



The Facts about Raw-Purified, "Live" - AloeForce



The facts about how Purified, Unbroken Aloe delivers the
FULL LIFE-FORCE,
FULL POTENCY,
FULL POTENTIAL and FULL EFFECTIVENESS
Of
The Living Aloe Plant



Facts About Herbal Aloe Force

Table of Contents

What makes Herbal Aloe Force so Special?

An overview outline on the unique aspects of Herbal Aloe Force.

Processing, potency, purity, biological activity, biological availability 3-4

Cold Processed? 5

A discussion of labeling Aloe as “cold processed” versus our unique Aloe that is truly never heated.

No Laxative Effect • Safe for Daily Use by all ages 6-7

Why Herbal Aloe Force, unlike other Aloes, has no laxative effect but is a powerful detoxifying, cleansing agent.

What is “MPS” count? 8

An explanation of what the MPS test really measures, and how Aloe potency can be determined.

Immune Enhancing Properties: Direct and Indirect 9-11

Why Herbal Aloe Force is Directly Immune Enhancing.

Whole, live plants versus isolated constituents.

How Beta-Glucomannan, mucopolysaccharides work best in their whole form.

Labeling Standards 12

A discussion of how labels on Aloe products have misled the consumer on “cold processed, aloin removed, whole leaf” and what is truly in any given Aloe product.

Not All Aloe Tastes the Same 13

A discussion of taste variance in Herbal Aloe Force.

Why is Herbal Aloe Force so Special?

Herbal Aloe Force is unique in that it finally delivers the Full Potency, Full Potential and Full Promise of Aloe Vera that marketing and research has only promised.

Herbal Aloe force is a powerful coalition of botanical forces that far surpasses our limited expectations both for Aloe Vera and these Herbs. Herbal Aloe Force is completely different from any other Aloe Vera product and from any other herbal product due to the way they are each specially processed and combined.

Herbal Answers Bio-Protective Processing

Our unique Bio-Protective Processing techniques all serve to protect the Full Life Force of the entire Aloe Vera plant by maximizing both the number of nutrients and the form they need to be in to be most effective while also producing the purest aloe possible.

Purifying technique uses No applied Heat

No Heat at all is ever applied to the aloe or the herbs at any time from field to bottle. The plants never even experience ambient temperatures above 90° F at any time during processing thus always below body temperature. (see Cold Processed, page 3)

- Protects original biological structure and design of the aloe complex needed for maximum biological activity and effectiveness.
- Protects the structure of many important aloe nutrients including the enzymes, and the largest immune enhancing polysaccharides (beta-glucomannans) that begin to break apart at 100 F.
 - Enzymes: Our special processing is the only one that produces an Aloe that includes all its naturally occurring enzymes.
 - Polysaccharides: Maximizes the number of the largest Aloe Polysaccharides (mucopolysaccharides, beta-glucomannans) (see Immune Facts, pages 7-8)

Unique aloin removal technique • No Contraindications

The aloin is part of the plants natural defense system to keep animals from eating it! Our Bio- Protective processing includes a technique that removes the aloin completely from both the leaf and gel of the plant without compromising the potency or structure of the plant. This is done without any cutting away and without any damaging filtering process. (see No Laxative Effect, pages 4-5)

- The aloin is removed to 1 ppm or less
- Safe for Daily Use for all ages and all situations even at high dosages
- None of the usual contraindications for aloe apply to Herbal Aloe Force
- Purest and safest aloe available

Whole Aloe Leaf is used • Maximizes Number of Nutrients and Potency

Since we have a special aloin removal technique we are able to use the entire leaf of the aloe plant without cutting any part of it away and without any damaging filtering. All the nutrients are manufactured and stored in the outer leaf of the plant thus using the whole leaf maximizes the number of nutrients and potency of our aloe.

Natural Proportions Maintained • Never Concentrated, Diluted or Dried

Concentrating or drying the aloe changes the balance and structure of the aloe complex and also “removes” nutrients as well as the water. Keeping the Aloe as close to the fresh plant’s original design as possible makes the most potent and biologically effective Aloe.

- **Maximum biological activity and biological availability of polysaccharides**
Dr. Davis’ research on the fresh Aloe plant demonstrates that it is within the intricate structure and balance of the Aloe’s other 250+ nutrients that the polysaccharide can effectively move through the body and “communicate with” and move into the cells of our bodies.
- **Maximum potency and effectiveness of all Aloe’s nutrients**
Not only do the polysaccharides need the entire array of Aloe nutrients to be effective but ALL of the nutrients in fresh aloe play a significant part in many processes of the body and have many profound properties of their own as described in Dr. Davis’ work as the “Symphony Orchestra” effect of fresh whole Aloe Vera.

