutrients and essential fatty acids.

Blueberries

These little berries are crammed full of nutrients including folate, vitamin C and B6. Among other benefits, vitamin B6 contributes to normal psychological function; this means blueberries are brilliant for keeping our minds in check. You may need to eat a fair few handfuls though!

Cinnamon

Another delicious spice that is popular in both sweet and savoury dishes.

Nutmeg

This warm, delicate spice should be used sparingly but it is still full of nutrients including manganese, magnesium and thiamine.

Almond milk

Almond milk is low in fat and cholesterol and it's full of vitamins, as well as iron, calcium and zinc.

Avocado

Avocado is a fruit and a fantastic source of vitamin K, B6, E, C, copper, folate and omega-3.



Carrot juice

This sweet-tasting juice is low in calories and high in vitamin A. Vitamin A contributes to the maintenance of normal skin and vision, and to the normal function of the immune system.

Bananas

Most people know that bananas are packed full of potassium but did you also know that bananas (that aren't too ripe) contain a good source of pectin, a fibre that (when enough is consumed) contributes to the maintenance of normal blood cholesterol levels. Result!

Beetroot

This root vegetable is packed with calcium, iron and vitamins A and C. It is also a good source of folic acid, fibre, manganese and potassium.

Matcha powder

This finely-ground powder is actually used to make green tea, a tea praised for its antioxidant properties. Matcha powder also contains fibre, caffeine and the amino acid L-theanine.

Argi+

This delicious and nutritious sports drink contains five grams of L-Arginine per serving plus vitamins, including vitamin C – which contributes to the reduction of tiredness and fatigue – and vitamin D – which contributes to the maintenance of normal muscle function.

Ginger

Arguably the healthiest spice available, ginger is bursting with nutrients and is therefore a popular ingredient in traditional and alternative medicine.

Medjool dates

Medjool dates are low in fat but full of protein and carbohydrates. They are high in fibre, potassium – which assists in balancing the body's pH – and beta-D-glucan. If you eat enough dates the beta-glucan will contribute to the maintenance of normal blood cholesterol levels.

Forever Bee Honey

This all-natural, delicious sweetener is loaded with nature's goodness and is perfect for replacing processed sugar in your diet. It's easy to digest and packed with fructose, glucose and a large number of micronutrients.



Turn over to see how these amazing ingredients can create deliciously mighty smoothies!

Drink in the benefits...

Not only are these brightly-coloured smoothies bursting with goodness, but each one also packs a distinctive and delicious flavour...

BLUEBERRY BURST

- 240ml almond milk
- 100g frozen blueberries
- 1 banana
- ½ tsp dried culinary lavender
- 1 tsp lemon zest

Introduce vitamins C and D, and zinc by adding in two tablets of Forever ImmuBlend

INCREDIBLE BULK

- 184g frozen pineapple
- 240ml coconut water
- 1 small handful of kale
- ½ large cucumber, peeled
- ½ avocado, peeled
- 1 tsp chia seeds

Make this smoothie even greener by blending in one Fields of Greens supplement

NUTTY PROTEIN

- 115g low fat cottage cheese
- 1 pitted Medjool date *(soak in hot water for 5 minutes)*
- 1 tsp vanilla bean paste *(or vanilla extract)*
- ¼ tsp almond extract
- ½ tsp cinnamon
- ½ tsp nutmeg
- 1 scoop *Forever Lite Ultra (vanilla)*
- 200ml unsweetened almond milk

Which one is your favourite? Let us know by showing us your efforts on social media using the hashtag **#SummerLoveYourBody**



FOOL'S GOLD

- 1 ripe mango, cubed
- ½ ripe banana, peeled
- 120ml milk *(we used unsweetened almond milk)*
- 122g plain Greek yogurt
- 2 tsp unsweetened matcha powder
- ½ tsp vanilla extract
- 0-2 tsp *Forever Bee Honey* *(to taste)*
- Handful of ice cubes



GINGER NINJA

- 120ml carrot juice
- 1 tbsp fresh ginger, *(roughly chopped)*
- 1 banana
- 1 scoop *Forever Lite Ultra* *(vanilla)*
- 210g ice cubes



BETS AND BERRIES

- 1 medium beetroot, peeled and cubed
- 288g strawberries, fresh or frozen
- 3 Medjool dates, pitted
- 175g apple slices (optional)
- 1 scoop *Argi+*
- 200ml almond milk



Featured products:

Forever Lite Ultra - Vanilla: £19.72 | €22.29 | code: 470
Forever Lite Ultra - Chocolate: £19.72 | €22.29 | code: 471
Argi+ Sachets (30 Sachets): £52.31 | €58.50 | code: 473

Forever Bee Honey: £15.17 | €18.39 | code: 207
Forever ImmuBlend: £17.66 | €22.10 | code: 355
Fields of Greens: £10.64 | €13.97 | code: 68

FAB ENERGY DRINK

GET MORE OUT OF THE FESTIVAL SEASON

FAB
Forever
active boost.

FAB ENERGY DRINK
GET MORE OUT OF THE FESTIVAL SEASON

Contains
Aloe Vera

VITAMINS
B6 & B12

Energy
Drink

proprietary blend of
HERBS & NUTRIENTS

HIGH IN
CAFFEINE

WONDERFULLY
REFRESHING

Available
Sugar-free

Great-tasting energy drink with a proprietary blend of herbs and nutrients including vitamins B6 and B12 which help reduce tiredness and fatigue. A quick and simple way to get an immediate burst of energy and top up energy levels.

FAB
Forever
active boost.

FABX
Forever
active boost.
WITH SWEETENER

FOREVER

www.foreverliving.com



Forever Active Boost (pack of 12):
£31.75 | €39.14 | code: 321
Forever Active Boost X (pack of 12):
£31.75 | €39.14 | code: 440

Not recommended for
children or pregnant women.

Family festivals around the world.

A festival doesn't always have to involve sweaty camping, unwashed hair and dodgy beer. Embrace culture and celebrate life by checking out some of these incredible festivals that occur all over the globe. These festivals truly capture the beauty and joy that is embedded in our world, and best of all your entire family will love every minute!



White Nights
St Petersburg,
Russia



Food & Wine Classic
Aspen, USA



Pflasterspektakel
Linz, Austria



Wilderness Festival
Oxfordshire, UK



Awa Odori
Tokushima, Japan



Darwin Festival
Darwin, Australia

Family festivals around the world.


