

SWEDEN DENMARK FINLAND NORWAY

# BEAUTY

by FOREVER

10  
TIPS

**THINK YOURSELF  
GORGEOUS**

*Smashing style tips  
for ladies and  
gentlemen*

*Inspirational  
Magazine!*

**Nicoline  
Artursson**

*From Miss Sweden to Forever*

**Guide SKIN CARE TO  
MATCH YOUR AGE**



# BEAUTY

## Facts & Figures

*Our left side is our most beautiful side*

When US college students in a study were asked to rank photos of ten male and ten female faces, all photos that showed faces from their left was found more aesthetically pleasing than the others.

**50 % = BALD** BALDNESS WILL NOT BE VISIBLE UNTIL YOU'VE LOST MORE THAN HALF OF THE HAIR ON YOUR HEAD.

**SKIN CARE IS NO. 1**

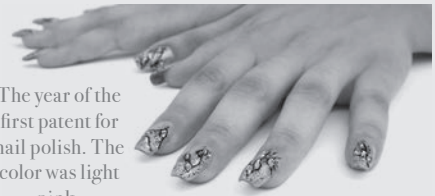
At **34%**, skin care products make up the bulk of the cosmetics industry. The fastest growing segment is nail polish.

**58-98 IN 12 YEARS**

In 1938, 58 % of women owned at least one lipstick. In 1950 the equivalent number was 98 %.

**1919**

The year of the first patent for nail polish. The color was light pink.



**£12 000 AND TWO YEARS**

A British study shows that the average woman spends over £ 12,000 on beauty products in her lifetime – and two years of her life using them.

**1880**

The year when the first commercially successful lipstick was released.

**14 000 SHAVES**

The average man shaves 14 000 times in his lifetime.



# 4

Beauty by  
Nicoline



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## BEAUTY BY FOREVER

What is beauty to you? Psychologists, historians and anthropologists have been researching the subject for ages, and though they've found that historical and cultural factors all play a part, there are some things people all over the world find beautiful. For example, radiant skin and thick, lustrous hair. In this magazine, we'd like to offer you new inspiration on how to

bring forth your own, unique beauty. It's, of course, about skin care and makeup, but you'll also get to meet the beauty queen who believes that beauty has a purpose. You'll even learn how to think yourself beautiful – and more...

Happy reading!

# 9

Forever Loves Makeup



**Want to know more about our beauty products?  
Talk to your Forever Business Owner!**

**Skin care – not only  
for the ladies**

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Peter Gaudiano, Shutterstock.com



20  
Beauty  
throughout  
the ages



# BEAUTY by NICOLINE

*Nicoline Artursson is only 22 years old, but she has already experienced more of the beauty business than most of us do in our lifetime. She's been a model for well-known brands and seen the spotlight as one of the world's most beautiful women in the Miss World contest. Today she's the face of Forever Living Products beauty line. Here, Nicoline shares her views on beauty – and her best beauty tips.*

PHOTO: Peter Gaudio

**A**ged 17, Nicoline packed her bags and left for Paris. The plan was to study economics, but once there it didn't take long before the model scouts spotted her, and her career took off. Though for an adventurous and curious girl as Nicoline, this was far from enough... The next step was winning the Miss Sweden contest. This gave her the opportunity to represent Sweden in the world's biggest beauty contest: Miss World, where she placed herself in the top 12 out of 127 participating countries.

– It's among the biggest and mightiest things I've done. All the extraordinary people I've gotten to meet around the world, all the different cultures and exciting places have really given me a broad perspective on life and our fellow man, Nicoline says.

## **BEAUTY AS SOMETHING POSITIVE**

Nicoline believes that beauty contest is not all about appearance and weird ideals. It's just as much about standing up and selling yourself in a way that enhances your value for everyone who's watching. It's about showing your true beauty, something Nicoline believes can be made up of many different things:

– Beauty to me is about true passion. It can be your personality, something you're good at, or how you treat people – just as well as a stunning look. I believe that beauty has a purpose. When you find yours, use it right, and you can achieve anything you want.





**AMBASSADOR FOR A BEAUTIFUL BUSINESS**

In her job as a Forever ambassador, Nicoline is involved in everything from product development and promotion to training in skin care and makeup as well as projects for helping Forever Business Owners around the world boost their businesses. A perfect match for a girls who seems to be a born entrepreneur.

– Being my own brand and at the same time inspiring others, helping them achieve their dreams and goals in life, this gives me an enormous joy and willpower. To show people that anything’s possible, that it’s not so dangerous to “put yourself out there” – I believe this is important to everybody. And, there’s definitely beauty here too, like someone who has built their business from scratch and become successful.

**EXERCISE FOR LIFE**

With a mother who’s a former Danish champion in tennis and a triathlete for a father, perhaps it’s no wonder Nicoline loves

working out. Exercise is vital for feeling better, she says. And feeling better is connected to looking better.

– Feeling that my body is working and that it’s strong is very important to me. I want to feel fresh and alert. And, in my experience, exercise and a healthy lifestyle helps me do so much better in everything else I do in life.