Unique Herbal Extraction Process

The herbs are incorporated into the Aloe with our unique Bio-Protective extraction process which protects the potency of the herbs and delivers them to the cells of the body more effectively.

No Heat, Harsh Solvents or Alcohol are used

The Aloe itself is used as the extracting agent, thus incorporating the herbs directly into the Aloe Vera. (Other herbal juice products simply add herbal extracts).

Biological Vehicle Effect • Potent, Safe with Increased Effectiveness

Aloe has the profound ability to draw itself, and anything taken with it, through tissue and into cells like no other substance known. Even though the herbs are only 4% of Herbal Aloe Force, being incorporated within the Aloe increases their biological activity and the efficiency of the body’s absorption, utilization and effectiveness of the herbs.

This unique herbal formulation incorporated into our specially processed Aloe Vera yields results that far surpass what would be expected from the Aloe and the herbs individually. The whole is surely far greater than the sum of its parts.

Cold Processed?

Or — If Aloe is So Amazing, Why Haven't We Seen More Dramatic Results?

Have you read any of the research on fresh Aloe Vera?

The findings are nothing short of astounding! Scientific research has documented a wealth of profound health-promoting properties in fresh Aloe. Scientists wouldn't even dream such a formulation could be possible. Why then have we heard very little about dramatic results from using Aloe?

The answer is really very simple: Processing! Aloe has never been processed in a way to capture and provide the nutrients and properties that are available in the fresh plant. Traditional processing methods use heat to control bacteria growth. Excessive heat (above 100 degrees F) has been proven to break down the most important nutrients in the Aloe, the large polysaccharide (beta glucomannans), as well as delicate enzymes, and other nutrients. Heat also destroys the biological balance and original design of the Aloe, changing it's effectiveness. As a result, Aloe products contain only a fraction of the properties found in the raw, fresh plant.

But now there is an Aloe product processed to offer the full potency of all the nutrients found in raw Aloe. Herbal Aloe Force is the only nationally distributed Aloe that is not heated or pasteurized during the processing; thus you get all the benefits Aloe has to offer. From the time our Aloe is cut to the time it is bottled, it is never heated, thus never experiences temperatures above room temperature (a maximum of 90 degrees F., less than body temperature) thus protecting biological activity. Herbal Answer's Bio-Protective© Processing assures that all the vital nutrients are intact including all it's enzymes.

What Does the Term "Cold Processed" Mean? Many Aloe companies put the term "cold processed" on their bottle. What does this term mean? Well . . . not much. Aloe companies define "cold" as something between 135 degrees F and 480 degrees F (and some companies bottle Aloe that has already been excessively heated by another manufacturer and make claims that they never heated their Aloe). Concentrated Aloes may even use additional heat to remove water. The International Aloe Science Council defines the term "cold-processed" as below 100°. We have yet to find an Aloe that is processed at a temperature lower than 145 degrees F, and most companies, in spite of their claims, process their Aloe at even higher temperatures. Members of the IASC who once claimed "cold processed" on their label have removed it. If the label claims "cold processed", they are not members of the International Aloe Science Council.

If I Can't Trust Labels, Can I Know the Truth About Aloe Processing? If you think you are using a truly cold processed Aloe product that claims to be "cold processed", we urge you to ask the company who is providing the product to put their claim of processing temperature in writing. Be sure to tell them to specify that at no point from field to bottle does their Aloe ever experience temperatures over ninety degrees F. We've yet to see a statement like this from any other Aloe company that guarantees temperatures of 90° or lower.

The Results Speak For Themselves

Herbal Aloe Force maximizes the integrity and biological activity of all Aloe's nutrients. We guarantee our Aloe is never heated, pasteurized, or damaged by fine filtering or concentration. Try it. The proof is in the results that you experience.

No Laxative Effect; Whole Leaf but also Aloin Free

New Processing Removes All Laxative Effects!

Aloin is a naturally occurring, bitter tasting laxative property found in Aloe.

This proprietary process yields a pure yet maximum potency Aloe Vera. The aloin content in our Aloe is less than 1ppm.