 **White Nights**
St Petersburg, Russia

 11th June – 2nd July 2016
(approximate dates)

The White Nights festival is a collection of mini events that occurs throughout the summer in St Petersburg. The festival embraces the long days by celebrating arts and culture, particularly those embedded in Russian culture – however, international stars have also been known to perform. Events include opera, ballet, music and theatre performances, but the highlight of the festival is arguably the Scarlet Sails event. Scarlet Sails is a stunning display that takes place on the Neva River. Watch in awe as a ship with vibrant red and glowing sails graces the water, all in tribute to the 1922 Russian children's tale, 'Scarlet Sails'!


 www.saint-petersburg.com/virtual-tour/whitenights


 **Food & Wine Classic**
Aspen, USA

 17th – 19th June 2016

If you are appreciative of fine food and drink then you'll love the Food & Wine Classic in Colorado. Not only is this festival situated in a breathtaking location – the Colorado Mountains – but the culinary delights available are bound to awaken your taste buds to new and delightful flavours. Tasting both food and wine are of course a must, but the Food & Wine Classic is also a wonderful opportunity to learn new techniques, all whilst rubbing shoulders with some of the most impressive and well-known chefs of the moment.

 www.everfest.com/e/food-wine-classic-in-aspen-aspen-co

 **Pflasterspektakel**
Linz, Austria

 21st – 23rd July 2016

This street art festival has been a popular event in Linz, North Austria, for well over twenty years. Visitors to the city, and of course the locals, can enjoy street theatre, music, dance, cabaret and circus performances (including fire-eating and tight-rope walking) throughout the course of the weekend. Pflasterspektakel is German for 'pavement spectacle' but the entertainment actually occurs at around forty different locations throughout the city. It may not always be on the pavement, but one thing you can be sure of is that it will be spectacular!

 www.pflasterspektakel.at/en/

Cooking demonstrations on offer at the **Food & Wine Classic** in Aspen.







◀ The vibrant red ship sets sail at *White Nights Festival* in Russia.



 **Awa Odori**
Tokushima, Japan


 12th – 15th August 2016

Experience something a little different and book your flights to Japan in time to witness one of the largest dance festivals in the country. Performers wear traditional obon dance attire as they flock the streets, chanting and singing with a wonderful array of traditional and familiar instruments. Prepare yourself for a truly colourful experience.

 www.japan-talk.com/jt/new/tokushima-awa-dance-festival



Dancers fill the streets at *Awa Odori* in Japan.

 **Wilderness Festival**
Oxfordshire, UK

 4th – 7th August 2016


Wilderness Festival, in my opinion, epitomises everything a festival should be: incredible musical and artistic talent, challenging seminars, a wide selection of activities (most laced with a sense of adventure), and an agenda that utterly embraces the splendour of the English outdoors. This festival literally offers something for everyone; whether creative or academic, an adult or a child (or child-like), an explorer or someone who loves to relax, Wilderness Festival will not disappoint.

 www.wildernessfestival.com


Festival goers arrive ready to set up camp!




 **Darwin Festival**
Darwin, Australia

 4th – 21st August 2016

This eighteen-day festival is a celebration of music, theatre and the visual arts and the majority of the performances are free. Feast on multicultural food, served from bamboo food stalls, in a truly beautiful city located in Northern Australia. The vibes embedded in this festival speak of love, community and fun.

 www.darwinfestival.org.au

 Turn over for 'Forever's festival survival kit'!

Revive your skin

Awaken tired skin with the Sonya Skincare Collection.

This collection integrates anti-ageing technology through five fundamental stages, each designed to maintain healthy, radiant skin.



Sonya Skincare Collection: £130.67 | €175.31 | code: 282
Aloe Deep-Cleansing Exfoliator: £20.95 | €28.09 | code: 278
Aloe Purifying Cleanser: £27.91 | €37.45 | code: 277
Aloe Balancing Cream: £26.63 | €35.71 | code: 280
Aloe Refreshing Toner: £27.91 | €37.45 | code: 279
Aloe Nourishing Serum: £34.69 | €46.52 | code: 281



FOREVER

Summer love your skin

It's no secret that the earth would be a depressing place without the sun. The sun brings life to our world and it also provides us with a source of vitamin D, an essential vitamin that plays a core role in human development. Vitamin D contributes to the maintenance of many fundamental functions, but this does not warrant an excuse to irresponsibly expose your skin to its rays.

The surface of the skin is covered by a coating known as the acid mantle. The acid mantle is made from perspiration and sebum (an oil), and its role is to protect the skin from any unwelcome damage. The acid mantle also inhibits the growth of fungi which can reduce the risk of allergies and blemishes. However, there are many factors that can impact the acid mantle, which in turn can alter the pH level of the skin's surface (healthy skin should have a pH of 5.5). Since the skin is our largest organ, and one that protects all our other crucial components, it is therefore vital that you show love and care towards your skin, particularly during the summer months.



  Show us what your favourite Forever summer product is using the hashtag **#SummerLoveYourBody**

“Both sunscreens will leave skin silky smooth; they are water resistant and they can even double up as an after-sun lotion.”



▲ Start your day off right with a glass of Forever Aloe Vera Gel.

SPF 30 is believed to protect the skin from 97% of all UVB rays.

Avoid sun damage

The UK may not be renowned for its sun-infused climate, but sun damage is still possible and something that should be approached seriously. If you are planning a trip abroad this year, perhaps to somewhere a little more tropical, it is also crucial that you keep your skin protected; sun damage can cause premature ageing due to the effect UVA rays have on elastin fibres in the skin. Too much sun exposure can lead to a loss of elasticity and this, ultimately, causes wrinkles.

Make sure you avoid the leather look by following some of these simple steps:

Wear a hat and sunglasses:

It doesn't matter if you choose an Audrey Hepburn style wide-brimmed hat paired with statement shades, or a baseball cap that shields a pair of colourful frames, whatever look you do choose, make sure it becomes a regular part of your wardrobe this summer. A hat is great at protecting your face and neck, areas where the skin tends to be more delicate, and sunglasses will also protect your eyes from harmful UVA and UVB rays. Make sure you invest in decent shades though as cheaper pairs don't always have fully treated lenses!

Slap on the sunscreen:

This is by far one of the most important stages, and one that will offer your skin the greatest protection, but it is often a stage that is overseen in this country. At the beginning of summer pop a bottle of *Aloe Sunscreen* in your bag and that way you can avoid being caught off-guard. Our *Aloe Sunscreen Spray* is also a great alternative for children. Both sunscreens will leave skin silky smooth; they are water resistant and they can even double up as an after-sun lotion. SPF 30 is also believed to protect the skin from 97% of all incoming UVB rays – the rays that cause skin to turn red – and this can make a significant difference to your skin. Forever's sunscreens also protect the skin from UVA rays. UVA rays penetrate deeper into the skin than UVB, which means skin cells are more susceptible to being damaged.



Keep a *Forever Sun Lips* to hand for added protection in the sun!

Eyes, ears, lips, nose and toes:

These are the areas that are often forgotten and where the skin is usually more delicate. Don't forget to apply sunscreen to these vulnerable areas too – burnt eyelids are not a good look and burnt toes can be extremely painful! *Forever Sun Lips* is the perfect solution for protecting your lips, plus it stays water-resistant for up to eighty minutes and has a refreshing cool-mint flavour. *Forever Sun Lips* can also be used on the tips of ears and nose which means it'll come in handy when trying to protect young children. Don't leave the house without one!

Protect your face

All that sun, sand, sea, sweat, chlorine and barbeque smoke can play havoc with your pores. Make sure you get to the grime and let your skin breathe again with these effective, aloe-infused products:

Forever Aloe Scrub: This gentle scrub can help to unclog pores without irritating skin. Exfoliate away dead skin cells and reveal radiant, healthy-looking skin.