*"Taking care of your body – showering, exercising and eating tasty and healthy food is important. Surround yourself with love – and, by all means, spread the love!"*

**OBSESSION WITH LOOKS AND BEING WHO YOU ARE**

When asked if she thinks we’re living in a society obsessed with looks, Nicoline agrees. In her opinion it goes even further

than how we people look: it’s also about the appearance of our homes, our pets and so on... Her advice on how to deal with this is to understand what’s real in life, but at the same time allow yourself to dream. To keep your feet on the ground, but never be afraid of standing out in the crowd. Be who you truly are, and share that joy with others.

**HAPPY GIRLS ARE THE PRETTIEST // AUDREY HEPBURN**



*Want to see more of Nicoline?*

Check out her awesome Instagram @nicolineartursson



### GOES SHOPPING WITHOUT MAKEUP

Despite her role as a beauty ambassador, Nicoline does not hesitate to leave the house without makeup. She says that lots of cosmetics doesn't automatically make you more beautiful. But she considers it important take care of yourself, mostly for your own sake. Nicoline says she focuses on the fact that beauty comes from within. But is that really as simple as it sounds?

– Taking care of your body – showering, exercising and eating tasty and healthy food is important. Surround yourself with love – and, by all means, spread the love! If you treat your body right, it will make you glow. Can you feel an inner peace? Can you receive love and warmth and pass it on? Then your appearance will radiate health and give you a wonderful charisma.

### NICOLINE'S BEAUTY ROUTINE

*It's vital to understand that your inside is connected with the outside. What gets inside your body will show in your appearance. Ever since I discovered the combination of Forever Aloe Vera Gel and the Sonya Skin Care line – I'm sold. It was a true "hallelujah moment". Every morning and evening I drink my Gel, then I cleanse my face and moisturize, using my Sonya Skin Care products.*



*Always let your skin's current condition decide. Let's say you wake up with oily skin. Then, it's easy to believe you should use a light day cream, but your skin is actually telling you that it needs nourishment and is desperately trying to replenish its moisture by itself. In this case, you need a rich, deep moisturizing face cream.*



### NICOLINE'S BEST MAKEUP TIP go for the big eyes

*Here's how I do it: Start with applying Volumizing Mascara, since its fibers work sideways, to get a wide, luscious look. Then, finish off with Lengthening Mascara because its fibers work upwards. Place the brush in the middle of the lashes, then pull it outwards, almost to the tips, and hold the brush there for a while (about 15–25 seconds, experiment a little to find your perfect time). Then, take the brush the rest of the way. Keep layering until you've got your desired result.*



### NICOLINE'S TIP FOR HANDLING A REAL "bad-hair-day"

*There are days when everything goes south. But I've realized that you shouldn't stop yourself from feeling anger or frustration. Let yourself feel the "pain" – it'll do you good. And those days that are just about bad hair, remember it's not the end of the world. Just laugh at it and look at it as a cool hairdo. Twist up your tangled hair into a tousled knot and boom: you have a stylish, casual look.*





5 THINGS

1.

*At the age of 10, Nicoline arranged a biking school for her friends on the block*

2.

*Nicoline loves to write – both stories and songs*

3.

*She once came second in the Mini Olympics in team gym*

4.

*Nicoline loves nuts and avocado*

5.

*She can be a real night owl*



RIGHT  
NOW

# THE TRENDIEST MAKEUP

In the mood for a change? Some new makeup is an easy way to update your look. Here are some trends we think worthy of attention. Let's get inspired!

## Get inspired!

### **90s lips**

Dark, rich lipstick tones adds delicious drama to your look. Red is always right, but dare to try a plum or brownish hue as well. Extra cool paired with light eye makeup.

### **Or frosted lips**

After several seasons of matte lipsticks the frosted and shimmering ones are back. Lovely news, since many of these are easier to wear than their matte colleagues.

### **Bronze eyeshadow**

Metallics aren't new, but after gold and silver comes warm, bronzy tones. These give your face a nice warmth and works perfect with the dark 90s lips.

### **Strong brows**

The trend with power brows persists. But now, they're supposed to be shaped well so enlist help from an expert is you're feeling unsure. More and more salons have brow stylists, so you'll be sure to find one near you.

### **Loads of lashes**

At the moment, you can't really have too much lashes. Go for a really good mascara.

### **New smoky eyes**

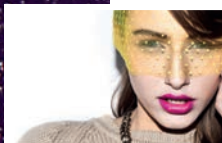
The smoky eyes are back, but in a new form. This time around, think "less is more", a little more subtle and sophisticated. Looks great with nude lips.

### **Rosy cheeks**

Imagine the color of your cheeks after you've been out on a nice, long winter walk. That natural, rosy look is super-hot right now.

### **No makeup-makeup**

Perfect skin, nude lips and neutral eyes. This is possibly the most popular and versatile trend there is at the moment. It's all about using makeup to hide possible flaws and bring out your own, natural, beauty.



**"Makeup is self-confidence applied directly to the face."**



# Forever loves makeup



## Brilliant Blush

Silky smooth blush with Aloe Vera. Provides wonderfully sheer color to bring forth, define and shape your cheeks. Creates a natural, healthy and beautiful glow. Choose from six beautiful shades.

## Flawless Volumizing Mascara

Luxurious, full and dramatic black lashes. Flawless by Sonya™ Volumizing Mascara with Aloe Vera creates voluminous and beautifully curled lashes for the glamorous look.

