

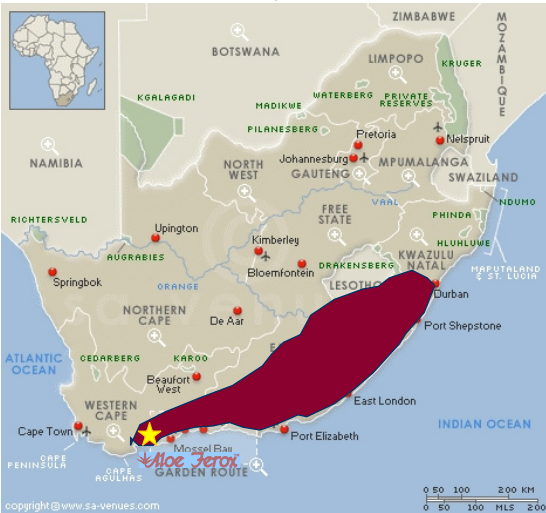
ALOE FEROX, THE COMPANY. *Aloe Ferox*™ THE BRAND. *Aloe ferox* THE PLANT.



Aloe Ferox is a cosmetics and wholesomeness products manufacturer and distributor based in Albertinia, South Africa

- ✓ Est. 1997
- ✓ Family owned
- ✓ Turnover: R 15 Mil p.a.
- ✓ Staff: 50
- ✓ Integrated capability:
 - ❖ Development
 - ❖ Manufacture
 - ❖ Distribution
- ✓ Production Capacity: 700 000 Liters per annum
- ✓ Company philosophy
 - ❖ "The leaves of the tree were for the healing of the nations" (Revelations 22:2)

Aloe Ferox is located in the Cape region of South Africa to maximally utilize the availability of the *Aloe ferox*



- ✓ It is thought that a slave by the name of Goree that worked on a farm called Wyderivier in the Albertinia district first showed his owner how to tap the aloe – the aloe was commonly known as the Goree-bush. The concept of aloe tapping was introduced to the botanist Carl Peter Thunberg on 13 November 1773 when he visited the area.
- ✓ The aloe has been commercially tapped in the Albertinia district from the second half of the 18th century. During a visit to this area Francis Masson writes on 12 November 1773 that aloe bitters are being sold for between two and six pence per pound.
- ✓ John Barrow reports that between 1799-1802, a total of 155 500kg aloe bitter sap was produced in the Cape region

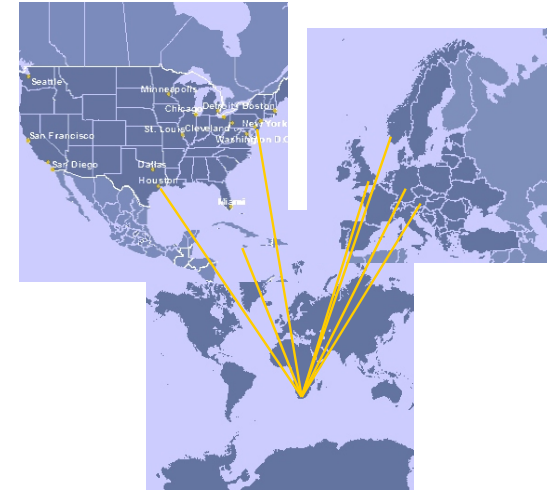


ALOE HISTORY

- ✓ The oldest known reference to the health and cosmetic value of the aloe is found on carved clay tablets from Sumeria, an earlier culture in Mesopotamia
- ✓ In ancient Egypt the aloe was referred to as "the blood of the gods"
- ✓ From the study of ancient Egyptian hieroglyphs and wall paintings it seems that the aloe jelly was used as a deodorant and mosquito repellent
- ✓ "I have perfumed my bed with myrrh, aloes, and cinnamon" (Proverbs 8:17)
- ✓ Dr Windel Winters from his Health Science Center at the University of Texas in San Antonio proclaimed the positive properties of the Aloe in his worldwide report as follows: "We believe that the aloe is truly a pharmacy in a single plant"

The *Aloe Ferox*™ brand is essentially marketed through a local and international network of some 1000 direct distributors

- ✓ Positioning:
 - ❖ Affordable and simple quality
- ✓ Markets:
 - ❖ Natural health segment
 - ❖ Health stores and spas
 - ❖ Beauty salons
 - ❖ Fitness centers
- ❖ Differentiators
 - ❖ "Free range" *Aloe ferox*
 - Grows wild in the veld
 - No pesticides
 - No herbicides
 - No fertilisers
 - ❖ Knowledge of the plant and its traditional uses
 - ❖ Raw material sourcing capability



The *Aloe ferox* bitter sap is harvested in the veld by free lance harvesters

- ✓ Brown-yellow bitter sap is extracted.
 - Bottom leaves are harvested.
 - Stacked around hole.
 - Pile of 100 – 150 leaves.
- ✓ Bitters are collected in container.



