ISSUE 7

aloe life



How to Master Working From Home

Stay happy, healthy and productive

Plus...

SUPER SUMMER SKINCARE

THE FUTURE OF FITNESS

FOREVER'S POSITIVE IMPACT

EMBRACING A CHANGING WORKFORCE

FOREVER®



Forever's new hydrating serum packs powerful hydration that goes deep to rejuvenate skin with four types of hyaluronic acid.

Moisturizing is essential to help your skin look plumper, smoother and younger. Minimize fine lines and wrinkles, shield against environmental stressors and boost your skin's hydration with NEW hydrating serum.

hydrating serum | SKU 618

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Making the most of our changing world.

The world is evolving in so many ways. Technology and innovation are changing everything from the way we work to how we keep in touch in an ever-connected world. In this issue of Aloe Life, we're exploring this concept of innovation and forward thinking.

You'll meet people like Taha Alaoui, who didn't want to settle for making a career out of a nine-to-five job, so he took a chance and sought a future on his own terms. He's not the only one taking this kind of leap. As millennials like him become the largest percentage of the workforce, they are changing the entire industry. Read about how this trend is redefining the economy on **page 25.**

Another upside of our connected, technology driven world is that more work than ever can be done from wherever you are. Whether you work from home full-time or just a couple days a month, our guide on **page 12** will help you stay productive and healthy while working outside of the traditional office space.

And after a productive day of work, there's nothing like spending some time outside to unwind. However, that doesn't mean you have to let the sun take a toll on your skin. Our summer skincare guide on **page 5** highlights some small changes you can make to your skincare routine to keep your skin protected, hydrated and feeling great with products that blend natural and scientifically-advanced ingredients.

Once the sun starts to set it's a great time to kick back, put your feet up and enjoy a refreshing mocktail made with Forever Aloe Vera Gel®. Our Sip of the Season on **page 22** features a frozen option and a shaken recipe you can serve over ice. They're a tasty way to unwind at home.

There's a lot to explore in this edition of Aloe Life. I hope you will find some great ideas and inspiration to make the most of your time, whether you are focused on your career, health or precious time away from it all.

Executive Director of Marketing
Forever Living Products

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Your Super Summer Skincare Guide



Welcome to Summer! The cabin fever of summer is the highlight of the year. The cabin fever of winter is long gone, and the lingering sweater weather of spring gives way to days that are made for short sleeves or a bathing suit. The leaves are at their greenest, the days and longer - and whether the sun calls you to adventure or lures you to lounge in the shade of a tree with a good book - there's a lot to love about summertime.

But summer's pleasures can end quickly if you aren't taking steps to protect your skin from the heat of the sun. Prolonged exposure to sunlight is responsible for 90 percent of all skin injuries including dehydration, sagging, uneven pigmentation, signs of aging and sunburn.

Forever Living's Director of Product Development, Holly Stout, says summer is a great time to switch up your skincare routine – and it doesn't have to be that hard. A few small, simple changes and additions can help promote healthier, more vibrant skin that only gets the best of what summer has to offer.



Step 1

Boost your daily moisturizing routine

During the summer, your skin is under attack from environmental factors like pollution and sun damage. All that additional time spent outside being active, rapidly depletes moisture from your skin. That's why Holly recommends putting more focus on hydration in the summer.

The first step in your moisturizing routine should be proper exfoliation. This process scrubs away dead skin and debris, revealing brighter skin with a smoother tone and texture. Exfoliating also ensures that nothing comes between your skin and moisturizer of choice. Forever's **smoothing exfoliator** uses jojoba beads and a combination of natural and scientifically-advanced ingredients.

Exfoliating helps set the stage for the next step in your daily routine: moisturizing. Holly says **aloe activator** is perfect for summer hydration. It's made of 98 percent pure aloe vera gel and sprays on easily to leave skin feeling refreshed and soothed. For an extra cooling kick, Holly recommends keeping your bottle of activator in the fridge.

Forever's new **hydrating serum** packs powerful hydration with the addition of acid hyaluronic. While hyaluronic is produced naturally in the body, it's often depleted faster than it can be created, especially if you spend a lot of time in the sun.

"Hydrating serum mimics what your skin already produces and stimulates production of hyaluronic acid," Holly says.

> **"WHEN YOU USE IT BEFORE INFINITE BY FOREVER® RESTORING CREAM OR SONYA™ SOOTHING GEL MOISTURIZER IT PROVIDES THE BIG MOISTURE BOOST YOU NEED DURING THE SUMMER.**

Step 2

Protect yourself from UVA and UVB rays

Of course, protecting your skin from the sun's harmful rays is the next crucial step in your summer skincare routine. For everyday use, Holly recommends **protecting day lotion** from Forever's targeted skincare line, which combines aloe with powerful ingredients and a natural mineral sunscreen for SPF 20 protection.

"The cool thing about this product is that it is not just a sunscreen for your face," Holly says. "It's also a moisturizer and anti-aging product so you get a three-pronged approach."

For extended time in the sun, a long-lasting, higher SPF sunscreen is your skin's best friend. **Forever Aloe Sunscreen** offers SPF 30 protection that's water resistant for up to 30 minutes. What really sets this product apart is the use of pure aloe vera gel combined with natural, non-nanosized zinc oxide.

Aloe vera gel helps you skin lock in and retain moisture while natural zinc oxide protects against UVA and UVB rays. UVA rays make up 95% of the radiation that reaches Earth. These rays penetrate the skin deeply and play a major role in aging and the formation of wrinkles. UVB rays are more damaging to the skin's outer layers and cause reddening and sunburn.

Aloe Sunscreen not only protects your skin from both types of harmful rays, it's also reef-safe so you can spend long days at the beach without causing harm to the ocean's delicate ecosystem.



Holly Stout

DIRECTOR OF GLOBAL PRODUCT DEVELOPMENT

Step 3

Promote healthy skin from the inside

You'll never achieve glowing, healthy skin on the outside if you aren't paying attention to what goes inside.

According to the Mayo Clinic, the right diet will not only promote better skin, but better health overall. Foods like carrots or yellow and orange fruits provide a protective effect for the skin. Beans, peas, lentils and fatty fish have also been shown to promote healthier skin.