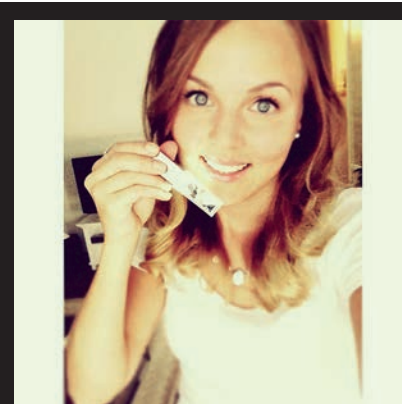


## Flawless Lengthening Mascara

Lengthen your lashes with the Aloe Vera enriched flawlessly by Sonya™ Lengthening Mascara. Creates long, well-defined lashes for a natural, yet unforgettable, result.

## Concealer Duets

Smart double-sided concealer pencils with two perfectly complementary shades in each. The creamy formula with Aloe Vera is easy to use; it provides excellent coverage and a smooth, flawless finish. Choose between three different color combinations.



@pempsuu loves Luscious Lip Colour

See more FBO Beauty Favorites on Instagram at #forevbeautyfav

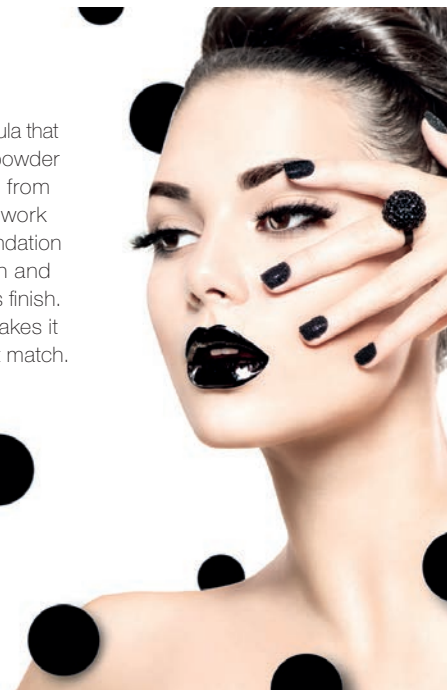


FBO Favorite



## Cream to Powder Foundation

A wonderful creamy formula that transcends into a silky powder when applied. Extracts from Aloe Vera and Orchids work together to create a foundation that melts into your skin and gives a smooth, flawless finish. Nine different shades makes it easy to find your perfect match.



Hottest at the moment: dark lips!

## Delicious Lipstick

Our luxurious lipsticks enriched with Aloe Vera provides beautiful color with a smooth sensation. Choose between 12 delicious colors – from sheer to dramatic. Who are you today?



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# CHOOSE SKIN CARE TO MATCH YOUR AGE



A fresh, radiant complexion is on everybody's wish list. But what to do to get it? Step one is not to use the same skin care products your whole life, but instead pay attention to what your skin needs right now. Because your skin is changing with the passing years.

---

## 20+ SKIN



Right now, it's time to create some good habits to keep your skin's youthful glow. Your best weapon for that fight? Sunscreen. Some people also notice that their skin gets slightly drier, so don't cut corners with your moisturizing. Wash your face both morning and night – but if you need to prioritize, do it in the evening. Never fall asleep in your makeup. To remember to use your moisturizer, put it next to your tooth paste. Apply it all over your face, neck and décolletage. And, if you're using anything against acne, you may need to change your product to something less dehydrating.

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### YOUR KEY PRODUCT

#### **ALOE SUNSCREEN**

Silky smooth sun lotion with Aloe Vera and Vitamin E. Gentle, caring and moisturizing – protects against both UVA and UVB. Water resistant. SPF 30.



## 30+ SKIN



If you've been diligent with your sunscreen, you probably don't see much change in your skin since your 20s. But this is the decade when slower cell renewal might make your skin look duller, so make regular exfoliating your top priority. Sun lovers may experience an increase in fine lines, hyperpigmentation and loss of elasticity – but it's never too late to get on the sunscreen train. Besides this, continue your skin care routine as usual.

---

### YOUR KEY PRODUCT

#### **SONYA ALOE DEEP-CLEANSING EXFOLIATOR**

A gentle exfoliator that effectively removes all kinds of impurities. Your skin becomes clean and soft as silk. With Aloe Vera, Jojoba oil, Lemon and Cucumber extract.





*You can be gorgeous at thirty, charming at forty,  
and irresistible for the rest of your life // Coco Chanel*

## 40+ SKIN



Now, your skin is not producing as much collagen as before. Your body's estrogen production lessens and your skin's cell renewal slows down. This can cause hyperpigmentation, fine lines and wrinkles. You may experience your skin losing firmness and elasticity. At this point, most skin types need a little something extra. Get yourself a good serum, and preferably an eye cream. Check that the products you use are suitable for the 40-something skin.

### YOUR KEY PRODUCT

#### **FOREVER ALLURING EYES**

The first fine lines appear in the sensitive skin around your eyes. Alluring Eyes acts soothing and caring and helps increase your skin's suppleness. It also attenuates swelling and dark circles under the eyes. The ingredients includes Aloe Vera, Jojoba and Vitamin E.