Forever Marine Mask: Revitalise skin by using this ready-mixed mask twice a week. This mask provides deep cleansing whilst balancing the skin's texture. It contains natural sea minerals from sea kelp and algae, as well as the super moisturising and conditioning properties of aloe vera, honey and cucumber extract. This easy-to-apply, deep penetrating mask will leave your skin feeling refreshed and revitalised.

R3 Factor Skin Defense Creme: The aloe vera, collagen and vitamins contained in this powerful bottle help to maintain a healthy skin tone and texture. Perfect if you are looking to restore that healthy summer glow.

Stay hydrated

Dehydration can cause skin to look dull and lifeless so make sure you stay hydrated from the inside out...

Hydrate from within: Water can be obtained from foods, fruits and vegetables but nothing can beat the genuine McCoy! *Forever's Cheddar Natural Spring Water* is full of minerals and filtered through organic land. Drinking plenty of fluids will help to flush out your system and this will directly impact the state of your skin.

Hydrate your skin: *Forever's Aloe Lotion** contains nourishing ingredients like jojoba oil, collagen and elastin, all of which help to keep skin smooth and supple. Applying a good quality lotion to your skin should be a routine part of your skincare and *Aloe Lotion* is excellent at moisturising dry, irritated skin; it is also suitable for people prone to eczema and psoriasis. *Contains lanolin.

Soothe dry lips: It's easy to forget that our lips are skin too, and dry lips can be an annoying problem for many. The rich formula of *Aloe Lips* introduces conditioning ingredients back into the skin, and this will help to provide protection and moisturise irritated lips all year round.

Avoid caffeine and alcohol: Substances such as caffeine and alcohol can cause partial dehydration and so it is important that, on a hot summer's day, you either avoid such drinks altogether or you ensure you balance out your consumption with an extra glass or two of water.

Eat well

It may be true that we can absorb vitamin D from sunshine, but the sun should not be wholly relied upon as the provider, particularly in the UK. Eating a wide variety of foods will ensure your body receives all the essential vitamins and minerals it needs in order to help keep your skin in tip-top condition.

Fruit and veg: Eating several different fruits and vegetables is by far the most reliable way to ensure you introduce nutrients into your diet, so make sure you up your intake this summer. According to the Food Standards Agency, a third of our daily diet should be made up of fruit and vegetables.

Aloe Vera Gel: Start your day off right with a freshly-poured glass of *Forever Aloe Vera Gel*. Our gels are rich in nutrients, are great for digestion and they can also help to leave you with a glowing complexion. Result!

Summer smoothies: Our 'strong but mighty' smoothies are the perfect way to add nutrients into your diet AND the drinks will help to keep you hydrated. Find your favourite flavour on page 13.

"Eating several different fruits and vegetables is by far the most reliable way to ensure you introduce nutrients into your diet."



▲ This summer essential is excellent at moisturising dry, irritated skin.



▲ Fill yourself with goodness by checking out our smoothies on page 13.

We love summer but we LOVE skin more, which is why we take skincare so seriously. Please make sure you are taking all the necessary precautions by following Forever's advice – you may not notice straight away, but we promise it'll make a difference!

Forever's summer heroes



Aloe Sunscreen: £12.73 | €16.72 | code: 199
Aloe Sunscreen Spray: £17.40 | €19.94 | code: 319
Forever Sun Lips: £4.26 | €5.12 | code: 462
Aloe Lips: £2.99 | €3.90 | code: 22
Forever Aloe Scrub: £13.44 | €17.64 | code: 238

Forever Marine Mask: £19.09 | €25.06 | code: 234
R3 Factor: £28.25 | €37.08 | code: 69
Aloe Lotion: £12.73 | €16.72 | code: 62
Cheddar Natural Spring Water (pack of 12): £14.76 | code: 265
Forever Aloe Vera Gel: £21.62 | €28.43 | code: 15



A Forever love story

*Whether she's on the red carpet, at champagne parties or at The Royal Ball, **Nicoline Artursson**, former Miss Sweden and Forever's Flawless Ambassador, always has Forever products in her purse...*

WHO IS NICOLINE ARTURSSON?

Nicoline grew up in Halmstad on the west coast of Sweden but moved to Paris to study when she was seventeen. One day, when she was having ice cream at a shopping mall, two people from an American clothing brand approached her and asked if she

was interested in modelling. From that moment her world changed and in 2011 she was crowned Miss Sweden. She was eighteen years old at the time and went on to participate in the world finals in London where she secured a place in the top fifteen.

In 2013, whilst at a champagne party during tennis week in

Båstad, Sweden, Nicoline met Forever Sweden's Country Manager, Fredric Alerstam. During their conversation, Nicoline's curiosity surrounding *Forever's flawless by Sonya* grew. She decided to try out some of the products and there was no turning back – she was in love.

MAKING THE SWITCH

"I started using the products and noticed how my skin improved," Nicoline says. "I also followed the instructions for the *Sonya Skincare Collection* to the letter, both morning and evening, and now I'm completely in love."

Although Nicoline never really had any serious skin issues, she did tend to get pimples and impurities after photoshoots since she had to wear a lot of makeup. "These products have changed my skin; I can actually see the results. I will never replace these products with anything else," Nicoline says.

But it's not just the *Sonya Skincare Collection* that caught Nicoline's eye. The *flawless by Sonya* cosmetics are also regularly found in her makeup bag.

Here are five products that Nicoline loves:



Flawless Master
Brush Collection

£24.00
code: 10188



Cream to Powder
Foundation
– *Vanilla Bisque*
£28.20 | €33.76
code: 384



Perfect Pair Eyeshadow
– *Sand Dune*
£19.66 | €23.53
code: 397



Defining Lip Pencil
– *Nude*
£14.53 | €17.40
code: 420

"It's so nourishing; it's almost like lip balm."

–
Nicoline on Delicious Lipstick

"The lighter shade gives you a beautiful glow when used as a highlighter on your cheekbones."

–
Nicoline on Perfect Pair Eyeshadow



Nicoline always looks naturally fresh, a difficult look to achieve on a hot and humid summer's day. Kate Lewis (pictured left), Head Office's internal *flawless* advisor, shares some tips on how you can create a summer-proof, natural look, just like Nicoline's:

1. The *Aloe BB Crème* is a fabulous product to use during the warmer months as it can create a healthy, natural, summer glow. This cream primes, hydrates, conceals and contains sun protection, and it's also super-quick and easy to apply.
2. For a little extra coverage under the eye area mix a little *Forever Alluring Eyes* with the *Concealer Duet*; this works wonders and leaves the skin feeling refreshed and cool – perfect on a hot summer's day.
3. I agree with Nicoline, the lighter shade within the *Sand Dune Perfect Pair Eyeshadow*



is a brilliant highlighter, and it also looks great when used under the brow. This shade will lift the eye area, giving the illusion of a lighter, brighter and more youthful look. The darker shade can also be gently applied through the eyebrow, creating a fuller look.