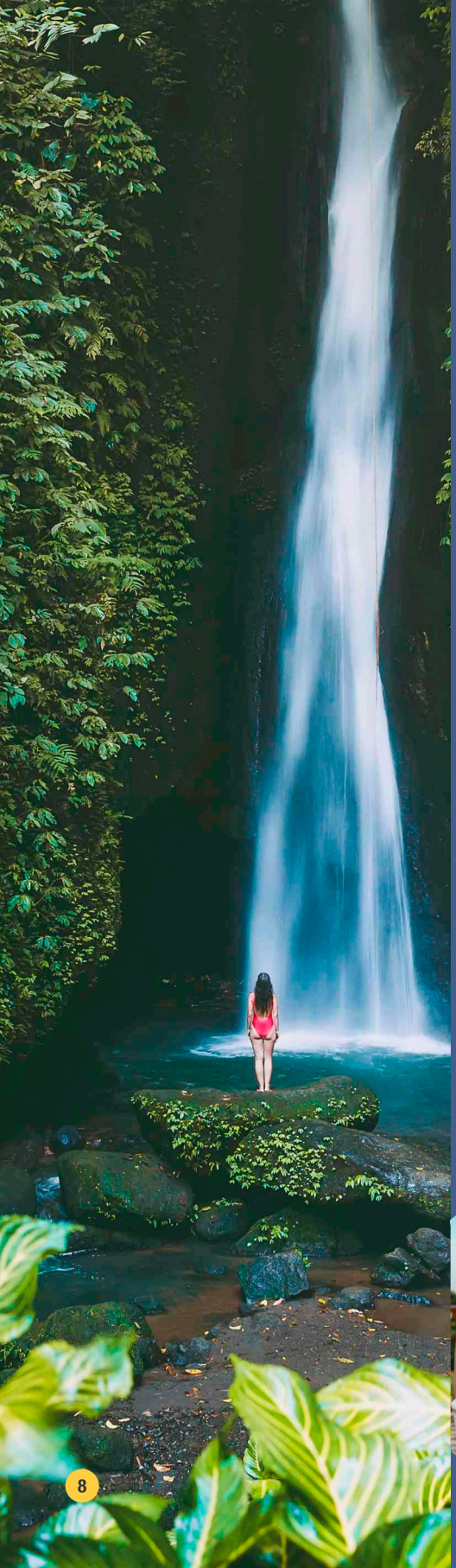
On the other hand, refined sugars, processed foods and unhealthy fats can actually age your skin faster.

Holly recommends taking this nutrition a step further by taking skin-promoting supplements every day, especially in the summer. Her top choice is **infinite by Forever® firming complex**. This daily supplement combines natural and scientifically advanced ingredients that support anti-aging from the inside out by reducing the appearance of facial wrinkles and increasing skin's bounce, flexibility and hydration.

The benefits of hyaluronic acid are not limited to topical application. **Forever Active HA®** is a groundbreaking supplement that supports skin hydration while helping to lubricate and cushion joints. The addition of turmeric root and ginger work together with hyaluronic acid to not just benefit your skin, but keep you moving all summer long.

As easy as one, two, three.

Enjoy the best of what the sun has to offer without letting it take a toll on your body. If you remember the three easy steps to hydrate, protect and nourish your skin from the inside, you'll be ready for anything summer has to throw your way.



OTHER PRODUCTS TO BOOST YOUR SUMMER SKINCARE

aloe bio-cellulose mask

Forever's own aloe vera is woven into the fibers of **aloe bio-cellulose mask**, which fits every contour of the face and allows the serum to absorb more deeply to help moisturize and improve the appearance of fine lines and wrinkles.

aloe bio-cellulose mask | SKU 616





Sonya™ refining gel mask

This gel-based mask supports skin's appearance by controlling oil and brightening your complexion. For an extra boost of hydration, use your moisturizer over this mask before bed and rinse in the morning.

Sonya™ refining gel mask | SKU 607

Aloe Vera Gelly

A little too much fun in the sun? Give your skin the soothing post-sun comfort of Aloe Vera Gelly. This back-to-basics formula embraces the power of aloe in its purest form.

Aloe Vera Gelly | SKU 061





Forever Aloe Lips®

Give your lips the ultimate care with aloe, jojoba and three types of wax. Forever Aloe Lips® is designed to soothe and smooth dry, chapped lips while conditioning and protecting to ensure your lips look and feel great, even during long days in the sun.

Forever Aloe Lips® | SKU 022



Find your focus

Distractions are everywhere. With today's plugged in society, you have social media, texts, TV, the Internet and, of course, work, competing for your attention. Studies show that our attention spans are becoming shorter than ever and all the evidence points toward a digitized lifestyle as the primary culprit.

The average office worker will check emails as many as 30 times every hour, and smartphone users pick up their phone around 1,500 times throughout the course of a week. The competition for your attention is coming at you from every angle and this is putting your productivity at risk.

Luckily, you don't have to let life's distractions keep you from accomplishing your best every day. A few small changes can help keep you sharp, energized and focused.

Exercise in the morning

Studies show that staying active isn't just important to keep your body strong and healthy. Getting enough exercise is also crucial when it comes to keeping your mind sharp. According to the journal *Neurology*, this is especially important as you age. Carving out an extra 20 minutes each day for physical activity can help you stay focused throughout the day.

Eat more healthy fats

Foods like avocados and nuts contain healthy fats that have been shown to promote cognitive function by providing a natural source of lutein, a critical nutrient for the eyes that also promotes processing speed, memory and attention span.

Write out critical tasks by hand

Writing out critical tasks by hand each hour helps your brain reset and refocus. Try writing down the main tasks you want to accomplish and time how long it takes you to complete them. Timing yourself will create a sense of urgency to help you stay focused on your most urgent priorities.

Turn off unneeded cell phone notifications

Phone calls and text alerts can be distracting enough. Now throw in notifications from social media, group chats and other forms of media and you've inadvertently set yourself up for a daily onslaught of distracting alerts. Check your settings and mute notifications during times of the day you know you need to stay focused.

Get better sleep

In the professional world, it's easy to associate success with putting in long hours and burning the midnight oil to stay ahead of your task list. But studies show that the people who make the most out of any given day are those who get a solid eight hours of sleep. Depriving yourself of sleep can have a profoundly negative impact on focus and memory.



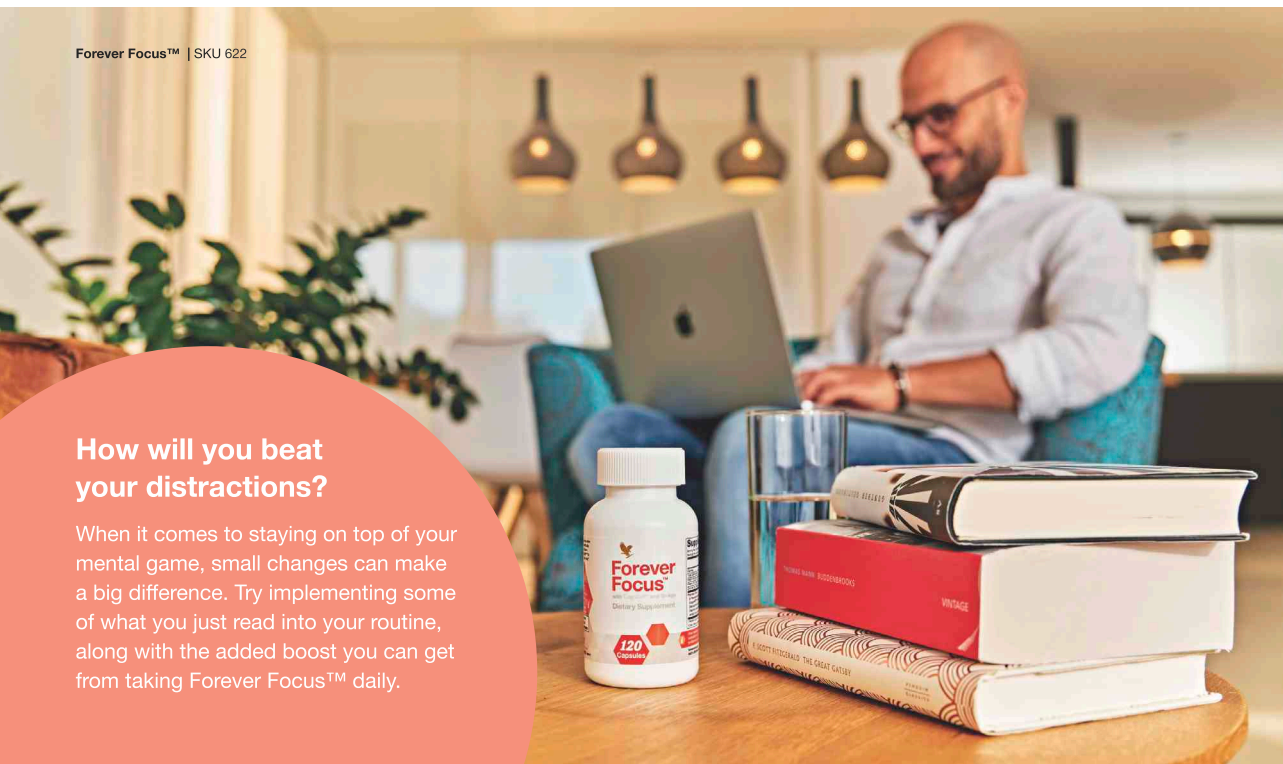
Give Yourself an edge with Forever Focus™