## 50+ SKIN



After the menopause your skin changes more radically. It gets drier and often more sensitive than before. Your skin may feel thin and saggy, the lines and wrinkles deepen and hyperpigmentation increases. What you need now is nourishing and deeply moisturizing creams. Try one with a tightening effect, to give your skin a temporary "lift".

### YOUR KEY PRODUCT

#### **FIRMING DAY LOTION**

A caring day cream that keeps your skin soft and supple. Moisturizes, strengthens and protects your skin against the elements. A perfect makeup base. Aside from Aloe Vera the ingredients include Herbal extracts, Hyaluronic acid and Vitamins C and E.



## 60+ SKIN



Your skin's renewal process is now noticeably slower. The lines and wrinkles you've received will not disappear, but you can mitigate the appearance of new ones and reduce the impression of the existing ones. Continue using good products, preferably those containing hyaluronic acid that helps your skin retain moisture and increases elasticity. And treat yourself to a great night cream.

### YOUR KEY PRODUCT

#### **RECOVERING NIGHT CREME**

Silky smooth, restorative night cream that takes care of your skin while you sleep. Based on Aloe Vera, additional ingredients include Collagen, Plant oils, Vitamins C and E and Pro Vitamin B5.



# SKIN CARE

## — not only for the ladies

The stores are filled with products promising to make your skin look younger and more radiant. Products are marketed almost solely with images of beautiful women. But skin care is not only about looks. Taking care of your skin is important for your health and wellbeing, for women as well as for men.

Our skin is amazing. As the body's largest organ it continuously renews its millions of cells to form an elastic, water proof and protective shield that helps push away harmful bacteria and viruses and protects us from the damaging rays of the sun. This shield is called Epidermis.



### Help your skin help you

The Epidermis is 0,05 to 1,5 mm thick, depending on how exposed to wear the area is. It's thinnest on your eyelids and thickest on your heels and consists of several different kinds of cells, for example the Langerhans cells who support the immune system. But despite its inherent resilience, the skin is constantly under attack from the sun, air pollutants and chemicals which could push it out of balance. This is why it is important to have a working skin care routine.

### The importance of choosing great products

Using the wrong kind of skin care products is not only a waste of time and money, worst case scenario is you risk damaging your skin. You may need to change products as your skin changes over time. The seasonal changes in temperature and humidity, hormonal changes and ageing can make your skin drier, oilier or plainly more sensitive.

### And using them

However, it doesn't matter how good your products are as long as they're just standing on your bathroom shelf. Cleanse, tone and

moisturize. Morning and night. Every day. It doesn't have to be harder than that. A regular skin care routine helps your skin retain its natural balance, Healthy skin is beautiful skin, and that in turn strengthens your self-esteem. And even if you can't turn back the clock, good skin care will help you keep your youthful appearance for longer.

### For him and her

The idea that skin care is something for the ladies only is a thing of the past. Real men also need to take care of their skin. Regular cleansing is needed, not only for makeup removal but to avoid buildup of dead skin cells and impurities that may cause acne. Shaving can make your skin dry and sensitive, in this case your skin needs help to restore its natural moisture. But, how do you do it? Check out our skin care guide for men here:

**CHECK OUT OUR  
SKIN CARE GUIDE  
FOR MEN HERE:**



## PT Nick's favorites



Forever Scandinavia's ambassador Nick Söderblom is a fitness expert and personal trainer to Hollywood stars as well as regular Joes – and he knows the importance of skin care. Here are some of his favorite products

"Aloe Nourishing Serum and Aloe Deep Moisturizing Cream suits me perfectly since my profession challenges my skin by frequent showers, plenty of traveling and being out in the sun a lot."



# Forever loves skin care



## SONYA DEEP MOISTURIZING CREAM

An unmatched moisturizer for the skin that needs a little extra care. With Aloe Vera, oils from Macadamia Nut and Sunflower Seed and Pine Bark Extract, amongst other fine ingredients.

**YOU ONLY LIVE ONCE, BUT IF YOU DO IT RIGHT, ONCE IS ENOUGH // Mae West**

## FOREVER MARINE MASK

Provides deep cleansing while restoring your skin's balance. With natural sea minerals from Kelp and Algae plus Aloe Vera, Honey and Cucumber.

For maximal cleansing!



## ALOE PURIFYING CLEANSER

A gentle and pleasant formula for daily use. Cleanses efficiently without dehydrating and leaves your skin feeling clean and soft without tightness.

## FOREVER ALLURING EYES

The first fine lines and wrinkles appear in the sensitive skin around your eyes. Alluring Eyes acts soothing and caring, and helps to suppress swelling and dark circles below your eyes. Among the ingredients are Aloe Vera, Jojoba and Vitamin E.



## ALPHA E-FACTOR

A caring treatment that brings vitality back to your skin. Vitamins A, C and E, Borage Oil and Bisabolol are some of the ingredients that make tired skin fresh, smooth and supple again. Also suitable for sensitive skin.