4. Add some colour to your cheeks by brushing over a light dusting of your favourite shade of *Brilliant Blush*, and then choose a complementing lip colour. My summer favourite is definitely the new *Parfait Luscious Lip Colour*.

Did you know? The mineral-based cosmetics within the *flawless by Sonya* range are finely milled from the earth; these mineral pigment particles bind to clean and moisturised skin which means they will stay put a lot longer than cheaper brands.



from hipster to suave...





The hipster style seemed to dominate the male scene in 2015, but this year you should ditch the drainpipes, top-knot and statement beard for an image that's a little more polished.

Follow our guide to male grooming and you'll be sure to rock up to your next summer event looking super smooth!



  Show us how you scrubbed up by posting a pic online using the hashtag **#SummerLoveYourBody**

GET A HANDLE ON YOUR HAIR

1

Don't underestimate the power of a decent hair style! Having a bit of length to your hair has been a popular look over recent years but you need to make sure you keep your cut under control. For an effortless look with maximum hold, try using *Forever Aloe Styling Gel*. Its aloe content will keep your hair looking strong, shiny and healthy and it can be used on wet or dry hair to add volume and shine.

Here are some of our favourite looks:

01 THE QUIFF



02 THE FULL-ON SLICK BACK



03 THE BACKWARD WAVE



04 THE SIDEWARD SWEEP



05 THE MESSY MANE



06 THE CASUAL FLOP



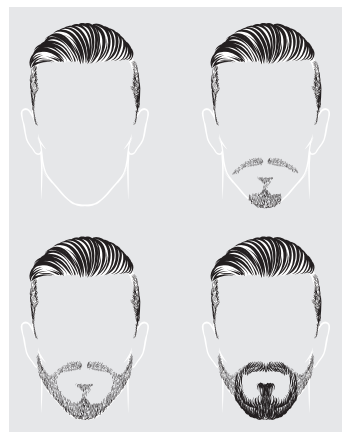
CLEAN UP YOUR CHIN

2

The lumberjack look, e.g. a big bushy beard, may be the preferred style for many twenty-thirty-something men, but quite frankly it's time to clean up and sport something that says sophisticated, not emancipated!

Forever's new *Aloe Shave* will protect and soften your skin, enabling you to achieve an enviably close shave. You don't necessarily have to lop it all off though!

These are some of our choice jaws:



THE FINISHING TOUCHES

3

Finish off your face with a splash of *25th Edition Cologne* or *Gentleman's Pride* and you'll be looking sharp and feeling fresh.

Remember: Even men should take care of their skin. We recommend you moisturise daily using the *Aloe Moisturizing Lotion*. *Forever Epiblanco* is also a must-have product, designed to brighten complexion and even skin tone.

Featured products:

Forever Aloe Styling Gel*: £12.73 | €16.72 | code: 194

Aloe Shave: £15.08 | €17.48 | code: 515

25th Edition Cologne: £39.24 | €51.52 | code: 209

Gentleman's Pride: £12.73 | €16.72 | code: 70

Aloe Moisturizing Lotion: £12.73 | €16.72 | code: 63

Forever Epiblanco: £16.97 | €22.28 | code: 236



*Available from June 2016



Turn over to find out how to finish off your new look...

Suit up!

An impeccable face is pointless when teamed with joggers and a grubby vest, so make sure you dress to impress by suiting up. Chucking on that dusty suit in the back of your wardrobe however is, I'm afraid, not the solution; make sure your new smart attire is as sharp as can be by following this simple guide:



- * Keep your tie classy – it's the first thing people notice. The tip of your tie should end at your beltline.
- * Jacket length is important: too long will make your legs look short but too short will make you look a bit boxy. Your jacket should cover the top of both your front zipper and your bottom.
- * Ensure you expose the cuffs of your shirt under the sleeves of your jacket by at least half an inch.
- * If you're a little bigger round the middle, a pocket hankie will draw people's attention upwards towards your face and chest.
- * Always unbutton your jacket before you go to sit down.
- * Get your trouser length correct. The hem should hit the top of your shoes; if they bunch, they are too long!

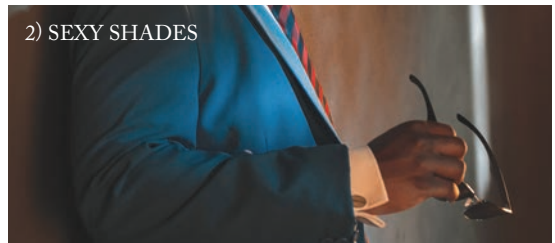
DON'T UNDERESTIMATE DETAIL

You are almost ready to show off your new look, but not before finishing it off with some all-important details. Whatever you do, don't forget...

1) A POSH WATCH



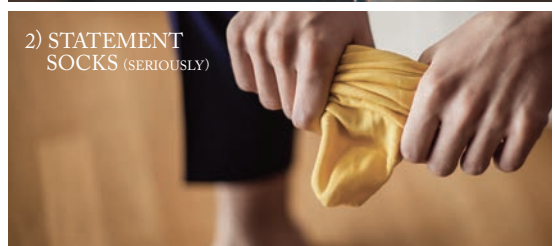
2) SEXY SHADES



1) SHINY SHOES







2) STATEMENT SOCKS (SERIOUSLY)





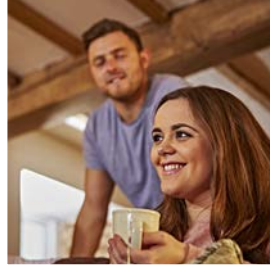
aloe at home

Transform your house into a home
with these impressive everyday
products from Forever.

  Let us know what Forever products
make your house a home; share your
  thoughts online using **#AloeMatters**

the lounge

Kick back and relax in the room that lets you truly unwind...



Aloe Blossom Herbal Tea: Promote inner calm and wellbeing with this soothing, refreshing, caffeine-free tea. Delicious served warm or with ice. Each pack contains twenty-five individually wrapped bags.



Aloe Lotion



Defense Forever Essential Oil and Carrier Oil: Create a relaxing atmosphere by adding the *Defense Forever Essential Oil* and *Carrier Oil* to an oil burner.

Forever Pomesteen Power: A great-tasting exotic drink, high in vitamin C, with added pomegranate and mangosteen, blended with a tasty mix of raspberry, blackberry, blueberry and grapeseed extract. Dilute with water to make a tasty squash.

Aloe Veterinary Formula: This easy-to-apply spray is ideal for soothing irritations, cleansing areas before applying dressings, or to achieve a glossy and conditioned coat after bathing.

