

THE EXCEPTION TO THE PRESERVATIVE 'RULE'?!

We believe the Aloe plant and our uniquely processed, unheated, live, raw AloeForce Products are exceptional and thus deserve consideration to be an exception to the 'absolutely no preservatives' rule: Sodium benzoate (a mineral salt) is added to our Aloe (hence the labeling) and it immediately turns into benzoic acid when added to the AloeForce. Benzoic acid naturally occurs in berries and in our bodies and is a magnificent inhibitor of bacteria growth!

Aloe is the most fertile medium on earth and must be purified from bacteria and stabilized to preserve this purity in order to be consumed safely. The benzoic acid generated from the sodium benzoate keeps the Aloe clean from bacteria growth once the bottle is opened.

We add only 1/10th of 1% sodium benzoate to our 100% whole leaf, raw-purified Aloe. We use the smallest amount of the most benign preservative possible (safe, tried & true for over 80 years). (side note: Aloe profoundly enhances cellular detox and elimination of all unwanted toxins throughout the entire body!) Our AloeForce has been used successfully since 1995 with only rave reviews. Sodium benzoate has been proven to be completely safe and effective in these small amounts, unheated, for use as a benign, safe preservative making our ingesting of 'live' Aloe possible!!

Sodium benzoate and benzoic acid issues have been resurrected recently as a marketing strategy to market benzoate free products – and NOT as a safety concern.

A 1993 study has recently been resurrected as part of a negative marketing campaign against sodium benzoate. This research has found that traces of benzene can be produced when benzoates in soda pop with added ascorbic acid are heated in a closed system to 113 degrees F. There were/are no warnings issued by the FDA to the public because it is a very particular set of circumstances that can yield traces of benzene and soda manufacturers had been alerted and compliant. (Benzene rings often naturally occur in our bodies and the body is designed to eliminate them). Other misinterpreted reports of unfounded scientific studies on sodium benzoate and benzoic acid are also being used as a ploy to provoke safety concerns to promote benzoate free products. REMEMBER – MARKETING IS NOT EDUCATION!!

REMEMBER - Since we never apply any heat whatsoever from field to bottle (see our written guarantee) (and do not add ascorbic acid) any problems with sodium benzoate or benzoic acid turning into benzene or being toxic in any way is not an issue with our AloeForce products. (All reports of toxic findings have been unscientific, unfounded, misrepresented AND ALL INVOLVE HEAT and huge amounts of preservative).

ENJOY YOUR 'LIVE' RAW ALOEFORCE PRODUCTS – WORRY FREE!!!!

And know that drinking-in AloeForce profoundly supports your body's detox systems!

We are Committed to
protecting Nature's designs with
minimal processing to ensure
maximum potency.



Herbal AloeForce®
Bio-Protected™ for Life & Purity
Original All-Plant Formulation
by *Herbal Answers*