@sinkesin loves Aloe Nourishing Serum

FBO Favorite



@solhemsbacken loves Aloe First

See more FBO Beauty Favorites on Instagram at #forevbeautyfav





# THINK YOURSELF GORGEOUS

– *tips from the coach*

**60 % of the respondents in a British survey says they are ashamed of how they look. But when walking around town an ordinary day, the majority of the people you meet are not ugly, right? Another study in turn says the average woman thinks no less than 36 negative thoughts about her appearance every day. Is there a connection to be found here? Are we imagining ourselves more ugly than we really are – and in that case: can we do something about it?**

Every day billboards and ads bombard us with smiling, gorgeous people. People, whose bodies are perfect in every detail, who promotes the latest diets, exercise programs or miracle products. Of course we are affected, says Jennie Ricci, coach focusing on personal development.

– The beauty ideal tells us to get skinnier and skinnier at a time when the average person instead is gaining weight. This is an unsustainable equation. Research has even concluded that only one woman out of 40 000 is able to match today's ideals.

#### **If only..**

And yet, we strive for the perfect body, the most beautiful hair, luscious lips and a cute nose. Thinking that, when we're done fixing ourselves up we'll do all the things we're not doing today – and live happily ever after. Because if you're really beautiful, then you must be happy, right? – No, that's hardly the case, says Jennie Ricci. Just because someone is beautiful doesn't mean they're automatically happy. It's easy to imagine that cosmetic surgery

or lots of lost pounds will change your whole life. Usually, it's not that simple, even though weight loss for example may be the starting point of your journey towards a new life.

#### **True beauty lies in your self-esteem**

What is it that makes a person attractive? Beauty is about so much more than your looks. It can be about charisma, charm, your voice, your laugh – yes, all of your personality. So what happens to your beauty if you don't feel good about yourself? Too many negative thoughts on your appearance eventually turn into "truths" that erode your self-esteem. We compare ourselves with photo-shopped celebrities whose perfect looks radiate discipline and control, and feel we aren't good enough. Then, what does that say about us? That we are a bunch of lazy couch potatoes with no self-control? This kind of thinking does not do any wonders for your self-esteem either. Instead, to start building our self-esteem we need to become aware of what we're saying to ourselves. Jennie means this is where we need to start.

## About Jennie

Jennie Ricci works with coaching and counseling. She's a certified NLP Master Practitioner and conversational therapist, a mindfulness instructor and has a Degree of Master of Science in Business and Economics. She's passionate about personal development and mental training.



### Think yourself gorgeous

Building your self-esteem is not a quick fix. It's an ongoing process that takes a lot of practice. But it's totally possible. You can do it. In fact, you can think yourself beautiful. At least in the sense that you will feel beautiful – and that's really all that counts, right?



## OUR COACH'S BEST TIPS ON HOW TO GET STARTED:

**1**

### Being a little shallow is totally ok

There's no need to feel stupid for thinking these negative thoughts on your appearance, you are far from alone in doing so... The point is to become aware of the problem and be willing to work with it.

**5**

### Work with what you can control

Getting stuck in thoughts about things you can't control will only lead to hurt. Focus on things you can control: your thoughts, decisions and actions. Here's where you'll find the key to the life you want.

**2**

### Become aware of your inner critic

What do you tell yourself about your body and your appearance? Listen to the voice within and write it all down. Also, be observant of how you compare yourself to others. It's perfectly all right to be inspired, to think "if she can do it, so can I", but never let your inner critic get you down.

**6**

### Put up your stop sign

Once and for all: stop dwelling. Nothing gets better by getting stuck in a loop of negative thoughts. Put up your mental stop sign and change into your problem-solving hat. Instead of thinking "why am I so fat?" think "what can I do to lose weight?"

**3**

### Make an active choice

Every time a negative thought pops up, you have a choice. Either you do something about it, or you let it go. The choice is yours. Can't let it go? Get up and do something. Call a friend, go for coffee and talk about other things, go to the gym or bake a cake. Anything that will take your mind off it.

**7**

### Shift your focus

Pursue a greater self-awareness. Shift your focus from appearance to personality, highlight your strengths and work with your weaknesses.

*” Say nothing to yourself that you wouldn't say to someone you love. ”*

**8**

### Evaluate your values

Sometimes it's all too easy to accept other people's values as our own. These situations actually call for some critical thinking. Dare to question society's views on beauty, how does that correspond with your own?

**4**

### Stick to the truth

Standing in front of your mirror and telling yourself you're beautiful is great – as long as you believe it. But don't let it become something you do, just because someone told you to. Remember that you can't always trust your feelings to be the truth. There will be good days and bad days – that's completely normal. Instead, trust in this: you are totally OK. All day, every day.

**9**

### It's ok to be unhappy sometimes

We all have our bad days, nothing wrong with that. It's no big thing to dislike something in your appearance for a day. It's when the thought stays in your head for weeks or months that you need to start working...

**10**

### Step out of the waiting room

You're already good enough as you are. Stop making plans for what you will do they day you've taken care of everything on your wish list. Live now, that's so much more fun. And there's nothing more beautiful than people who are happy with themselves and their life...

# HAVE YOU BOUGHT THE BEAUTY MYTHS?



From your mom or your grandma or well-meaning but ill-informed friends, beauty myths are passed on through generations. But is there any truth to them? Join us for some serious beauty myth busting.