This proprietary aloin removal process enables us to truly use the entire Aloe plant without losing or harming any of the vital, powerful nutrients, the largest polysaccharides (including the beta 1,3 and beta 1,4 glucomannans, Acemannan, "MPS" ...)

The Aloe in Herbal Aloe Force is uniquely processed, so that the aloin is completely removed from the entire plant (both the leaf and gel) without cutting parts of the plant away or filtering it out.

Safe For Daily Use

Any warning against the use of Aloe Vera has been because of the laxative properties.

Aloin should not be ingested on a daily basis, especially in high doses. Its laxative properties force intestinal contractions which can make the intestine dependent and lazy. Drinking most Aloes on the market is like taking a laxative on a daily basis and is not safe for many people and not recommended for daily use.

Because we have removed the aloin from the Aloe in Herbal Aloe Force to less than 1ppm, this product can be taken on a daily basis even at high doses.

Thus any contraindications for taking Aloe internally do not apply to Herbal Aloe Force for any age group or health status.

Natural Cleansing and Detoxification versus Using a Laxative

You don't need a laxative to clean and detoxifying your body. Herbal Aloe Force will restore a healthy bowel balance without any laxative effect.

Our properly processed Aloe, with the aloin removed, has properties that promote the body's natural cleansing mechanisms to break down the build-up of waste, to push toxins out of the cells, and to support the elimination process throughout the body.

Diarrhea may still occur as a result of drinking Herbal Aloe Force, but only as a result of the body's natural response to the overload of toxins being cleansed and not because of the laxative effects of aloin.

The internal use of Aloe Vera has a reputation for cleansing by purging the system with the laxative properties of the aloin, an unhealthy process that has resulted in Aloe being contraindicated for pregnant women, children, etc...

Ingesting aloin will often result in cramping and diarrhea, which may give you the illusion that your body is being cleansed when, actually, it may be only your colon, that is being purged. The aloin's laxative effect is not necessary for cleansing the colon and does not detoxifying on the cellular level.

Misconceptions About Aloe and Aloin

Unfortunately Aloe is commonly regarded as a laxative. This misconception has come about because no company has been able to successfully remove all of the aloin from their product. Herbal Aloe Force is unique, because of our special aloin removal process.

It is also unfortunate that there is no industry wide regulation defining what it means to say “aloin removed” on the bottle.

Companies have been able to say “aloin removed”, even with an aloin content as high as 55ppm. Diarrhea occurs at approximately 24ppm.

Other Aloe companies may be able to remove some of the aloin by cutting away the aloin layer in the leaf, but this process does not remove the aloin present in the gel.

Cutting away at the leaf also removes important nutrients in the Aloe.

It is important that you see the aloin content in writing before ingesting the product.

What is “MPS”?

Disinformation Warning Regarding Aloe Vera Potency.: The MPS test has been misused to promote aloe products by falsely claiming that they measure potency. The International Aloe Science Council (IASC) has officially asked companies to stop using the MPS test as a measure of potency or mucopolysaccharides.

Disinformation Warning from IASC:

The following was directly taken from International Aloe Science Council Journal, Inside Aloe, ‘Special Issue on Polysaccharides,’ The Story of Aloe Polysaccharides, Ronald P. Pelley, PhD., M.D. January, 1997.

- 1) *“The test called the **Methanol Precipitable Solid Test (MPS Test)** does not measure polysaccharide. It measures polysaccharide plus a complex of alcohol insoluble salts and organic acids. Thus the values for “polysaccharide” generated by this test are significantly higher than the real levels measured by conventional biochemical tests.”*
- 2) *“The IASC does not endorse the MPS test and is discouraging the use of the test as the basis for a label claim.”*
- 3) *“Wittingly or unwittingly certain companies have used this test to label and promote their product as having high levels of polysaccharide whereas in fact this product may have lower than expected levels of polysaccharide. Although most companies have ceased this practice a few still persist in it. Consumers should be advised as to the potential for misrepresentation in this area.”*
- 4) *“Because of the lack of scientific validity of the MPS Test and its past history of use in the promotion of misrepresentation and fraud, it would be prudent to examine with great care products being promoted via this test.”*

Several aloe companies have misrepresented MPS testing to boast of aloe potency due to an extremely high ‘mucopolysaccharide’ count on the basis of the MPS Test. This claim is extremely misleading. **MPS does not stand for mucopolysaccharides**, but stands for **Methanol Precipitable Solids (MeOH)**. **The MPS Test measures all solids** in a given aloe vera product. These solids include sugars of all sizes (including polysaccharides of all sizes), salts and minerals. Although concentrated products remove water from the aloe and will, by definition, have a higher solids count than a non-concentrated product, they do not have more mucopolysaccharides nor more potency. According to Ivan Danhof, MD. PhD., research has shown that the large, delicate beta-glucomannan polysaccharides will be damaged by the processing used to remove the water and will be further damaged by being placed in a concentrated salt and mineral solution. **Ironically, it is more likely for a product with a high MPS count to have an extremely low large polysaccharide count.**

What makes a potent aloe?