Not everyone can make all the right choices every day and, when your productivity is on the line, it doesn't hurt to give yourself an easy advantage. Forever Focus® is a scientifically-advanced supplement designed help you stay focused.

This groundbreaking formula includes Cognizin®, a clinically-studied form of citicoline, an important nutrient found in the brain. Studies show that age and lack of proper nutrition can impact the levels of citicoline produced by the brain, which is why supplementation is important.

Other ingredients like gingko biloba and L-tyrosine promote mental clarity and alertness along with a general feeling of wellbeing. Because our busy lifestyles can increase stress and fatigue, this formula includes rhodiola rosea, an adaptogenic herb shown to help reduce stress.

Distractions happen to everyone and safeguarding cognitive heath is important for any age group. Forever Focus™ is ideal for students, athletes, professionals and active seniors. Forever Focus™ supports mental clarity, assists with organized thought, helps elevate focus and concentration and supplies your brain with the energy it needs to stay sharp.



Forever Focus™ | SKU 622

How will you beat your distractions?

When it comes to staying on top of your mental game, small changes can make a big difference. Try implementing some of what you just read into your routine, along with the added boost you can get from taking Forever Focus™ daily.

Stay Sharp. Stay Focused.

Don't just get through the day. Take charge of it with Forever Focus™.

Advanced, clinically-studied ingredients promote mental clarity, concentration and organized thought. Forever Focus is ideal for athletes, students, professionals and active seniors to support overall cognitive health and help break through the brain fog.



Forever Focus™ | SKU 622

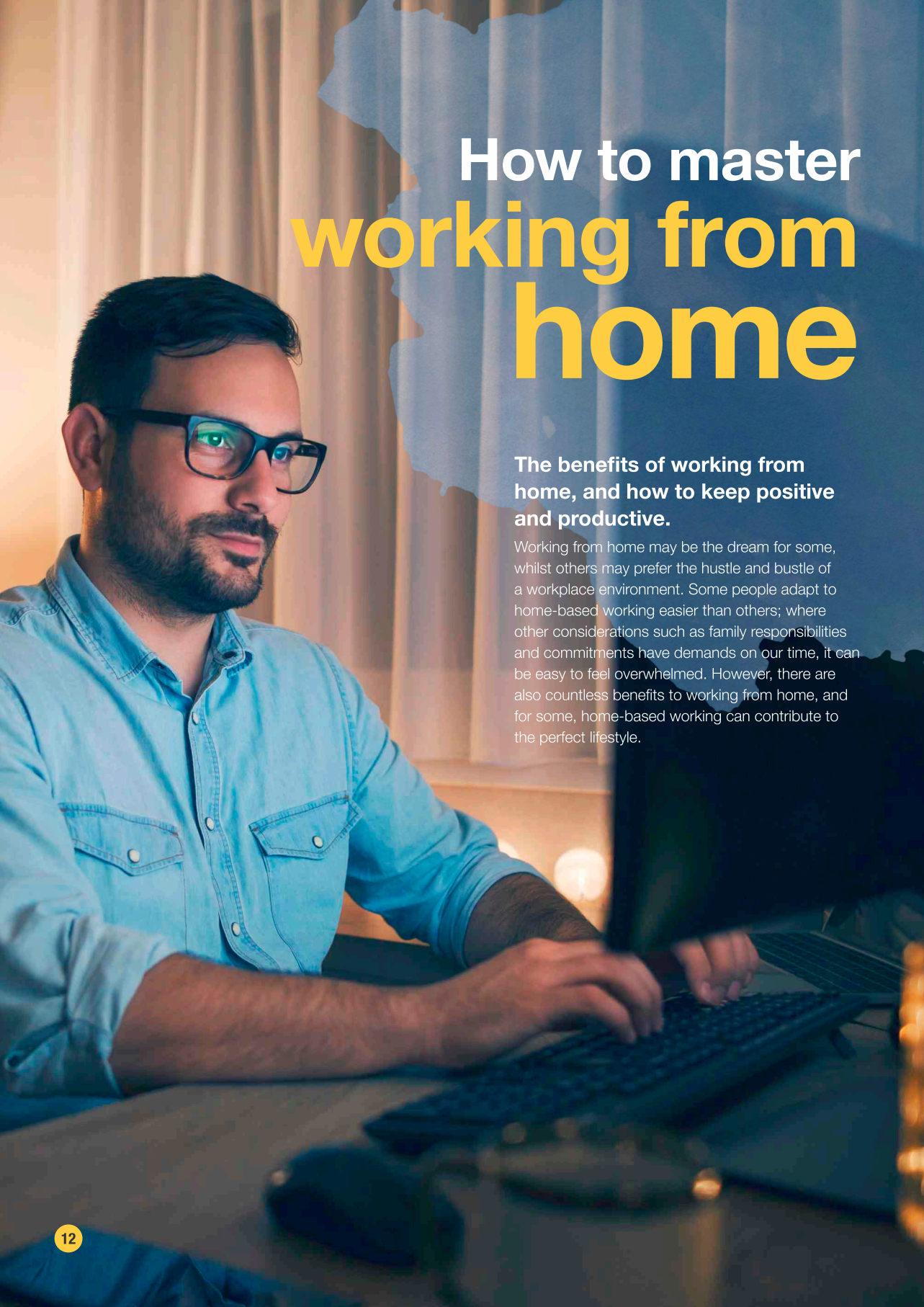
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How to master working from home

The benefits of working from home, and how to keep positive and productive.