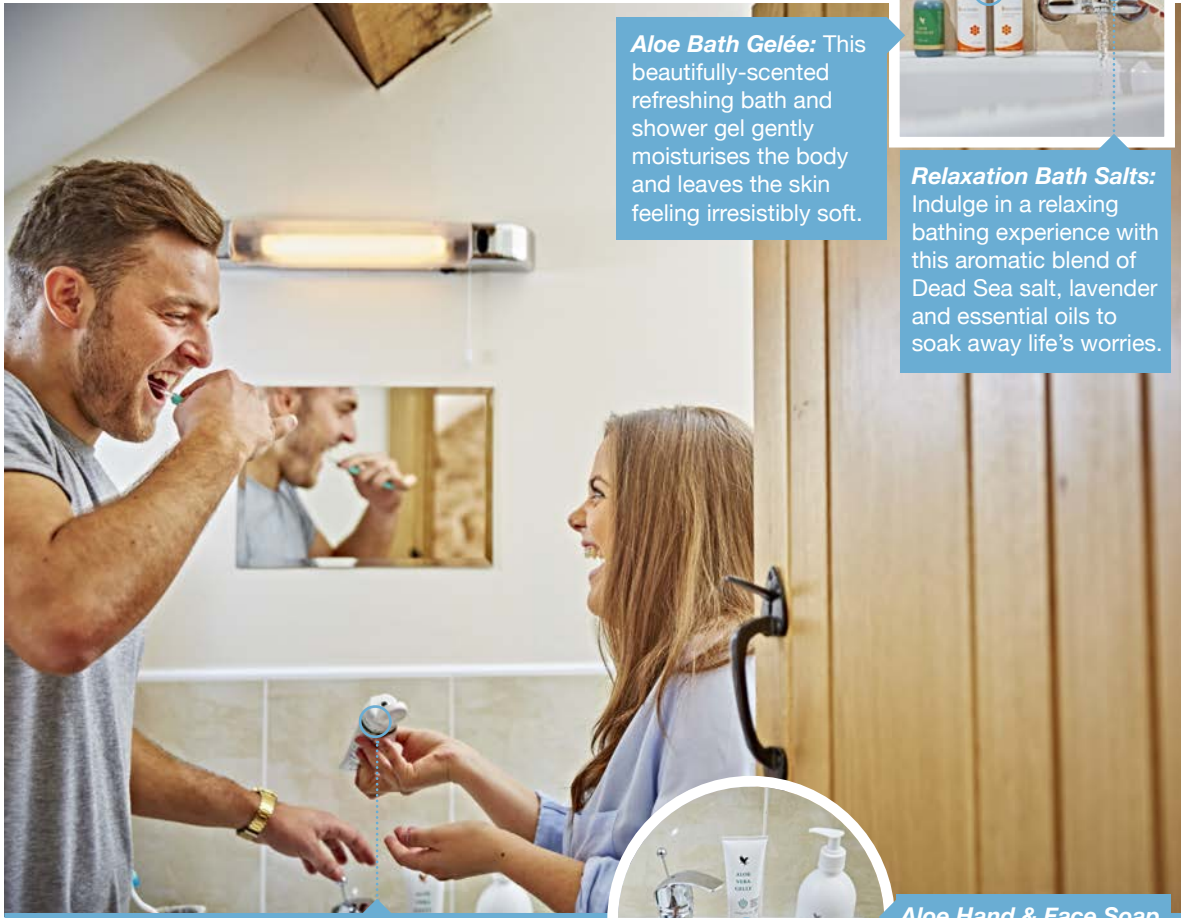
Featured products:

Aloe Blossom Herbal Tea: £12.63 | €16.03 | code: 200
Aloe Lotion: £12.73 | €16.72 | code: 62
Essential Oils - Defense: £31.81 | €36.79 | code: 510

Essential Oils - Carrier Oil: £19.33 | €22.35 | code: 505
Forever Pomesteen Power: £22.48 | €29.51 | code: 262
Aloe Veterinary Formula: £15.40 | €20.23 | code: 30

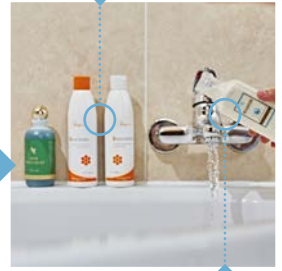
the bathroom

Prepare yourself for the day ahead by ensuring you have all your bathroom essentials to hand...



Aloe Bath Gelée: This beautifully-scented refreshing bath and shower gel gently moisturises the body and leaves the skin feeling irresistibly soft.

Volume Shampoo & Volume Conditioner.



Relaxation Bath Salts: Indulge in a relaxing bathing experience with this aromatic blend of Dead Sea salt, lavender and essential oils to soak away life's worries.

Aloe Hand & Face Soap

Forever Bright Toothgel:

Enjoy the natural mint flavour that will leave your mouth feeling refreshed and your teeth clean.



Aloe Vera Gelly

Featured products:

Aloe Bath Gelée: £14.47 | €18.99 | code: 14
Relaxation Bath Salts: £22.80 | €25.92 | code: 286
Volume Shampoo: £19.52 | €22.82 | code: 351

Volume Conditioner: £19.52 | €22.82 | code: 352
Forever Bright Toothgel: £5.98 | €7.82 | code: 28
Aloe Vera Gelly: £12.73 | €16.72 | code: 61
Aloe Hand & Face Soap: £11.27 | €14.81 | code: 38

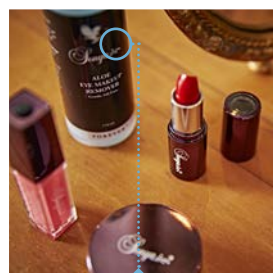
the bedroom

Cover your bedroom in beautiful things with this delightful collection of aloe-infused personal care products and cosmetics...

- 25th Edition Eau de Parfum for women
- Aloe BB Crème
- Aloe Lips

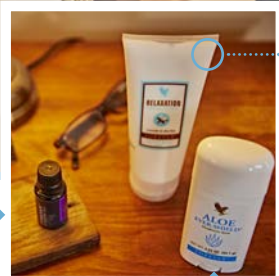


25th Edition
Cologne for men



Aloe Eye Makeup Remover

Lavender Forever Essential Oil: This floral oil is perfect in the bedroom when trying to create a soothing and relaxing environment.



Relaxation Massage Lotion: Rub away the aches of the day with this nourishing massage lotion. Better yet, get your partner to massage your shoulders for you!

Aloe Ever-Shield Deodorant: Everyone needs a deodorant that provides effective, all-day protection! This gentle yet powerful product is non-irritating and does not stain clothes.

Featured products:

25th Edition for Women: £39.24 | €51.52 | code: 208

25th Edition for Men: £39.24 | €51.52 | code: 209

Aloe Lips: £2.99 | €3.90 | code: 22

Aloe BB Crème (Nude)*: £32.64 | €39.06 | code: 371

Aloe Eye Makeup Remover: £9.40 | €12.34 | code: 186

Essential Oils - Lavender: £30.88 | €35.69 | code: 506

Aloe Ever-Shield Deodorant: £6.31 | €8.30 | code: 67

Relaxation Massage Lotion: £21.38 | €24.28 | code: 288

*Other shades available

the kitchen

Keep your cupboards loaded with these fine Forever products and the heart of your home is certain to keep beating...



Forever Aloe Vera Gel

Forever Daily: A food supplement designed to deliver 100% of the recommended daily allowance (RDA) of essential vitamins and bio-available minerals and nutrients.