At this point in time the only way to examine the potency of a given aloe vera product is to examine how that product is processed. **According to Aloe researcher, Ivan Danhof, MD, PhD the most potent aloe product will be one that is closest to the fresh plant: use the whole leaf, is never heated, and is not heavily filtered, concentrated, or dried.** (The whole Leave Advantage, Ivan Danhof MD, PhD).

Immune Enhancing Properties of Aloe Vera: Direct and Indirect

Herbal AloeForce is Bio-Protectively Processed to be both directly and indirectly immune enhancing and to demonstrate all the properties the research has documented on fresh Aloe Vera including all the properties of its mucopolysaccharides (also known as beta-linked glucomannans).

Indirect Immune Enhancing Properties of Aloe Vera:

- Antioxidant
- Digestive System Improvement
- Better Absorption of Nutrients
- Digestive and Elimination cleansing

These properties do support the immune system to be able to work better in that they take some of the burden off it and improve nutritional absorption but these are not the Aloe properties that “directly” improve immune system functioning.

Direct Immune Enhancing Properties of Aloe Vera

The fresh Aloe Vera plant is unique in that it contains the full range of all sizes of polysaccharides and is the most concentrated plant source of the largest ones known, the beta-linked glucomannans (also known as Acemannan, acetylated polymannose, mucopoly-saccharides, MPS, Aloe polysaccharides).

These very large and complex, intricate polysaccharides found in fresh aloe are responsible for the profound and direct immune enhancing properties demonstrated by scientific research.

Aloe Polysaccharides (mucopolysaccharides, beta glucomannans)

These very large and complex polysaccharides have been shown to be directly immune enhancing by:

1. being able to survive the digestive process
2. being taken up whole, intact into the lymph system
3. stimulating macrophages by fitting their receptor sites

It is this property of being able to stimulate macrophages that make these polysaccharides profoundly immune enhancing in every way because the macrophages are the main immune cells that regulate the workings of the entire immune system.

The macrophages have a myriad of functions some of which include

- engulfing foreign bodies
- releasing growth factor (which stimulates tissue production)
- the orchestration and stimulation of all cells and all functions of the entire immune and repair system including
 - immune system modulation which is the regulation of the immune response (stimulating it and shutting it down)
 - regulating the inflammation process (increase and decrease)
 - releasing factors that tell the immune cells where to go
 - releasing factors that stimulate the other immune cells to release their antibodies when and where needed.

These polysaccharides are only able to do all these things if and only if they are of a certain size and complex, intricate structure (as only Nature can design) to be able to be recognized by the body, to be taken up into the lymph system and also to be able to fit the receptor sites of macrophages.

These polysaccharides are manufactured by our bodies only until puberty and are difficult to find from food sources. It has been recently discovered that aloe is the most concentrated plant source of these mucopolysaccharides (beta-glucomannans).

It is crucial that the structural integrity of the mucopolysaccharides be protected for them to have direct immune enhancing properties.

The Potency and Effectiveness of the Mucopolysaccharides

To maximize the potency of the Mucopolysaccharides their structural integrity must be protected.

It is crucial that the Aloe not be heated or use any damaging filtering in order to protect the size and shape thus maximize the number of these magnificent complex sugars.

- Heat breaks down the biological structure of these intricate sugars. These mucopolysaccharides begin to break apart above body temperature as do all living, biological designs.
- Filtering processes that filter out water, aloe and other constituents can also break down and/or remove these large polysaccharides along with the “unwanted” substances.

To maximize the effectiveness of the Mucopolysaccharides the structural design of the entire Aloe complex must be provided

Dr. Davis’ research on fresh Aloe Vera has shown that the polysaccharide’s properties are best demonstrated when they remain intact, within the entire Aloe molecule. It is in this whole form, as originally designed by Nature, balanced with the other 250+ and intricately laced within a base of water, that the polysaccharides are most biologically active, biologically available and have the biological “wisdom” to -

- be able to move so dramatically through the cells and tissues of the body
- survive the digestive system and be taken up into the lymph system to be available throughout the body
- “communicate” with and be recognized and utilized by cells of the body
- “know” where and how to go and fit receptor sites of various cells including macrophages and fibroblasts (tissue production cells)
- To have the supportive cofactors necessary for all these biological activities and processes.

