

## Outline of Dr. Robert Davis' Research on some of the properties of the fresh Aloe Vera Plant for topical use

*His research documents the many ways Aloe Vera enhances the health and growth of skin and tissue*

We hope that understanding some of the numerous constituents and properties in the aloe plant will help to inspire you to a rigorous investigation of our Herbal Aloe Force Topical Gel. Aloe Vera is a very complex plant. Dr. Robert Davis' research on fresh aloe vera demonstrates how some of its many constituents work in different ways to be anti-inflammatory, tissue regenerating, immune enhancing and have many other beneficial properties when the aloe molecule is intact and in its natural form.

In addition to the many other properties of properly processed aloe, mentioned in our brochure, here is an outline of some properties demonstrated by Dr. Robert Davis' research on fresh aloe. This research addresses topical usage of the aloe and examines the body's natural wound healing processes:

**1. Aloe's anti-inflammatory actions:** Davis has found that whole, fresh aloe is anti inflammatory in 3 different ways, while being tissue regenerating and immune enhancing at the same time. Dr. Davis remarks how unusual it is to have these 3 properties all in one substance.

- a. large polysaccharides that inhibit leukocytes directly (imitating steroid function but also stimulating tissue regeneration and enhancing immune system functions).
- b. very large polysaccharides (beta-linked glucomannans) that stimulate macrophage action to modulate excessive inflammation.
- c. natural plant sterols

**2. Aloe's stimulation of tissue regeneration:** direct and indirect stimulation of fibroblast production and activation that stimulates the production of collagen and proteoglycans; responsible for the formulation of epidermal cells:

- a. very large polysaccharides (beta 1,3; 1,4 glucomannans) stimulate macrophages directly. This stimulates the release of growth factor (stimulates production of the chemical messengers that signal platelets to excrete platelet growth factor to stimulate fibroblast activation as well as stimulates other macrophage activity including the devouring of dead tissue.
- b. these large glucomannans stimulate the release of many different constituents that stimulate chemotaxis, proliferation and gene expression in macrophages and fibroblasts. These serve to increase the concentration and activity of immune cells and fibroblasts at the site of injury.
- c. contains plant growth factor substances, including gibberellin, as well as large polysaccharides that stimulate the fibroblast directly, simulating growth factor activity.

**3. Other properties ideal for tissue regeneration, comfort and health:**

- a. perfect medium: for migration of fibroblasts across the wound bed; providing moisture while being permeable to gases, allowing oxygen transport; hostile to many microorganisms.
- b. has proteolytic enzymes that dissolve dead tissue, without injuring healthy tissue, in addition to increased macrophage activity to remove dead tissue.
- c. contains natural plant analgesics (pain relief)
- d. vasodialator action that increases circulation and blood supply, improving perfusion.
- e. biological vehicle effect increases penetration and biological activity of its nutrients (including vitamin C and zinc), thus can be used to enhance absorption and activity of other substances.
- f. Aloe penetrates all seven layers of the skin. Dr. Davis finds that this is unique, that deep penetration makes all the properties of the aloe available to deep tissue.

Dr. Robert Davis has examined our Herbal Aloe Force Gel and Juice himself and states that this aloe vera demonstrates the properties that his research with fresh aloe vera has found. He is also amazed at how our particular formulation works synergistically to be even more potent than the fresh aloe vera alone.

# Herbal Aloe Force® - The Skin Gel

There are legendary tales of the fresh Aloe plant's healing virtues. Alexander the Great conquered lands to secure his supply of Aloe plants, which he carried around in pots as his "field hospital" for his wounded troops. Cleopatra attributed her youthful, beautiful skin to her "fountain of youth" the fresh Aloe plant.

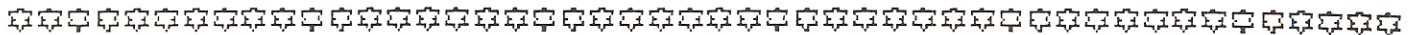
Many of us have experienced or heard about great relief and miraculous healing when applying a fresh cut Aloe plant to a burn or wound; yet when we go into a store and buy an Aloe gel, it may be cooling or soothing but it does not approximate the same results. It is NOT that "Aloe" doesn't "work" it's that Aloe Products don't earn legendary reputations - that is until now!

Herbal Aloe Force Skin Gel is processed and formulated to be even more potent and effective than the gel from the fresh plant.

