

# Forever Alpha-E Factor

## Description and Purpose

Forever Alpha-E Factor, our skin-replenishing agent, contains rich ingredients designed to enhance your skin as nothing you've tried before. It moisturises from within to deliver an ultimate smoothness to your skin for a younger-looking appearance. This light, emollient fluid is fortified with vitamins A, C and E, borage oil and bisabolol. It is an antioxidant fluid designed to combat free radical damage, which causes 80% of skin damage. Alpha-E Factor's foundation is our pure stabilised aloe vera gel, with all of its benefits. These special ingredients are uniquely combined into one product:

- **Vitamin E** (as tocopherol and tocopheryl acetate) – the 'skin vitamin,' is an antioxidant that combats free radical damage, softens and moisturises.
- **Vitamin A** (as retinyl palmitate) – a powerful antioxidant which enhances elasticity whilst moisturising and reducing scaliness.
- **Vitamin C** (as ascorbyl palmitate) antioxidant which enhances elasticity. Also helps inhibit the formation of scar tissue.

## At a glance...

- Superb combination of powerful antioxidants
- Enhances elasticity
- Normalises and balances dry skin
- Suitable for sensitive skin
- Ideal for every other situation that requires topical application of natural antioxidants
- Excellent as a shaving barrier



- **Lecithin** – an excellent emollient which improves suppleness of the skin.
- **Borage seed oil** – provides the skin with gamma linoleic acid (an essential fatty acid) which helps restore moisture.
- **Bisabolol** – a natural, soothing ingredient with a light citrus aroma, even suitable for sensitive skin.
- **Caprylic/capric triglyceride** – a natural emollient from coconut oil which moisturises without the heavy, greasy feel of other oils.
- **Soya bean oil** – A texture-enhancing moisturiser with antioxidant properties.

These natural ingredients are combined with the purest humectants and emulsifiers to create one of the most versatile skin care products ever introduced.

## Ingredients

Caprylic/capric triglyceride, cyclomethicone, tocopheryl acetate, retinyl palmitate, ascorbyl palmitate, aloe barbadensis extract, bisabolol, tocopherol, lecithin, borage (borago officinalis), seed oil, soybean (glycine soja) oil, methylparaben, propylparaben, fragrance.

## Contents

30ml (1fl oz).

## Directions

Using the dropper, apply a couple of drops to face or neck, then massage gently with your fingertips. For best results, apply Alpha-E Factor and Alluring Eyes, followed by R<sup>3</sup> Factor and Recovering Night Creme or Firming Foundation Lotion.