Our Bio-Protective Processing Protects and Provides

- the structure of all the individual nutrients in the Aloe and
- the Life Force held in the intricate structure of the whole Aloe complex as originally designed by Nature

Our Bio-Protected Aloe in Herbal Aloe Force is guaranteed to never experience any applied heat at any time and to never even experience ambient temperatures of above 90° F at any time during processing. This protects both the structure of all the nutrients in the Aloe as well as the biological design of the entire Aloe complex.

Our Bio-Protected aloe is guaranteed to never have water added or removed and never to be concentrated. Our processing never uses any damaging filtering. Thus the complete Aloe in the proportions Nature originally designed is protected and provided.

Although other Aloe products may claim to be immune enhancing, unless you have a written guarantee as to its processing methods and the structure and form of the fresh Aloe is protected, you can assume that any immune enhancement effects may be due mainly to the indirect immune enhancing properties discussed above.

Keeping the Aloe as close to the fresh plant's original design as possible delivers the most potent and biologically effective Aloe. Drinking in the full promise of the fresh Aloe plant in Herbal Aloe Force will deliver the full range of immune enhancing properties.

Labeling Standards

Will Your Label tell You The Potency of Your Aloe?

There is a great deal of misunderstanding in the Aloe industry and, certainly the consumer is confused, because the law regulating labeling does not give a strict definition of –

- cold Processed
- whole leaf
- aloin removed

A manufacturer can call his product “cold” and heat it to 400 degrees F or can say “aloin removed” and have 55ppm (diarrhea results at 24ppm) in his product, and he will not be breaking the law.

These are only a few of the many misrepresentations that companies make in order to get you to think their Aloe is potent. This is why Herbal Answers, Inc. offers a written Processing Guarantee to assure you of our quality.

The potency and effectiveness of an Aloe product is dependent on its processing. The proof of the processing is in its use. We strongly urge you to try our product and compare its effects to any other Aloe (see brochure and Processing Guarantee)

Not All Aloe Tastes the Same

Herbal Aloe Force Tastes Great Naturally!

We pride ourselves on the total removal of the harsh and bitter, laxative qualities (aloin) from the Aloe. Removing the aloin improves the purity and the taste of our Aloe, while also eliminating diarrhea or cramping due to these laxative properties. Because we remove these properties, we do not need to add any heavy flavoring. Many other Aloe companies use heavy flavoring to hide the bitter taste of aloin which would also covers up any natural variance in the Aloe's flavor.

The Flavor and Color of Herbal Aloe Force Will Vary

This variance in color and flavor assures you that no damaging filtering methods are used to make the flavor more consistent and no heavy flavorings are used to cover up any variance in taste. We pride ourselves on this variance, because it assures you that Herbal Aloe Force is completely natural. No two Aloe plants will taste the same, unless they are processed in a way to make them taste the same!! Thus the flavor of Herbal Aloe Force will vary according to the seasonal growing conditions of the Aloe and the herbs. We do not waste any room in the bottle for flavoring. If you would like more consistency in the taste of your Herbal Aloe Force, we suggest that you add it to your favorite juice. The taste variance will disappear.

Minimal Processing Assures Maximum Potency!

Variance in flavor assures you of maximum potency and biological activity. In order to produce an Aloe with a consistent color and taste, it is necessary to use heavy filtering while processing the Aloe. This heavy filtering compromises the potency and integrity of the plant's constituents. We put the full force of Aloe into Herbal Aloe Force. In this way, we are able to assure you that you are getting the most of what this amazing plant has to offer.

Day to Day.....Moment to Moment

Not only do the plants vary naturally, but the status of your digestive system, including your mouth, varies and affects how Herbal Aloe Force tastes at any given moment. We have found that the same bottle tastes totally different to different people and to the same person at different times depending on the health of their digestive system (including the mouth). So if you don't like the way Herbal Aloe Force tastes at first, keep drinking it and add it to your juice if needed. It will taste better in a week or two. The variance in flavor of the Herbal Aloe Force and the variance in how it tastes to you at any given time is another reminder of its dynamic nature and interaction with your body's biochemistry.