Working from home may be the dream for some, whilst others may prefer the hustle and bustle of a workplace environment. Some people adapt to home-based working easier than others; where other considerations such as family responsibilities and commitments have demands on our time, it can be easy to feel overwhelmed. However, there are also countless benefits to working from home, and for some, home-based working can contribute to the perfect lifestyle.



Sleep

Sleep is essential to you being able to function throughout the day. Sleep deprivation can have a huge range of effects that can be detrimental to both your physical and mental health. You are recommended to have between seven and nine hours sleep a night, but this is dependent on each person for optimal performance.

Set the tone

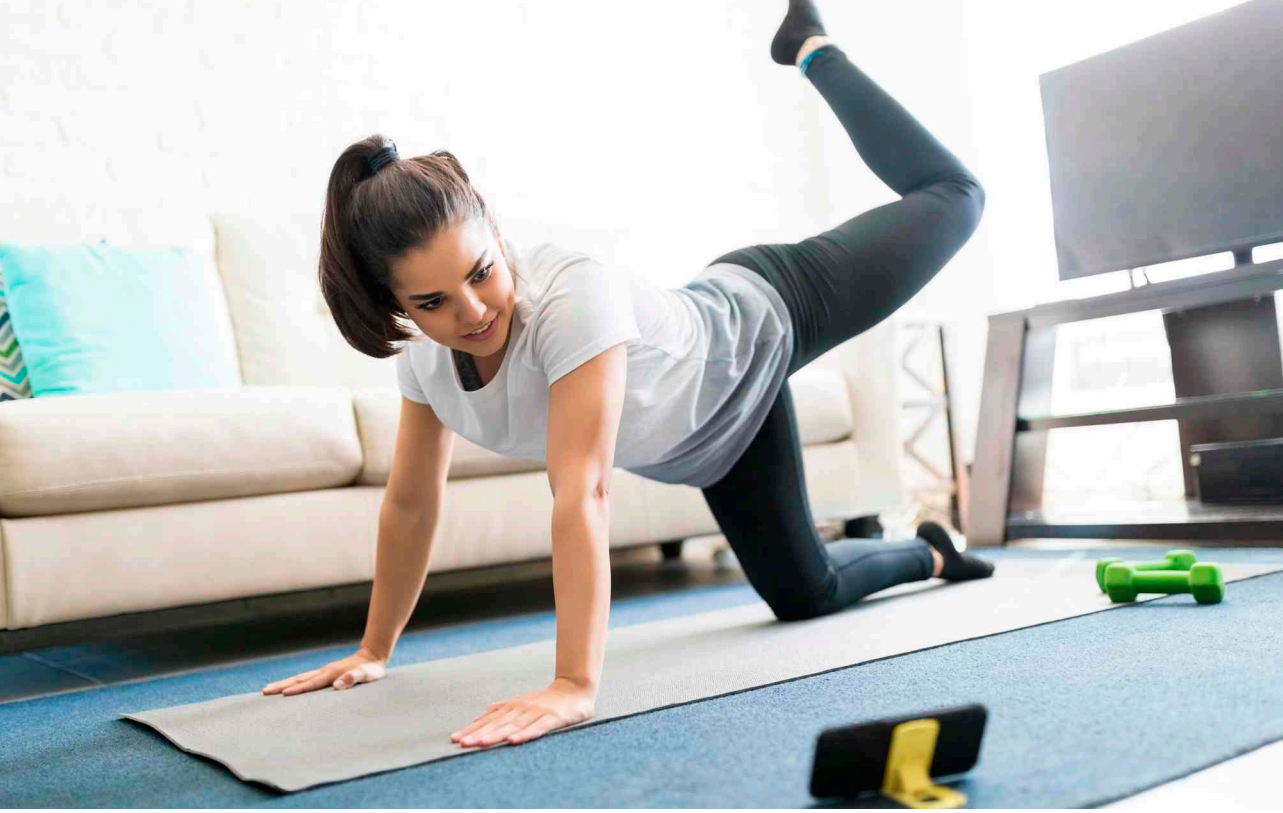
Setting the tone for the day by getting up half an hour earlier will allow you to start the day feeling calm. Resist the temptation to check your social media on waking and instead try journaling or meditation, read something inspirational or do some simple stretching/ yoga postures. Our mindset is so important – you either run the day or the day runs you. We have some tips to achieving a positive mindset on the following pages.

Set a routine

Getting organised and developing a schedule will help you to feel in control and be more clear headed. Try to develop a routine with scheduled work time, breaks and family time to ensure that you are gaining the maximum benefits of the more flexible homebased work.

Work in bursts of time

Focus on your most important activity for an hour and a half without distractions or interruptions. Switch off notifications on your phone or email alerts on your laptop. Increasingly it's being shown that this level of interruption affects the quality of the work we are producing. Take a proper lunch break away from your laptop or desk, then for the remainder of your day work in blocks of an hour. Remember to take ten-minute breaks between tasks, being sure to move around and stay hydrated.



Exercise

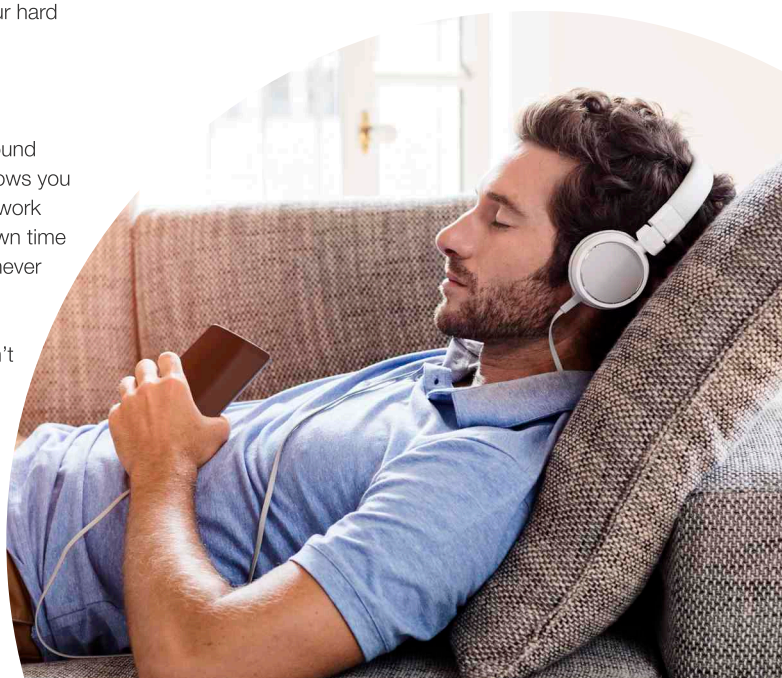
Sometimes it can be hard to find the time to make your fitness plans work, but exercising not only makes us feel better, it can also be a good way to reduce stress too. Blocking out some time in your daily routine will improve your physical appearance, as well as your mental state too, keeping you more focused for work. To truly optimise your workout efforts, the Forever F.I.T programmes will help you feel cleansed, as well as adding vital nutrients to your diet to ensure your hard work doesn't go unnoticed.