## **YOU GET PIMPLES FROM EATING CHOCOLATE?**

Science says: false. Instead they suspect that the milk in milk chocolate may make acne worse. Junk food is another possible culprit, since food with high GI triggers your blood sugar, which in turn may affect your skin the same way that hormonal changes do – PMS for example.



## **SLEEP DEPRIVATION CAUSES DARK CIRCLES UNDER YOUR EYES?**

Lack of sleep can cause lots of problems, for example weight gain or memory loss. But it has nothing to do with the dark circles under your eyes. Instead, these are your parents fault. Dark circles are caused by a high concentration of veins below the super thin skin under your eyes – something that's genetically conditioned and not affected by lack of sleep. However, the bags under your eyes may very well turn up after a late night on the town...

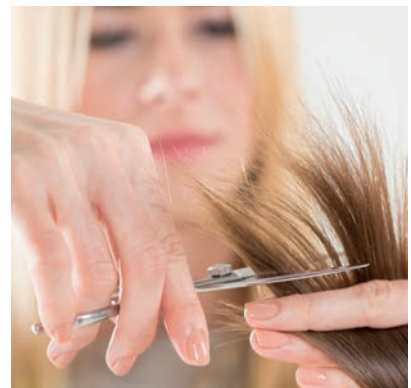
## **CHLORINE IN THE POOL WILL MAKE YOUR HAIR TURN GREEN?**

Actually, copper is the culprit here. Especially in older pool systems, copper may be secreted from the pipes and leave traces in your hair. Soaking your hair in drinking water before jumping in helps, your hair won't be so eager to soak up the pollution when already wet. If the damage has been done, go for a deep cleansing shampoo and a hair mask.



## **YOUR HAIR GROWS QUICKER IF YOU CUT IT OFTEN?**

Not true. Your hair always grows at the same speed, regardless of how often you cut it. However, the risk of split ends increase without regular trimmings, this may cause your hair to break easier and because of this your hair might lack the strength to grow past a certain length.





**CUCUMBER REDUCES SWELLING UNDER YOUR EYES?**

Yes, this might work. But it's not really the cucumber itself that does the trick – it's the cooling effect it provides. So for maximum results, grab your slices straight from the fridge. Cold tea bags is not a bad idea either.



**SHAVING MAKES THE HAIR COARSER?**

False. The prickly feeling when hair is growing out after a shave comes from the strands being cut straight off. When they regain their usual length, everything will feel the same again.



**BRUSHING YOUR HAIR 100 TIMES MAKES IT SHINE?**

Doubtful. Although it can provide some shine by distributing your scalp's natural oils into your hair it's hardly worth it, since over-eager brushing does too much damage to your hair.

*Nail polish should be kept in the fridge?*

False. Nail polish should be stored in the dark, but they may actually spoil if the temperature is too high or too low. Room temperature does the trick.



**CROSSING YOUR LEGS GIVES YOU VARICOSE VEINS?**

False. Crossing your legs has nothing to do with it. Varicose veins occurs when the blood vessels transporting the blood back to your heart expands and can't pump the blood back properly. Prevent the problem by getting enough exercise and making sure you don't stand up for too long at a time.



**RUBBING YOUR TEETH WITH LEMONS MAKE THEM WHITER?**

*No, no, no – not a good idea. The acid in lemons damages the teeth's enamel – and it can't be repaired.*





# EAT YOURSELF GORGEOUS

Most of us already know that a well-balanced diet makes us feel better. But did you know that there are specific ingredients that'll help you look better as well? The road to beauty goes through the kitchen, tag along and let us guide you to the best ingredients.



## BLUEBERRIES

They may not look like much, but these little super berries contains loads of antioxidants that'll help protect your skin from premature aging. Vitamin C and B are also part of the bargain.

## SALMON

One of the finest sources of Omega-3 acids will help your skin stay smooth and supple. Salmon also contains Selenium, a mineral that's useful for hair, skin and nails – and Vitamin D that supports healthy teeth and bones.

## SPINACH

Popeye's favorite veggie does not only make you strong – you'll get beautiful as well. Spinach contains loads of fine nutrients for your skin and hair, for example Vitamins B, C and E, Calcium, Potassium, Iron and Magnesium.

## TOMATOES

Your best source for the antioxidant Lycopene. Research shows that tomatoes may increase your natural protection against the sun's UV-rays and help your skin stay more elastic with less wrinkles.



## YOGHURT

The snack that will boost your posture and your beautiful smile. Yoghurt contains plenty of Calcium, a mineral that's appreciated by teeth and bones both.

## SWEET POTATOES

Contains the antioxidant Beta-carotene that your body converts into Vitamin A. Vitamin A is good for healthy hair and eyes. It helps prevent dry skin, dandruff and wrinkles and is great for your circulatory system – another important thing for great looking skin!

## OYSTERS

If oysters are an aphrodisiac? We really can't say... But we can say for sure that these delights from the sea contains lots of Zinc, a mineral that is beneficial to your hair, skin and nails.