Forever Bee Honey

Forever Aloe Multi-Purpose Detergent (MPD): An environmentally-friendly, all-purpose detergent that effectively lifts grime and cuts through grease. Tackle your laundry, floors, bathroom, tiles, carpets and dishes with this highly concentrated formula.



Forever Hand Sanitizer



Forever Lite Ultra:
Check out our smoothie recipes on pages 18-19.

Featured products:

Forever Aloe Vera Gel: £21.62 | €28.43 | code: 15

Forever Daily: £19.02 | €22.77 | code: 439

Forever MPD: £20.66 | €27.20 | code: 307

Forever Hand Sanitizer: £3.53 | €4.05 | code: 318

Forever Bee Honey: £15.17 | €18.39 | code: 207

Forever Lite Ultra (Choc): £19.72 | €22.29 | code: 471

Forever Lite Ultra (Van): £19.72 | €22.29 | code: 470

Competition

crazy



THIS SUMMER WE WILL BE RUNNING A COLLECTION OF **COMPETITIONS** THAT RELATE TO THIS ISSUE OF ALOE MATTERS.

Make sure you keep an eye on social media and the Aloe Matters Facebook tab (found via www.foreveraloematters.com), between June and September 2016, to be in for a chance of winning some top prizes. Every competition will vary and details will be announced online.

Competitions will begin on the 1st of June, so keep an eye on the facebook tab for details throughout the summer. Winners will be announced on the facebook tab before the next competition begins. To find out more, and for full terms and conditions, please visit:

www.foreveraloematters.com

or

www.foreverknowledge.info

In our last issue of Aloe Matters magazine we set readers the challenge of taking a photograph of themselves reading Aloe Matters in a weird and wonderful location – the stranger, the better!

We received some brilliant entries and we really enjoyed seeing your interpretation of the comp. We are pleased to announce Catherine Harrall as the winner of the Aloe Matters winter competition. This shot of her diving underwater with the magazine has won her £250 in travel vouchers. Well done Catherine!



We will be rewarding various prizes, including:

- £250 IN TRAVEL VOUCHERS
- £150 IN EXPERIENCE DAY VOUCHERS
- FOREVER MERCHANDISE WORTH £100



Visit www.foreveraloematters.com to find out more and to enter the monthly competitions.

RUNNERS UP

We were really impressed with the imagination and creativity that went into many of the photographs that were entered, and we want to thank everyone who took part.

Here are some of our favourites:

- 1 Emma Claire Naylor
- 2 Michelle Schwim
- 3 Luke Robinson



flower power

Did you know that our world is packed with incredible natural ingredients? Flowers may look and smell gorgeous, but they don't just have to look pretty in our gardens or in a vase. Many plants can also be dried, crushed or used as extract to create new and impressive products. Here are four powerful plants that we absolutely love:

Lavender

Lavender is a beautiful purple flower and an impressive plant that can be dried and added to food and beverages, or extracted from, for use of its scent.

Lavender is a popular ingredient in oils, skincare and bathing and England is home to many impressive lavender farms as the shrub thrives in English soil. Its pleasant, slightly sweet aroma is often said to relax individuals and it has been a popular herb for centuries.

Several Forever products contain lavender, mainly for its scent, but the *Lavender Forever Essential Oil* contains it in its purest form. Use this oil in a burner (mixed with *Forever Carrier Oil*) to soothe, balance and relax.



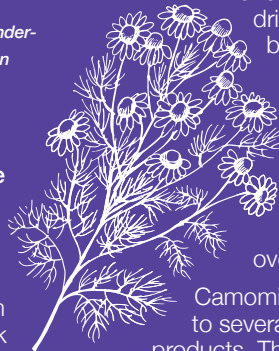
The *25th Edition Cologne*, amongst other things, contains Mediterranean lavender and the *Aroma Spa Collection* also contains the fragrance. *Relaxation Massage Lotion*, *Relaxation Bath Salts* and *Relaxation Shower Gel* contain lavender to help encourage a more relaxed frame of mind.



Check out our lavender-infused smoothie on page 18.

Camomile

Camomile is the name given to a range of daisy-like plants that grow throughout Europe. The name 'camomile' derives from French, Latin and Greek



and can be translated literally as 'earth apple'. The flower was a popular remedy during ancient times but now it is commonly dried into a herb, used to create a fragrant and calming tea.

Forever's Aloe Blossom Herbal Tea also contains the flower, along with several spices, including cinnamon, ginger and cardamom. This tea also makes for a refreshing summer

drink: pour two cups of boiling water over four teabags and brew for three to five minutes. Remove teabags, add two cups of cold water and chill in the fridge. Serve over ice.

Camomile is also added to several of our skincare products. The plant provides

Aloe Blossom Herbal Iced Tea

Try this tea for a refreshing summer drink:



Pour two cups of boiling water over four teabags and brew for three to five minutes. Remove teabags, add two cups of cold water and chill in the fridge.

Serve over ice.

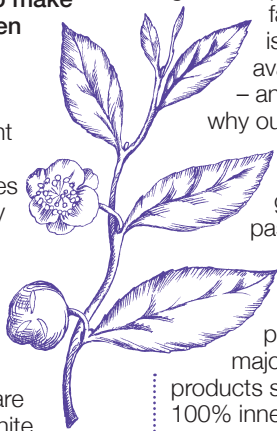
Tip: Add lemon to make an extra refreshing iced tea.

a delightful aroma but it is also kind to skin. *Gentleman's Pride*, *Aloe Moisturizing Lotion* and *Aloe Propolis Creme* all contain camomile.

Camellia sinensis

Camellia sinensis is often dubbed the 'tea flower' since this is predominantly what the shrub is used to make – usually of the green variety! Green tea extract is usually associated as being a powerful antioxidant and, when used in skincare, its properties are said to help delay the ageing process through its ability to protect the skin from oxidation. The plant is typically found growing in Asia and its flowers are usually yellow and white.

Aloe Refreshing Toner and *Aloe Nourishing Serum*, crucial components of the *Sonya Skincare Collection*, both contain camellia sinensis and both products are renowned for hydrating and replenishing skin.



Aloe vera

The majority of Forever's products contain aloe vera, an incredible plant that has been recognised for its beneficial properties since ancient times.

Forever treats its aloe vera differently and uses a special patented process to ensure the gel is the purest it can be. In fact, Forever's aloe vera is one of the purest available on the market – and one of the reasons why our products are so good – as we treat the aloe vera plants with the greatest care, avoiding pasteurisation, freeze-drying and heating so that the plant retains its beneficial properties. The majority of Forever's

products start as 100% inner leaf gel until just enough other ingredients are added to eventually produce another outstanding product.