Stay Social

You may think that working from home may sound anti-social, but having this flexibility actually allows you to become more social, with both friends and work colleagues. You will be able to work on your own time and catch up with co-workers in the day and never miss out on a special occasion again. Today's digital world allows us to be more connected than ever, and making new connections doesn't have to be in person, you can grow your business, create leads, and convert them in to customer and team member right from the comfort of your own home.

Relax and unwind.

Try to get off your technology at least an hour before you go to bed to allow you to properly unwind from your day, and help sleep better. Making sure you carve out some well-deserved 'me time' will help you clear your mind ad renew your focus.



Twelve tips to positivity

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...

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!

The future of fitness



How technology is changing our health for the better

You're feeling a little more sluggish than usual after streaming a few more episodes of that new show than you should have. A familiar buzz on your wrist has you checking your smartwatch to see you're a little behind.schedule on your physical activity today and will need to squeeze in a few extra minutes of exercise to meet your goals.

Another notification shows you that not only did you go to bed later than usual, but you got fewer hours of restful sleep. Stress at work kept you from fully relaxing and you woke up periodically, thinking about all the tasks waiting for you when Monday rolls back around.

Before you've even had your first cup of coffee, you know that you'll need to get more exercise today, go to bed earlier and think about ways you can reduce stress to get more quality sleep time.

This is just the beginning when it comes to using technology to improve health and wellbeing. In isolation, there's a series of apps, devices and equipment that serve specific functions.

> **YET AS PART OF A WHOLE, TECHNOLOGY IS MAKING PEOPLE HEALTHIER, MORE FIT AND MORE INFORMED BY CHANGING BEHAVIOR AND PROVIDING A BETTER IDEA OF WHAT OUR BODIES NEED.**

The foundation for a healthier you

When it comes to tech, the basic functionality is common knowledge. We know there are wearable devices like the Apple Watch, Garmin and Fitbit that sync with our smartphone apps. They count our steps, mileage and incorporate GPS tracking.

But this technology has made huge leaps forward recently – providing insights into our bodies that can not only help people make meaningful changes in fitness, but can even save someone's life. For example, the latest Apple Watch is built with powerful sensors and an ECG app that provides important information about heart health.

> **IF SOMEONE'S HEART RATE DROPS BELOW 40 OR ABOVE 120 WHEN THEY APPEAR TO HAVE BEEN INACTIVE FOR AT LEAST 10 MINUTES, THE WATCH APP WILL SEND A NOTIFICATION.**

A resting heart rate that is either too low or too high is something that should be brought up with a doctor for further evaluation. The Apple Watch's ECG app provides users with insights that not long ago would require expensive medical equipment. It goes beyond heart rate to provide notifications when someone experiences a rapid, skipped or irregular heartbeat. The results can be exported as a PDF to share with a doctor.

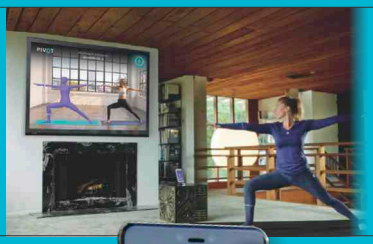
If you find your resting heart rate isn't within a healthy range for your age, increasing daily activity and changing up your diet can help you lower your resting BPM. And there's lots of emerging technology that can help you stay on track.

Whether you are looking to improve your diet, up your fitness game or both, you can use technology to make more informed decisions about your health. Check out some of these tech advances for some additional ideas.



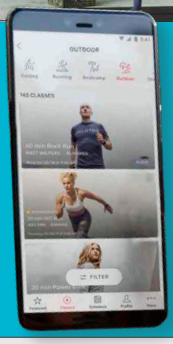
Smart water bottles

Not sure if you're staying as hydrated as you should? Smart water bottles like one made by Hidrate will let you know. LED lights illuminate the entire bottle to let you know when it's time for more water, and it's available in several eye-catching colors. Sync up with the Bluetooth-powered Hidrate App to easily track your daily water intake.



Smart yoga clothing

Nail your yoga poses with the help of your clothing. A shirt and pants combo from Pivot Yoga is outfitted with sensors that track your body positioning and provide real-time feedback from a virtual instructor.



Peloton App

This company might have a lot of buzz around its pricey spin bike, but there's no reason to sleep on the app if the bike isn't in your budget. A $12.99 a month subscription is perfect for people who like to try new things with their workout and Peloton serves up everything from meditation to yoga and high intensity training. Whether you want to take your workout outdoors or keep it inside, there's plenty to explore.



Mirror Fitness

This full-length mirror that runs on a quad-core processor is like something out of a science fiction movie. It transforms into a screen that shows on-demand fitness – anything from yoga to boxing, cardio and Pilates. You'll see your own reflection as well as the instructor to help keep yourself on form.



Smart Scales

Investing in a smart scale will provide more useful information than just your weight. There are plenty of options out there, but the Withings Body+ will tell you your weight, muscle mass, fat mass and water to provide you with a more accurate representation of your body composition. It pairs with over 100 fitness apps and has a pregnancy mode to measure healthy weight gain.

One app, three programs

Forever's F.I.T. app has taken innovation in fitness apps to a new level by combining the best elements of exercise and diet with physical products that provide you with advanced nutrition. The app works as a companion for any level of the F.I.T. experience.

CLEAN 9

This nine-day program helps your body hit the reset button and replenish important nutrients. It involves taking in fewer calories, more vitamins and nutrients and provides a cleansing effect. Throughout the program, the app will help you monitor water intake, plan calorie-conscious meals and keep your supplement schedule on track.

C9® program: Vanilla / Forever Aloe Vera Gel® | SKU 547 **or Chocolate / Forever Aloe Vera Gel® |** SKU 548 **F15® program: Beginner |** SKU 528-529, **Intermediate |** SKU 532-533, **Advanced |** SKU 536-537 **Vital5® Pack |** SKU 456
Also available featuring Aloe Berry Nectar® or Aloe Peaches®

F15®

The completion of Clean 9 marks a great time to up your overall fitness game with F15®. Like Clean 9, this program includes important nutritional supplements along with workout routines for beginner, intermediate and advanced levels. The F.I.T. app makes for a perfect companion that lets you access and follow along with workout routines from anywhere, track progress, check off supplements and challenge your friends.

VITAL5®

For those who want to stay on a great nutritional path even after C9® and F15®, there's Vital5®. This pack features Forever's favorite blend of nutritional supplements along with aloe vera drinking gel to aid digestion and maximize nutrient absorption. The F.I.T app pairs perfectly with this program to keep you on top of your supplement schedule and diet.





Find your F.I.T.

Challenge yourself to achieve your personal best with Forever's F.I.T. program.

You'll get advanced nutrition with workout routines to match your fitness level – from beginner to advanced. Order your program, download the app and charge into the future of fitness.

C9® program: Vanilla / Forever Aloe Vera Gel® | SKU 547
or Chocolate / Forever Aloe Vera Gel® | SKU 548
F15® program: Beginner | SKU 528-529,
Intermediate | SKU 532-533, **Advanced |** SKU 536-537
Vital5® Pack | SKU 456
Also available featuring Aloe Berry Nectar® or Aloe Peaches®

Track your progress and stay motivated by downloading the Forever F.I.T. App! This tool will make the perfect sidekick during every stage of your fitness journey.