- ✓ Sap is boiled for 4 hours.
 - ❖ Water vaporizes
 - ❖ Paste crystallizes into crystals.

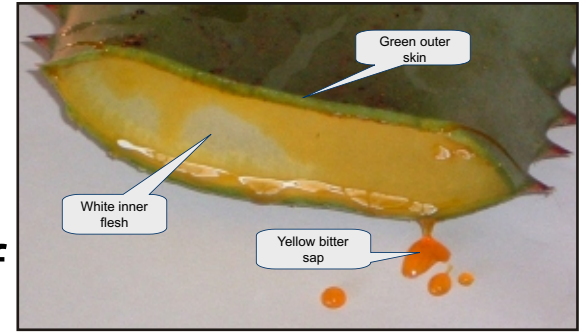
PLANT COMPONENTS



- ✓ Bitter sap/crystals .
 - ❖ 5 Anti-septic agents.
 - ❖ 3 Anti-inflammatory agents.
 - ❖ 1 Antibiotic agent



- ✓ Aloe leaf contains.
 - ❖ Polysaccharides containing monosaccharides.
 - ❖ 34 Amino acids.
 - ❖ 14 Enzymes.
 - ❖ Numerous biological active ingredients.



Freshly cut *A. ferox* leaf

Tapped leaf



Bitter sap



Sliced whole-leaf



Sliced inner leaf



Bitter crystals

Dried whole-leaf



Whole-leaf powder



Aloe jelly



Bitter powder

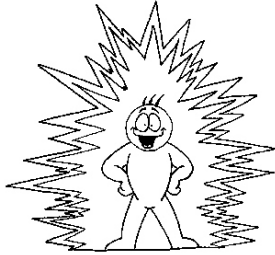


Whole-leaf jelly



Medicinal Properties: *Anti-Aging*

- ✓ Balance **Insulin**.
 - ❖ balancing blood sugar, sharpen concentration and enhancing mood.
- ✓ Fight **Infection**.
 - ❖ lessen toxic burden placed on body, boost immune system.
- ✓ Prevent **Inflammation**.
 - ❖ reduce aches and pains, decrease risk factor for diseases such as heart disease and cancer.



MEDICINAL PROPERTIES

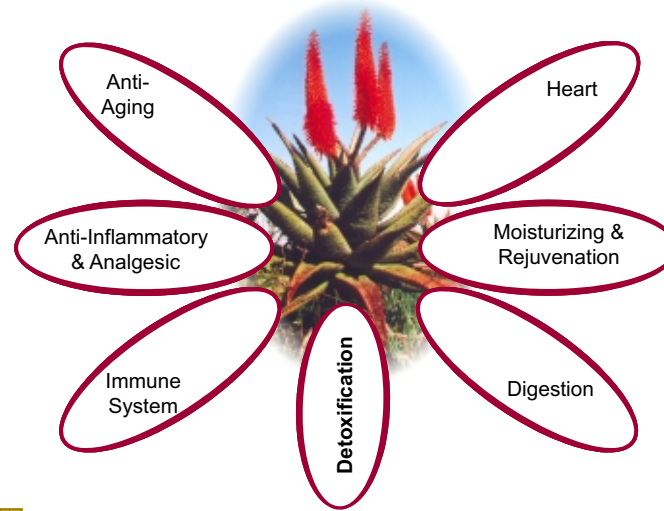
Medicinal Properties: *Heart*

- ✓ Reduced risk factors for development of heart disease.
 - ❖ Reduces cholesterol.
 - ❖ Reduces blood pressure.
 - ❖ Improves blood circulation.



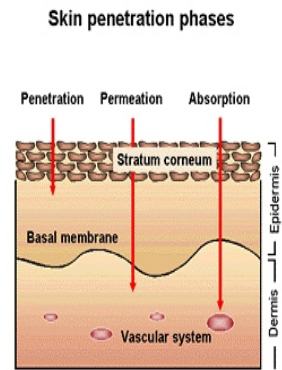
Medicinal Properties: *Anti-inflammatory & Analgesic*

- ✓ Reduces pain & swelling.
 - ❖ Muscle pain.
 - ❖ Burn wounds.
 - ❖ Scrape wounds.
 - ❖ Sun burn.
 - ❖ Blisters.
 - ❖ Acne.
 - ❖ Tendinitis.
 - ❖ Arthritis.
- ✓ Improves healing.
 - ❖ Increases cell regeneration.
 - ❖ Increases uptake of Ca & P in bones.
 - ❖ Regenerates skin 8x faster.
- ✓ Natural antibiotic.
 - ❖ Anti-microbial.
 - ❖ Anti-viral (HIV).
 - ❖ Anti-fungal (Yeast, fungus).