Our power plants:



Featured products:

Aloe Blossom Herbal Tea: £12.63 | €16.03 | code: 200

Gentleman's Pride: £12.73 | €16.72 | code: 70

Aloe Moisturizing Lotion: £12.73 | €16.72 | code: 63

Aloe Propolis Creme: £15.56 | €20.47 | code: 51

Essential Oils - At Ease: £27.34 | €31.62 | code: 509

Essential Oils - Soothe: £45.49 | €52.61 | code: 511

Essential Oils - Lavender: £30.88 | €35.69 | code: 506

Essential Oils - Carrier Oil: £19.33 | €22.35 | code: 505

25th Edition Cologne: £39.24 | €51.52 | code: 209

Aroma Spa Collection: £62.86 | €71.43 | code: 285

Relaxation Massage Lotion: £21.38 | €24.28 | code: 288

Relaxation Bath Salts: £22.80 | €25.92 | code: 286

Relaxation Shower Gel: £18.85 | €21.45 | code: 287

Aloe Refreshing Toner: £27.91 | €37.45 | code: 279

Aloe Nourishing Serum: £34.69 | €46.52 | code: 281

Sonya Skincare Collection: £130.67 | €175.31 | code: 282

The power of a positive mindset.

A positive mindset can be defined as a mental and emotional attitude that consistently anticipates positive results. A person with a positive mindset presumes happiness will result and that any difficulty that should arise can be overcome...



“Visualising the favourable outcome and believing that it is possible is more likely to cause it to come to fruition.”

It's easy to instead dismiss yourself as a negative or neutral person, using an excuse like 'that's just the way I am', but positivity is in fact an attribute that can be learnt and embedded into anyone's life. A mind occupied by negative thoughts, feelings of failure, worry and self-loathing, will often lead to situations developing in the very way that person fears. Yet somehow, it is more difficult to understand how the opposite end of the spectrum – the positive approach – can be of benefit. Visualising the favourable outcome and believing that it is possible is more likely to cause it to come to fruition. And, if it doesn't, treating it as a chance to improve (rather than beating yourself up) will allow you to move forward and get that bit closer to what you hope to achieve. Many people assume that happiness follows success, but what if, actually, success follows happiness?



Barbara Fredrickson, a positive psychology researcher at the University of North Carolina, conducted an experiment to explore what impact stirring positive emotions would have on people. She found that participants who experienced feelings of joy and contentment were able to express a future full of far more potential than those who had experienced negative feelings. Her experiment implies that thinking positively gives hope to a situation; with hope comes possibility,



Try this:

Our diaries tend to get full very quickly. We schedule in meetings, conference calls, appointments, etc., but what about 'play'? Actively try blocking out some time for yourself. You'll be surprised at what impact it can have!



Did you know?

Affirmations will help to build your self-confidence. Put affirmations around your home and watch your confidence soar. Make sure your affirmations are specific and written in the present tense.



How do people see you?

Attitudes are contagious and the people around you will pick up on whatever vibes you let off. Negative people are little fun so make sure you avoid sucking the life out of others!



possibility opens one's mind, and this in turn will enable one to build new skills. Fredrickson refers to this as the "broaden and build" theory. Often someone with a positive attitude will walk tall and exude confidence, but adopting a positive approach can also help to build skills that will benefit you throughout life. For example, an optimist will often try to improve situations through problem-solving – a fundamental skill for many a career. In contrast, a pessimist would tend to dwell or ignore such situations, and this can often cause prolonged stress, or worse, depression.

Life will inevitably chuck bad things in our path, but it is how we deal with those incidences that impact the outcomes that follow. Having belief and seeing such circumstances as an opportunity to learn and grow will, in turn, have a positive impact

on your physical and mental health. Suzanne Sergerstrom, another positive psychology researcher agrees: "Optimists are in general both psychologically and physiologically healthier." Sergerstrom's research looked at the way people approached specific situations in their life. She found that those who were optimistic exhibited a stronger immune response than those who thought negatively. Similarly, the Mayo Clinic reports that optimistic people often live longer since they experience less stress-induced health issues.

Whether you believe it or not, I challenge you to give positive thinking a whirl. Minimise negative self-talk and see what effect doing so has on your overall wellbeing. I'm a glass half-full kind of girl, so my guess is that you'll be pleasantly surprised!

“Possibility opens one’s mind, and this in turn will enable one to build new skills.”




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 Turn over to hear our F.I.T. Ambassadors thoughts on having a positive mindset in sports...



“I’m a big believer in positive energy; the mind leads the body...”
– Mike Tuck



When it comes to sports and fitness, having the right mindset is crucial. Your attitude can impact every element of your game, from training to delivery, and so it’s important to ensure you approach it in a healthy manner. Forever F.I.T. Ambassadors Mike Tuck and Navid Mansouri, two incredibly talented and professional sportsmen – both experts in their fields – shared their thoughts on adopting a positive mindset:

“Before you go through with a fight there’s this period you go through where you just need to remain focused. You need to prepare your body and your mind and this means positively focusing on the end goal. It is so important that I go into every fight believing that I will win. When you want to succeed as much as you want to breathe, that’s when you’ll be successful.”

Navid Mansouri, Professional Boxer

“I’m a big believer in positive energy; the mind leads the body, so I can only perform to my fullest potential when I’m in the right mental state. A positive mindset can be the difference between winning and losing, and since the court is my sanctuary, every time I step onto the floor I let all the negative energy leave my body.”

Mike Tuck, Professional Basketball Player for Sheffield Sharks.

Twelve tips to positivity:

- 1 Write down what you’re thankful for...**
Doing so will put things in perspective and gratitude will start to become an instinctive reaction.
- 2 Surround yourself with positive people...**
Your mood will be lifted and their behaviour will begin to rub off on you.
- 3 Take care of yourself...**
Eating well and getting plenty of rest and exercise will help you to feel healthier both physically and mentally.
- 4 Take responsibility for actions...**
Instead of playing the role of the victim, try taking control of your life by learning from your mistakes.
- 5 Reach out to the community...**
It’s amazing what effect volunteering and helping others can have on the way you think.
- 6 Compliment others...**
Doing so regularly (and genuinely) will turn ‘looking for the good’ into an instinctive habit.
- 7 Read inspirational books and articles...**
Consuming positive material will have an effect on the way you think, ultimately encouraging positive thinking.
- 8 Consider the consequences...**
If you think you’re going to fail at something, the chances are you will. Don’t set yourself up for a fall!
- 9 Work towards a goal...**
This will help you to remain focused, giving you the motivation to overcome any obstacles.
- 10 Identify and replace negativity...**
Recognise when you’re being negative and replace those thoughts with something more beneficial.
- 11 Practice makes perfect...**
The above won’t happen overnight so make sure you persevere with these practical tips.
- 12 Don’t give up...**
Keep persisting; you will eventually get there!

FOREVER LITE ULTRA

Shake up your diet, lifestyle and exercise routine with naturally-flavoured, plant-powered protein.

Forever Lite Ultra contains vital vitamins and minerals and is available in two flavours. This versatile product can be used if you're watching your calorie intake, or as a filling protein shake if you're trying to gain weight.



Marcus Leach, Adventurer & Global F.I.T. Ambassador

Forever Lite Ultra - Vanilla: £19.72 | €22.29 | code: 470
Forever Lite Ultra - Chocolate: £19.72 | €22.29 | code: 471



FOREVER

Forever's values

Many people outside of Forever are aware of Forever as a company, but the extent of this understanding doesn't always extend much further than the knowledge that we produce aloe vera-based products retailed through network marketing.