- We use the whole Aloe leaf so our gel is fortified with its own nutrients that are manufactured and stored (concentrated) in the rind of the aloe leaf. The constituents in the plant rind has been found to be 4-8 times more plentiful than in the gel. Thus our whole Aloe gel is not twice as potent, not 3 times more potent but up to 8 times more potent!
- Our formulation of legendary herbs and ionic colloidal silver make our Bio-Protected™, Live, Whole Aloe immeasurably more potent and effective for skin health, comfort and beauty.

**Herbal Aloe Force® Skin Gel will feel just like you put the fresh aloe plant on, and will work even better.**

## The Skin Gel ♦ For All Your Skin Needs



### Health, Beauty and Comfort for the entire Skin System.

#### Herbal Aloe Force® The Skin Gel

has the same herbs (Cats Claw, Essiac, Chamomile, Astragalus, Hawthorne Berry, Pau d'Arco and Ionic Colloidal Silver) as the Juice. PLUS we added:

- Green Tea - potent antioxidant properties and more...
- Hyaluronic acid - moisturizing, hydrating and humectant
- Glycerith 26 - moisturizing, penetrating and non-sticky

Not Sticky, Not Clogging and Not-greasy

#### Healthy Skin is Beautiful Skin

##### Nature's Complete Beauty Kit

Nourishes the skin deep down, to keep it glowing with health and looking clean, clear, smooth, toned, hydrated, and moisturized.

Best Anti-aging Gel for your Skin: Can reduce the appearance of fine lines, wrinkles, age spots and sun-damage. The only "True" wrinkle cream! (see properties p.3)

"Feeling" moisturized is not necessarily "Being" moisturized. More than just "feeling" moisturized on the surface. Aloe penetrates through all 7 layers of skin to deeply hydrate and nourish the skin to "Being" moisturized and Healthy.

Feel what moisturized, healthy skin really feels like.

#### Herbal Aloe Force® The Skin Gel is Naturally:

- calming
- soothing
- cooling
- hydrating
- cleansing
- exfoliating
- toning
- moisturizing
- nourishing
- antioxidant
- oxygenating
- and more...

#### "HEAT" & "ICE" at the same time!

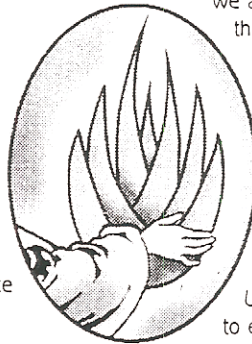
Aloe has all the healing properties of ICE and HEAT and more....

So use it whenever you would need heat or ice!

Use for relief from irritation and discomfort of all types.

(for skin, joints, muscles, mouth and gums, chapped lips.)

Aloe is known as the "burn" plant. Cooling, soothing and can prevent damage from burns of all types. (sunburn, chemical, radiation, heat)



### Complete Health Care for your Skin:

Keep Herbal Aloe Force® The Skin Gel in your\*:

- first aid kit
- beach bag
- diaper bag
- shaving kit
- backpack
- gym bag
- bathroom
- bedroom
- kitchen
- nursery
- medicine cabinet
- purse (make-up kit)

\*We are prohibited from being able to tell you everything you can use this gel for. These "places to keep" your Herbal Aloe Force Gel is to urge you to think very carefully about all the possible uses for this gel.

Challenge it - for all your topical needs: face, hands, feet, body, joints, muscles, scalp, hair, mouth, gums, sensitive areas....

Use with your toothpaste or alone as tooth/gum/oral gel.

Use **as a "biological vehicle" with any** other topical application to enhance its penetration and effectiveness.

Apply as often as needed to achieve the results you desire.

Leave open to air or cover with a bandage.

Massage in for deep penetration and complete absorption.

For best results use in conjunction with Herbal Aloe Force Juice®

**Please read and think about** - All the properties

that research has documented on Aloe and its polysaccharides (see p.3)

**Know** that Herbal Aloe Force, whether used

"from the inside out" or "from the outside in" is

• formulated to bring you the best Nature has to offer and

• processed to be biologically available to the cells throughout the skin and soft tissue systems.

The best way to experience all that this gel can do is to -

**Try it for absolutely everything!**

More information about usage is available upon written request.

The only Aloe recommended in Alternative Medicine's Guide - The Supplement Shopper.



\*FDA regulations for "Cosmetics" prohibit us from telling about properties of the gel that are defined as "dietary supplement" or "drug" claims.