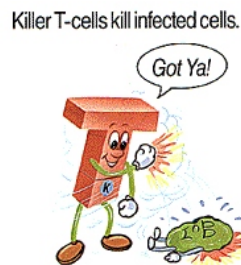
Medicinal Properties: *Skin Rejuvenation*

- Penetrates all 7 skin layers.
- ✓ Feeds skin.
 - ❖ Increases compound solubility.
 - ❖ Enhances penetration of active ingredients.
 - ❖ Stimulates collagen synthesis.
 - ❖ Increases blood flow.
- ✓ Prevents photo aging.
- ✓ Prevents loss of moisture.
 - ❖ Forms protective layer.



Medicinal Properties: *Immune System*

- Modulates immune system.
 - ❖ Prevents suppression of immune response.
- ✓ Fights cancer.
 - ❖ Prevents cancer.
 - ❖ Stimulates killer T cell production.
- ✓ Fights infection.
 - ❖ Increased white blood cells.

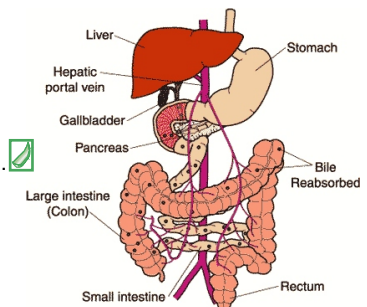


Medicinal Properties: *Bitter Detoxification*

- ✓ Bitter is a potent **laxative**.
 - stimulates peristalsis - prevents constipation.
 - assists liver to eliminate toxins.
- ✓ In small quantities it aids:
 - ❖ digestion by stimulating gastric juices.
 - ❖ absorption from the gastro-intestinal tract.
 - ❖ potent antibacterial and antiviral agent.
 - peptic ulcers.
 - urinary infection and gastroenteritis.
 - herpes & influenza virus.

Medicinal Properties: *Digestion*

- ✓ Stimulates peristalsis.
 - Prevents constipation.
 - Detoxifies
- ✓ Stomach ulcers.
- ✓ Slows food digestion.
- ✓ Improves nutrient absorption.
 - ❖ IBD (Diverticulitis).
- ✓ Glycaemic effect.
 - ❖ Stabilizes blood sugar and insulin levels.
 - ❖ Diabetics.



Understanding the classification and categorization of the Aloe Ferox products greatly assists in understanding the product range



	Core (Traditional)	Aloe centric	Aloe enhanced	Supplemen- tary
Wholesome- ness	Bitter Crystals; Super Aloe Gel; Whole-leaf Gel; Whole-leaf Juice; Aloe Tea; Fabulous Fibre; Fabulous Fibre Bitter; Si-nose Drops	Bitter Balm; X-Balm	Adam; Body Basics; Clever-4-Ever; Eva; Outlook; Get-a-grip; Muscle Gel; Sweet Need, Val-u-life; Winter Eeze; Winter Fighter; Catcher;	Omega Oils
Skin care	Super Aloe Gel;	After Shave Gel; Facial Wash Bitter; Radical Image; Tissue Oil; Eye Gel	After Shave Lotion; Balancing Toner; Balance-it; Cel-u-lite Gel; Anti-stretch Mark Milk; Cleansing Cream; Deo 24; Enriched Night Cream; Eye cream; Facial Mask; Facial Wash; Foaming Cleanser; H&B Lotion; Hand Cream; Heel Balm; Lip Balm; Mature; Moisturizer; Moist. Day Cream; Moistirizing Mask, Mr. Moisturiser; Nail & Cuticle Gel; Neck Cream; Night Cream; Refining Scrub; Shaving Cream; Spotless Cream; Sun Care Gel; Sun Care Lotion; Sweet Feet; U.R. Night Cream; Wrinkle Less Cream	Friction Gloves
Hair care		Good Riddance; Shampoo Bitter;	Conditioner; FrizzyFix; Nutri Hair Conditioner; Nutri Hair Capsules; Shampoo Anti-dandruff; Shampoo Conditioning; Shampoo Regular	
Baby care		Baby Oil	Baby Balm; Baby Bottom; Baby Shampoo	
Make-up			Aloe Cover; Eye Make-up Remover Gel	
Bath Care		Liquid Body Wash Bitter;	Bath oil; Body scrub; Hair & Body Wash; Luxury Foam Bath; Shower Gel;	
Animal care		Horsefly; Sham-Pet;	Shiny Fur;	
Delicatessen	Aloe Tea; Aloe Bites; Aloe Chutney; Aloe Jam		Aloe Muesli	