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Memo: Concerning - The recent “Bad Press” on Methyl-Paraben

Methyl-Paraben keeping cosmetics “CLEAN”!

Herbal AloeForce Skin Gel has less than 1/10th of one percent methyl-paraben added to it –as a fabulous and benign, tried and true, inhibitor of fungus, yeast, mold and micro-organism growth. Once our purified, completely RAW (not just cold-processed) “Live”, whole-leaf AloeForce has been opened, the Methyl-Paraben keeps the Aloe clean from micro-organisms that want (so badly) to grow in the fresh aloe!

Methyl-Paraben has been used safely and successfully for almost a century to keep cosmetic (topical) products clean from micro-organism growth– and in our RAW, purified Herbal AloeForce Skin Gel for over 12 years **with nothing but rave reviews for our Gel** for EVERYTHING related to Skin Health, Regeneration and Beauty!

(Our RAW, whole leaf Aloe is the only True ‘wrinkle cream’ on the market says Dr. R. Davis, Aloe Researcher – and lots of our customers!)

Parabens have NOT been linked to cancer.

Recent researchers found **Ester-Parabens** in breast tissue (**NOT Methyl-Paraben**) during a study on breast cancer. This finding has been twisted, exploited and used as a marketing tactic to promote paraben free products.

The Truth Is:

The researchers found **Ester-Parabens** (found in all plants and apparently in our own body tissues) in some breast tissue. The researchers did **NOT** find or suggest that the parabens were related in any way to cancer or anything else.

Methyl-Paraben is NOT Ester-Paraben. Our Methyl-Paraben is made from PABA (a B vitamin naturally occurring in our bodies). It is safe and effective. And just like water (H₂O) is NOT hydrogen peroxide (H₂O₂) - Methyl-Paraben is NOT Ester-Paraben – we use Methyl Paraben!

This scare tactic is very unfortunate because due to the consumers propagandized perception of Methyl-Paraben we are being forced to try to replace it with something else in the near future (still working on it as we are trying to stop growth in RAW Aloe – not an easy task!!)