Aloe may play a significant role, but deeply woven values and ethics have also helped to shape the core of Forever. It is these values, alongside our mission statement, that make our company truly impressive.



"AVA ensures the products are produced effectively, efficiently and to the highest quality possible."



WE PRODUCE QUALITY PRODUCTS

The raw materials can vary based on the method of harvest, the season and climate, and the storage conditions. Therefore, to minimise these variations and to ensure the quality of our aloe, all the leaves are processed and packed for shipping to our manufacturing facilities within hours of harvest.

Our manufacturing plant, Aloe Vera of America (AVA), located in Dallas, Texas, usually takes four months to finish making a product from the moment the raw ingredients arrive. This is because they want to be certain that our products are of the highest quality, a value that Forever regards as a crucial component to the way they build business.

Last year AVA used over five million gallons of pure aloe across all our products – that's the equivalent of filling up your bath tub every single day for 275 years!

Due to the phenomenal growth experienced, AVA has invested in new state of the art equipment so that it can ensure the products continue to be produced effectively, efficiently and to the highest quality possible.

We understand that our reputation relies on the quality of our products, and quality brings results. Thousands of raw materials arrive at AVA every single day and every one of these is tested before it is put into the products. This ensures there are no microbes, traces of fungus or heavy metals, etc.

The raw material is then tested again before it goes through the manufacturing process, with a final test upon completion. And if that wasn't enough, stability testing is carried out with final checks to ensure that our products are as pure as possible before reaching our FBOs and customers. In total, AVA performs over 1.5 million quality tests per year; this is the equivalent of one test every twenty seconds, twenty-four hours a day!

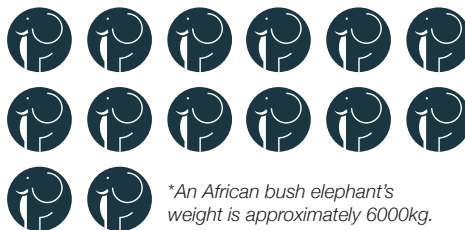
WE CONSIDER THE ENVIRONMENT

Forever continually assesses practices in order to improve its operations. We don't do it because it's trendy; we do it because we believe it's the right thing to do!

Forever products go through a remarkable process; a process which always starts with the aloe plant. Our aloe plants grow on our plantations in the Dominican Republic and in Texas, USA. Here we own

DID YOU KNOW?

We process over 85,000kg of aloe vera a day... that's more weight than 14 African bush elephants.*



**An African bush elephant's weight is approximately 6000kg.*

over 6,500 acres of aloe – the Dominican is home to the largest aloe plantation in the world – and we are constantly doing our best to ensure that we have a high yield, but we also ensure that we consider the environment.

We have recently undergone a process which reduces our water consumption; we realise that water is an important natural resource so we've instigated a new irrigation system. Rather than max-irrigating the fields like we have done in the past, we actually use a drip system which spots the aloe plant. This is a much more effective system and has dramatically reduced our water consumption since its implementation.

Our aloe leaves are hand-picked and treated with great care. The leaves are processed within hours – ensuring you get the purest, freshest aloe vera gel, intact with all its inherent qualities – and we actually

process over 85,000kg a day. Approximately 30,000 of those kilograms could be seen as waste – we take out the inner gel and leave the rind – but instead of wasting the rind we grind it up and put it back in the soil as a natural fertiliser. We don't use chemical fertilisers on our aloe. Similarly, we do not want to use traditional pesticides on our plantation, a plantation which is home to over 30 million aloe plants.

The best pest control we have introduced to our fields is in the form of our world famous aloe goats; our fleet of goats eat all the unwanted weeds which allow a superb crop to grow without compromising the health of the aloe.

We are also always looking to see what we can do to reduce our carbon footprint and you may have recently noticed some changes in our packaging.

We have also introduced a tight and regulated recycling programme at Aloe Vera of America to ensure we are not wasting anything that does not need to be wasted.



DID YOU KNOW?

Twenty aloe plants are able to convert the same amount of CO2 into oxygen as one tree. So, by aloe alone, Forever is already cleansing the earth of two million US tons of CO2 every year!



"The best pest control we have introduced to our fields is in the form of our world famous aloe goats."



WE CARE ABOUT OTHERS

With over forty years of inspirational leadership and sound management principles, Rex Maughan, Forever's CEO, has dedicated most of his life to helping people achieve what they want in life. He has always considered the wellbeing of other people, and this consideration has always extended to those who work for him. Forever employs local farmers to tend to its aloe plantations. They are provided with excellent working conditions and their steady jobs and pay are known to be the envy of neighbouring communities.

Forever also cares about animals and continues to pledge to not use animal testing on our raw ingredients, finished products or at any point during the product development and manufacturing process. Forever is committed to not

using animal testing and has been certified by the Leaping Bunny Programme as 'cruelty-free'. This means that our products have met the strict criteria of Leaping Bunny's Corporate Standard of Compassion for Animals.

What you may not know is that Rex Maughan is also the founder and CEO of Forever Giving, a charity that aids other charitable organisations to help them in their efforts to improve the human experience. This may be through the fight against hunger and poverty, or through addressing the lack of services for children and families. In fact, Rex considers that out of everything he has achieved, his greatest accomplishment is actually being able to help others around the world. To learn more about the incredible work that Forever Giving does, or to make a donation, please visit forever-giving.org.



▲ Forever Business Owners at the 2015 Global Rally, packing food bags to help prevent world hunger.



FOREVER'S MISSION STATEMENT



We will create a profitable environment where individuals can, with dignity, be what they want to be, where integrity, empathy and fun are our guides. We will create and cherish a passion for, and belief in, our company, our products, and our industry. We will seek knowledge and balance, and above all, we will be courageous as we lead our company and Forever Business Owners.

Forever's mission statement is the cornerstone of everything we do as a company. We seek to empower people by offering them an honourable opportunity, one that releases their potential, builds confidence and encourages them to give back to others. We believe that our products and Marketing Plan are truly remarkable, and we will continue to be a market leader that isn't afraid to develop and learn. Ultimately, we are proud to lead generation after generation of Forever Business Owners. It's exciting to see so many people embrace success as they build their business; a business that inspires, motivates and recognises the value of teamwork; a business that provides security, promotes wellbeing and positively impacts others.

If you are interested in finding out more please speak to the Forever Business Owner who gave you this magazine. Alternatively, please call Forever Head Office on 01926 626 629.

HAVE YOU ALWAYS BEEN THE INDEPENDENT SORT?

Want to set your own schedule, make your own decisions and be your own boss?

Forever gives you the flexibility and financial rewards you crave.

BOARD MEETING

Embrace your dream.

If you are interested in finding out more please speak to the Forever Business Owner who gave you this magazine. Alternatively, please call Forever Head Office on 01926 626 629.



FOREVER

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

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Forever is a member of the Direct Selling Association (DSA).

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