Download on the App Store | GET IT ON Google Play

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FOREVER COMMITTED TO PROTECTING THE ENVIRONMENT FROM LAND TO SEA

Doing right by the planet is an important part of everything we do at Forever. After all, we work very hard to help people lead happy, healthier lives and that means doing our part to help protect our environment. Here are a few of the many ways Forever honors our commitment.



On Land

Farming responsibly

Our aloe plantations in Texas and the Dominican Republic set a high bar for responsible practices. We use drip water systems to cut water usage across the fields and also collect the water used to rinse the plants to reuse it in the fields.

Smarter distribution

Controlling our own distribution channels allows us to continually reduce our carbon footprint by finding the most efficient routes to bring products to our customers worldwide. This also allows us to minimize packaging and reduce waste.

In the Air

Cleansing the air

Just 20 aloe plants can convert as much CO_2 into oxygen as a full-sized tree. That means our millions of aloe plants cleanse the earth of millions of tons of CO_2 every year!

Reducing Waste

Our flagship product, Forever Aloe Vera Gel® is made from 100% recyclable materials. That's how we ensure that our packaging gets reused instead of being dumped in landfills or waterways.

In the Sea

Keeping waterways clean

So many unassuming household products contain toxic chemicals that end up going down the drain and often into waterways. Forever Aloe MPD® 2X Ultra is a multi-purpose cleaner that can replace those toxic varieties with an effective solution made with environmentally-friendly and biodegradable ingredients.

Protecting the reefs

Coral reefs play a vital role in the delicate ecosystem of our world's oceans, but many sunscreens contain chemicals that bleach and kill coral reefs. Forever's Aloe Sunscreen contains non-nanosized natural zinc oxide, so it not only protects from the sun's harmful rays but is reef safe as well.

Forever Aloe Vera Gel® | SKU 715
Forever MPD® 2X Ultra | SKU 307

Sip of the season



These aloe-inspired mocktails feature the bold flavor of sun-ripened peaches combined with ingredients that pair perfectly with a lazy day on the porch or an afternoon at the beach. Take your outdoor entertaining to new heights this season with refreshing drinks that taste great and do great things for you, too.

Did you know?

Forever Aloe Vera Gel® aids in digestion and improves nutrient absorption? Forever Aloe Peaches® combines all the benefits of our flagship gel with the delicious taste and antioxidant power of sun-ripened peaches.

Peach Basil Mule

This refreshing take on a classic cocktail combines the sweet taste of peaches with a spicy ginger kick.

- 3 oz. Forever Aloe Peaches®
- ½ oz. lime juice
- ½ cup ginger beer
- 2 fresh basil leaves
- \+ Ice cubes

Combine all the ingredients in a cocktail shaker and shake for 30 seconds. Pour into a copper mule mug with ice and garnish with basil leaves and a slice of lime. Drop in a reusable stainless-steel straw.

Frozy Aloe-Navels

Frosty, fresh and sweet. You'll be sippin' pretty and feeling peachy with this combination of aloe, peaches and orange juice. Use the following recipe to blend two servings at a time – because you'll want to make more than one!

- 2 cups frozen peaches
- 1 cup frozen orange juice
- ½ cup Forever Aloe Peaches®
- \+ Sliced peach for garnish

Combine all ingredients in a blender, blend until smooth and serve in highball glasses. For a thicker drink, add a few ice cubes.



Reach for the Peach

Nothing says summer like the sweet flavor of sun-ripened peaches.

Forever Aloe Peaches® combines peach puree with pure aloe vera drinking gel for a refreshing drink that's healthy and delicious. As a source of vitamins, antioxidants and immune-supporting aloe, with no added preservatives – it's like pouring a little sunshine in your glass.

Forever Aloe Peaches® | SKU 734



The Aloe Vera Company

FOREVERLIVING.COM

FOREVER®

Please speak to a **Forever Business Owner** if you would like to place an order

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



Breaking the 9 to 5

How innovation is redefining work as we know it.

The workforce is changing in a big way. Innovation and advancements in technology are creating new opportunities for people who want to define success and career fulfillment on their own terms.

In the following pages, you'll meet someone who charted his own path to a better life instead of taking the safe bet of a nine-to-five job. Read his story and explore some of the ways our global workforce is changing and bringing new opportunities to millions around the world.

Taha Alaoui was a rising star in Morocco's soccer world. He was at the height of his game when an injury on the field put his future as a professional athlete in question, a devastating blow for someone so close to the pinnacle of a lifelong dream.

Yet, Taha would soon discover that the door slamming shut on his soccer career would open new ones and introduce him to a new kind of dream - showing him there are many paths to follow when it comes to building a different kind of career.

Taha was just six years old when he first took to the field and he knew from that day forward that the game of soccer would always feel more like an extension of himself than a simple pastime. He was a natural too, and his talent didn't go unnoticed.

Taha exploded into the international spotlight when he appeared on a competition television show called Golden Foot. Out of 10,000 people who tried out for the show, he was one of only 100 to make the cut and he competed his way to the semi-finals before his elimination. After the show had wrapped, he started receiving offers from teams looking to grow their roster with someone like him.

The choice wasn't quite as simple as he'd imagined. Around the time he'd gotten the offers, he had also graduated university with a degree in software engineering along with a job offer from Morocco's Ministry of Foreign Affairs. He decided to take the path that guaranteed financial stability and went to work for the government.

Taha knew he was in the beginning of what could be a great career, but he couldn't silence that voice inside – telling him he was destined for something more. His dream was still out there on the soccer field, so he decided to quit his job and start competing.

"Unfortunately, I broke my ankle while playing and went into surgery right away," Taha remembers.

> **"I COULDN'T WALK WITH MY PLASTER FOR SIX MONTHS. THEN I WENT THROUGH REHABILITATION SESSIONS TO RE-ADJUST, BUT DEEP DOWN I KNEW IT WAS THE END OF MY FOOTBALL CAREER.**

With injury casting doubt on his future, Taha could have simply returned to the Ministry of Foreign Affairs and picked up where he left off. But he wanted more out of his career. Taha is part of a generation that is redefining the way people view their career. It's not enough to simply have a steady job. People want personal freedom, flexibility and work they can believe in.

While Taha was recovering, he thought a lot about his future and how he could build a career on his own terms. He was visited by a friend who had gone into business for herself as a distributor with Forever Living Products.

Taha didn't know much about direct selling at the time, but connected instantly with the products and the business model. If he went into business for himself, he could introduce other athletes to products that provided advanced nutrition and helped fuel their performance.

"I was never happy working for someone else," Taha says.



“I ALWAYS LOOKED FOR FREEDOM. I FOUND THAT FOREVER COULD PROVIDE THE SAME KIND OF FREEDOM THAT I FELT WHEN I PLAYED SOCCER.

There was also a team aspect to Forever’s business model, where he could coach and develop others who wanted to go into business for themselves. Taha realized that the type of opportunity Forever offered was something so many people were looking for. He found his place and excelled, building a life that he wanted.