# OUR MOST BEAUTIFUL RECIPES

## QUINOA SALAD WITH FETA AND ALMONDS

### 4 SERVINGS

- 2 tbsp. olive oil
- 1-2 shallots, finely chopped
- 1 clove garlic, crushed
- 1 cup quinoa
- 2 cups water
- 3 large handfuls of baby spinach
- A handful chopped parsley, mint and cilantro leaves
- A piece of fennel, thinly sliced
- Juice of 1 lemon
- A handful of coarsely chopped almonds
- Crumbled feta cheese

### INSTRUCTIONS:

1. Heat the oil in a pot and sauté shallots and garlic over medium heat until soft (about 5 minutes).
2. In the meantime, rinse the quinoa carefully. Then, put it into the pot along with the water. Bring to a boil, and then simmer on low heat until done (about 20 minutes).
3. Pour off any excess water and mix with spinach, fennel, lemon, herbs and almonds. Top with crumbled feta cheese and serve!



### GREEN BEAUTY SMOOTHIE

Kale, orange and kiwi fruit makes your skin glow. And, it tastes great too.

- 1 cup chopped kale
- 2 kiwi fruits, peeled and sliced
- ½ cup freshly squeezed orange juice
- 1 celery stick, chopped
- Some fresh cilantro
- A few ice cubes

Blend until smooth. It's fine to skip the cilantro if you don't like it.



### MAGICAL MANGO SMOOTHIE

The rock star of beauty smoothies – packed with goodies for your hair and skin.

- ½ cup mango, frozen
- ½ ripe avocado (mashed)
- ½ cup mango juice
- ¼ cup low-fat vanilla yoghurt
- 1 tbsp. lime juice
- Ice

Blend all ingredients to a creamy smoothie. Drink and enjoy!



### BEDAZZLING BERRIES

Antioxidants from berries, omega-3 from flax seeds and protein from yoghurt and the super veggie kale – a stellar combination.

- ½ cup blueberries
- ¼ cup raspberries
- ¼ cup strawberries
- ¼ cup kale
- ½ cup Greek yoghurt
- 1 tbsp. honey
- 2 tsp flax seeds
- about ¼ cup water

Put everything into the blender and blend on high until creamy and smooth.



## No time for smoothies?

Forever Daily is a multivitamin worthy of the title. Containing 12 vitamins, 8 minerals and our own fruit- and vegetable blend – as well as Aloe Vera, Lycopene and Coenzyme Q10.





## BEAUTY THROUGHOUT THE AGES

No pain, no gain the old proverb says. And we are indeed ready to put up with quite a lot for the sake of beauty. But this phenomenon is hardly something new; let's have a look at the beauty ideals through the ages.

**O**ur journey starts in ancient Greece. Apparently, this was a place populated by rather resourceful ladies who had solutions to all kinds of beauty problems. Even the word cosmetics itself stems from the Greek word "kosmos" which means worldly or of this world. Acne was treated with sour milk, freckles were lightened by cucumber and crocodile feces were considered particularly effective against wrinkles.

### **Bleached blondes with unibrows**

Pale skin was the ideal. To achieve this women painted their faces with the poisonous substance ceruse or white lead. This tradition spread through several cultures and regardless of its hazards it was used well into the 18th century. Blond hair was the height of fashion, this called for bleaching which was performed with

vinegar and hours in the sun. After a treatment like that, conditioning with olive oil was necessary, though perhaps not good enough – wigs were extremely popular... The makeup should look natural, except for one small detail. Both men and women filled out their eyebrows with dark powder to form a single one – the unibrow.

### **The importance of white teeth**

In ancient Rome white teeth were high in demand, so the Romans tried to achieve this by any means. For example by importing urine from Portugal to produce mouth wash. For some reason, the domestic wasn't considered good enough. This probably worked, since the ammonia in urine is a disinfectant and was used as an active ingredient in mouthwash until the 18th century.

### **A hairy history**

Hair has been an important measure of beauty throughout history. In Japan, a woman's beauty was assessed by the length of her hair. Some 23 inches below the waist was the ideal. In Victorian England big hair was the big thing, but given the poor diet it was not easy to achieve in a natural way, not even for the wealthy.

### **Both men and women filled out their eyebrows with dark powder to form a single one – the unibrow.**

Wigs became the solution; the tricky part was to keep them safe from rat attacks. Victorian wigs were constructed of a wooden frame, which the hair was secured to with lard – an irresistible combination for rodents who gladly nested in unoccupied wigs. Because of this, wig cages were invented

to keep the aristocratic hairdos safe while the nobles themselves were asleep.

### **Tanning gets hot**

Pale skin is probably the most tenacious beauty symbol throughout the ages. It signaled wealth and aristocracy, showed you didn't need to work out in the fields. Then came the industrial revolution and things began to change... Now, workers were toiling inside the factories and urbanization made them live cramped in polluted cities and so they stayed indoors the little free time they had. The lower class became pale – and ill. The beauty ideals began to change. And so, a few years into the 1920s, fashion icon Coco Chanel happened to catch too much sun on a cruise to Cannes. The result? The tanning trend was born.



Dry hair? Check out the Sonya Hydrate line!



### Sonya Volume Shampoo

Give your hair a boost! The two most important ingredients in our Sonya Volume Shampoo are Aloe Vera and Royal Jelly. Sonya Volume Shampoo provides shiny hair that's easy to manage regardless of your hair type. Also suitable for color treated hair.