An expanding, innovative marketplace

More people than ever are finding the type of opportunity that worked for Taha. While direct selling is not a new business model by any means, companies like Forever have adapted and innovated to not only put out the highest quality products, but provide independent business owners with digital tools to help them grow.

Social media has changed the way customers interact with businesses and business owners. Other tools like digital apps, individualized ecommerce platforms and advancements in business analytics have helped turn direct selling into an industry with a global reach. These innovations make it possible for business owners to develop a larger customer base in less time.

The millennial wave

In 2015, millennials became the largest population of the workers and, according to Ernst & Young, will make up 75% of the workforce in just five years. Their prominence has ushered in a profound change across all industries. While their parents largely sought out stable careers and often worked for the same company for decades, millennials are more apt to jump around every few years. In fact, that's how many millennials move their way up into higher salaries and better job titles.

But millennials have also given rise to another major shift. They expect more balance and freedom. They are more likely to become entrepreneurs or freelancers to make a living on their
own terms.

> **MORE WORK CAN BE DONE REMOTELY, ALLOWING PEOPLE TO DO THEIR JOBS FROM ANYWHERE AND PROMOTE A GREATER WORK-LIFE BALANCE.**



Learn more...

Do you want to learn more about the Forever Opportunity?

Talk to the person who gave you this magazine.



More ways to enhance career skills

The growing wave of independent workers are more likely than their nine-to-five companions to invest in themselves and grow their skillsets. According to research by the Freelancers Union of America, more than half of people who consider themselves independently employed have reskilled over the past six months. From coding bootcamps to weekend seminars and online courses, the new generation of self-employed workers are constantly developing skills to compete in an economy that's increasingly driven by technology.

Today, people have far more options when it comes to obtaining the knowledge, certification and training they need to enhance their careers.

Changing workplace cultures

While the percentage of the independent workforce is on the rise, companies still need full-time workers - causing a major shift in workplace cultures. With millennials taking over the workforce, businesses are adapting to offer remote working hours, flexible scheduling and resources to promote wellness among employees. More work can be done remotely, allowing people to work from anywhere and promote a greater work-life balance.

The gig economy

Uber gets much of the credit for creating a gig economy through its ride share service. Drivers log in, work when they want to work and stop when they decide. Some people drive full-time while others drive only in their spare time for extra cash.

This economy has expanded past ride share services to include food and package delivery and personal errand services. Amazon relies heavily on gig workers to expand its delivery options into groceries and even hot meals. Technology hasn't only changed the current economy, it has created an entire workforce. Experts predict this gig economy to keep growing.

Where do you see your future?

For Taha and millions more like him, direct selling provided an opportunity that fit into his lifestyle and helped him accomplish his goals. His business has grown steadily, and he's even traveled the world to speak at events for other Forever Business Owners.

For you, a full-time job with flexible office hours or a full-time freelancing gig might fit your lifestyle. No matter what type of career you are looking for, there's no doubt that the workforce is changing, offering a wider scope of opportunities.

The people you count on

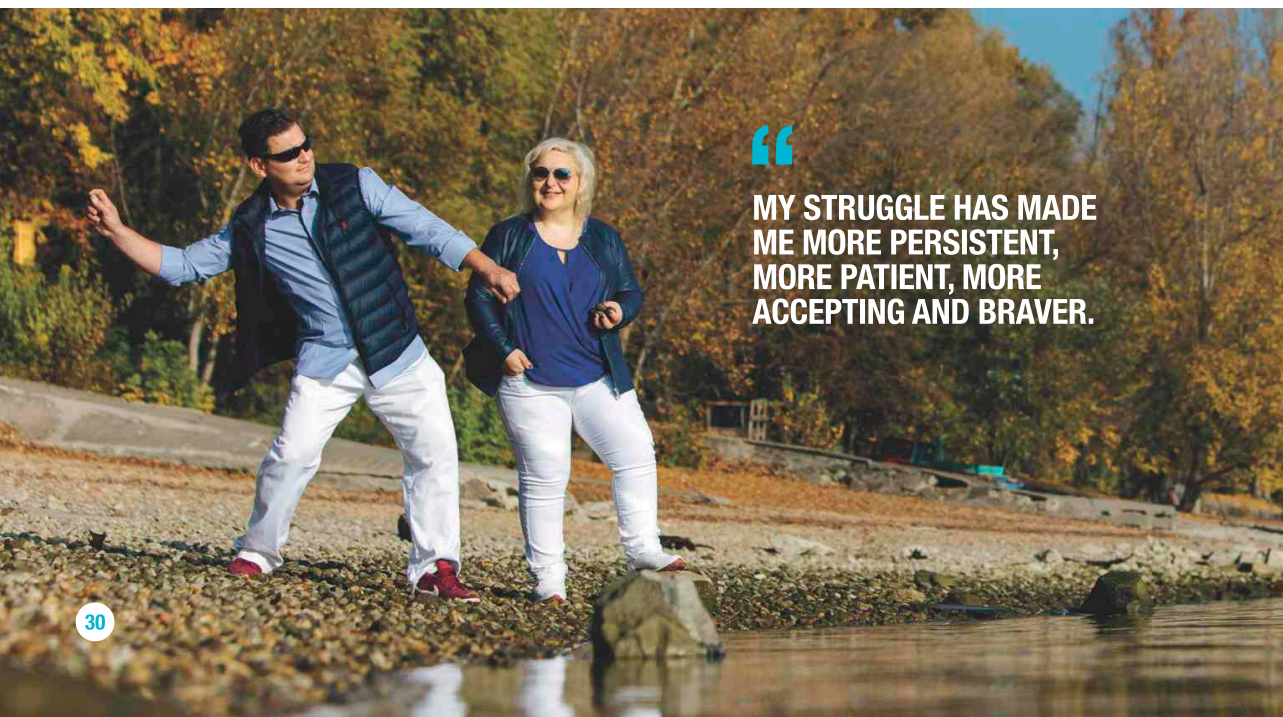
How one person found strength in a tough time by relying on her Forever community.

When you're facing a potentially fatal illness, the people you care about and count on can make all the difference. Krisztina Kovacs-Kiraly was in her prime when the news of her brain tumor hit hard. How could this be possible? She was just 30 years old and her career as an independent Forever Business Owner in Hungary was in full swing.

"My illness started with a very sneaky façade," Krisztina remembers. "I went from doctor to doctor and nobody could find out why my health was failing. I started losing my hair along with my energy and focus."

Eventually, doctors were able to pinpoint the cause of her problems - a 3.3-centimeter tumor on her pituitary gland. Krisztina learned her treatment would require prolonged hospitalization for extensive hormone treatments and, eventually, a major operation to remove the tumor.

Her first thought was of her husband, Endre, and the life they'd built together, but she took comfort in knowing he would be there for her no matter what. Her second thought was of her Forever business, and what would happen to her team as she underwent a long treatment.



Krisztina built up a solid team of Forever Business Owners, but that had taken a very hands-on approach. She spent much of her time training and coaching to help each member of her team grow – putting in long hours to make her own business more successful. Now, with her impending hospitalization, Krisztina would have to count on her team to step up and keep the business thriving until she finished treatment and regained her strength.

"I always tried to be positive and focus on them and their goals," Krisztina says.

"

THE TEAM WAS SO SUBSTANTIVE. THEY TOOK ON ALL THE TASKS, STAYED TOGETHER AND UNDERTOOK LEADERSHIP.

The team's hard work inspired Krisztina and allowed her to put everything into her recovery instead of worrying about money. The bonus checks kept coming, which helped lift the financial strain of overcoming a life-threatening illness. Her team had not only stepped up, they excelled – increasing sales and bringing on new team members to represent Forever.

The day finally came when Krisztina was out of surgery. However, she wasn't out of the woods just yet. Recovery would be long, but at least she would be back at home, sleeping next to her husband once again. It would take several years to get back to 100 percent, but Krisztina remained committed to getting back to work in any way she could.

"I couldn't contact new people, but I was present," Krisztina says.. "I loved and used the products. I attended the events. I joined every meeting I physically could."

Krisztina's health improved more every year and today she's enjoying a complete recovery. And while she's as driven and energized as ever, Krisztina is not the same person she was before her illness.

"My struggle has made me more persistent, more patient, more accepting and braver," Krisztina says. "I worry less and have become more adventurous in setting new goals."

Krisztina's connection with Forever as a company is only growing stronger as well. She says Forever has never let her down through her journey as a customer and distributor. The company and the friends she's made through the opportunity will always play an important role in her life, and the best way she knows to pay it forward is by telling as many people as possible about Forever.





Make meaningful connections in a digital world

While social media was initially developed as a way for people to stay in contact with one another, platforms like Instagram, Facebook and Twitter have turned it into a transformational business tool. In less than two decades of widespread global use, social media has redefined the way companies communicate with customers and helped entrepreneurs and small business owners build strong connections.

Aloe Life spoke with Forever's Director of Digital Marketing, Amy Sifontes, about a few of the ways social media is shaping the landscape for entrepreneurs and small business owners.

What type of experience do you think people are looking for when they follow a business on social media?

Social media has really changed the relationship between businesses and their customers. People want to engage with a company for a lot of reasons, like finding their hours of operation or looking for a good deal, but they also are finding ways to feel more connected. Personally, the brands that I follow on social media are the ones that I connect with outside of just a simple transaction. I want to feel heart connected to their mission and keep an eye on ways I can experience their brand beyond the product or service.

How has the development of social media changed the way businesses interact with customers?

There's more pressure than ever on business to be connected to their customers on social media. With Facebook messaging and commenting, people expect to get responses and they expect to get them quickly. Beyond messages that are directed at a business, there may be hundreds to millions of conversations happening online about a business. Social listening is important because it can clue a business in to conversations that are happening both good and bad. Social media is one of the first places a customer will go to complain about bad service or products, so businesses must constantly be on the lookout for opportunities to improve their experiences, be customer support, and fix relationships with their customers.

What has changed in terms of how businesses advertise to people?

A lot has changed over the years with advertising and how businesses can reach people. It's a little scary right now where personal information is maybe at risk and some businesses are taking advantage of the information that's shared on the internet that could be very intrusive to a customer. It's easier than ever to reach people and unfortunately, that means it can feel like you're being targeted with ads that feel very personal to you. Sometimes, it can even feel like you're not looking at an ad or as if you're being followed around on the internet. I think advertising is just one of those areas of social media that will always be rapidly evolving. Unlike tv or magazine ads, these types of ads can learn about you and are usually aimed at you because of something you've shared. I think this is an area to keep your eyes on and if you're someone who likes to share A LOT on social media, consider how businesses may be using that information to sell you products or services.

Are there certain elements you consider a recipe for success for keeping people engaged and interested?

Very simply put, our recipe is to inform, excite, and connect. Our social media channels are two-way communication channels, which means we find it the most successful when our content leads to hearing from our followers. Every post that we share serves to enhance our relationships and that means we look for authentic ways to share what we do and what we love. Yes, we talk a lot about aloe and we love hearing feedback about our company and our products.

What importance does social media play in a business like Forever?

With a global company like Forever, social media is the direct connection to millions of people all over the world. It's a vital way of communicating for our business and it's one of our favorite mediums for communicating and keeping up with the Forever Business Owners who are sharing their journeys.

What are some of the things you enjoy most about working here?

Every day is as exciting as the last. We are always working on something new, whether it's an incredible global event, like Global Rally, or contributing to a new technology or business tool that will help someone be more successful, like FLP360. It's never boring and I enjoy working with great people around the world.

What makes you #ForeverProud?

I'm **#ForeverProud** to be part of a company that helps people look better and feel better, and through social media be connected to our Forever Business Owners who are sharing the power of aloe all over the world.

Catch Forever in action

Follow Forever on social media to get the latest information on products, deals and events around the world!

ForeverGlobalHQ

@ForeverNAmerica

@ForeverNAmerica

Great products lead to great opportunities

LOVE USING FOREVER PRODUCTS?

Turn your passion for our products into a new opportunity that empowers you to change your life by helping others. Talk to the person who gave you this magazine to find out how you can become a Forever Business Owner, earn some extra income and travel to destinations around the world.



The Aloe Vera Company

FOREVER®

Heard around the world

Get involved in the conversation!

ForeverNorthAmerica

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Our favorite products and people have a way of showing up all over the world. That's part of what we love about being a global brand doing business in more than 160 countries. Take a look at some of our favorite posts shared by our Forever family. We hope you'll share some of your great moments too. Don't forget to use the #LookBetterFeelBetter or #ForeverProud!



Cristiana Dincuta (Arcul de Triumf, Bucharest)
#Aloeinjurullumii
#Aloearoundtheworld



Forever Living (Edmonton, Alberta)
"Look better. Feel better.
100% inner leaf aloe vera."
#Aloearoundtheworld



Laura Reihana (Bristol, UK)
"Afternoon Aloe Tea! The most wonderful hour spent this afternoon launching Fiona's business!"
#veryproudmento #flexibleworking #healthandwellness #nutritioniskey #guthealth



Rosita Darrell (Cairo, Egypt)
Very shortly the Grand Opening for our Forever Opportunity will be announced in EGYPT.
#AloeAroundtheWorld #egypt #businessopportunity #joinmyteam #kairo #hurghada #somabay



Riham Dwiri (Dallas, Texas)
"Everyone needs a little Aloe Baby dance to really kick off the #EMR19 week!"
#foreverproud #thealoeveracompany



Viviane Quinhones (Pattaya, Thailand)
"Eu sou Eagle Manager!!!"
#eaglemanager2019 #eaglemanager #emr19 #foreverliving #forever #manager #gerenteaguia



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Enjoy more time in the sun with the soothing protection of Aloe Sunscreen. This advanced formula includes aloe vera and natural non-nanosized zinc oxide for long-lasting, protection from UVA and UVB rays. It's water resistant for up to 80 minutes and reef safe - so you can protect your skin and preserve the ocean's delicate ecosystems.

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