### Sonya Volume Conditioner

Moisturizing hair conditioner that makes your hair soft and easy to detangle and prevents static. You will love your hair's luster – not to mention the wonderful scent! Includes Aloe Vera, Royal Jelly and Jojoba Oil.



### Forever Sun Lips

Luscious lip balm with a scent of mint and SPF 30. Keeps your lips soft and smooth in all kinds of weather and provides a sweet, cooling sensation. With caring Aloe Vera and emollient Jojoba Oil.

# BEAUTY FAVORITES FROM HEAD TO TOE

### Aloe Propolis Creme

One of our most popular products, perfect for dry skin all over your body. Creamy formula that's both emollient and moisturizing with a subtle and sweet scent of honey.



Excellent for makeup removal!



### Forever Aloe Scrub

A true deep cleanser that is gentle enough for daily use. Forever Aloe Scrub removes impurities and dead skin cells and reveals new, radiant skin. Contains beads of pure Jojoba Oil and caring Aloe Vera, of course.



### Aloe Hand & Face Soap

Our Aloe Vera soap is gentle enough to be used daily, all over the body, by kids as well as adults – even by those with sensitive skin. Its lovely lather gives your skin a fresh and clean, silky smooth sensation. Subtle scent.

# SPICE UP Y



A change will do you good! Dare to expand the horizons of your wardrobe and revamp your style with our smart tips.

*"I don't like standard beauty - there is no beauty without strangeness"*

// Karl Lagerfeld

## DARE TO TRY IT ON

Whenever you're thinking "cute, but not my style" about a garment, bring it into the fitting room. You might just be surprised...

### FREE YOUR MIND

Be open to new trends, but do not follow them blindly. Instead, pick a key garment here and a trendy color there – then combine them with your classic favorites. And abracadabra, you've created your very own style.

### CHOOSE CLOTHES THAT FIT

Don't focus too much on the number on the size tag. Try everything on to make sure it fits you. Because if your clothes don't fit, it doesn't matter how expensive brands you choose – they still won't look any good.

### MIX IT UP

Forget the old rules about never mixing patterns. Dots and stripes, for example, can look absolutely great together. Start slow by selecting patterns with similar color scheme, and then work yourself upwards to more fanciful color combos.

### ONE SHIRT – SEVERAL OUTFITS

An ordinary shirt can look very different, depending on how it's worn. Try rolling up the sleeves, tying it up or tucking it in – for example like the fashion girls do, tuck in the front and leave the back hanging free.

### BELTED BOOST

Use a narrow belt to add some extra spice to your outfit, or try a wider one for a defined waist and dangerously stylish curves.

### ENCOURAGE EXPERIMENTS

Do you own a classic black sheath dress? Turn it into stylish everyday garb by wearing a cute shirt or blouse underneath, and maybe a thin sweater on top? Or wear your LBD along with another skirt. Play with layers and dare to give your favorite pieces new friends.



### MAKE A SHOPPING LIST

Though not of what you're going to buy, but with the 10 favorite garments you already own. This way, you can focus on looking for new items that goes well with the ones already in your closet. And you'll be less likely to bring something home that you'll never wear...





# YOUR STYLE



## FOCUS ON THE FIT

Sometimes the most dramatic style improvement is the simplest one. Make sure your clothes fit you. Lots of guys have a tendency to wear clothes that are too big.

## THE PERFECT T-SHIRT

It's not too tight and not too baggy – just perfect. The fitted tee is an easy way to give your look a boost. Try one that goes just below the waist and has a slightly shorter sleeve.

## DISCOVER PATTERNS

Nothing wrong with stripes, it's just that there are more patterns out there, just waiting to be discovered... If you're not into brighter colors, this is a great way to freshen up your style.

## TRY THE HAT TRICK

The hat is an underrated accessory. Depending on which style you choose a hat can give a touch of class as well as a hefty dose of cool to any outfit.

## CLASSY WATCHES

For a more sophisticated look, try a more subtle watch with a wristband in leather or fabric instead of metal. Classic elegance at its best.

## COOL IN COLOR

No need to exaggerate by dressing in neon from head to toe, but a little splash of color never killed anybody. Socks or shoelaces in a bright color are a start, and then you can challenge yourself further. Why not a pair of pants next?

## AND LOOK DOWN

Let's face it: people notice your shoes. Especially in what condition they are. So don't skimp on your shoes. Show that you're a man of wealth and taste and get yourself a really nice pair – and take good care of them.

## LAY LOW ON THE LOGOS

Before buying, ask yourself why you want this garment. If you like the fit, the quality and the design – go for it. But if the only reason you like it is because it comes from a certain brand... Think again. You don't want to be that logo-guy, do you?



*Classic and elegant*



## STIR IT UP

Mixing casual garments with something more formal is the new black. Take a nice jacket worn with shorts, for example – a combination that states "look what a cool dad I am!"



At Forever Living Products, we do things our own way. Here, everyone is welcome and equal work is rewarded equally in a truly social business: Network Marketing. We are the world's largest grower, manufacturer and distributor of Aloe Vera and since we started out in 1978 we've evolved into one of the most successful and fastest growing companies in the business. Our Forever Business Owners are located in more than 150 countries across the globe; they're all working with a wide assortment of quality products within fitness, wellness and beauty. Products that help millions of people all over the world look better and feel better.



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