



The A-Z list of product ingredients

The
Aloe Vera
Company



FOREVER

A

Aloe vera

Here at Forever Living Products, we love aloe vera. It's at the centre of everything we do and is why we call ourselves the Aloe Vera Company.

Grown in hot climates around the world, the aloe plant is renowned by society for its luscious leaves, tropical appearance, and inner leaf aloe vera gel - a cool and calming gel like substance with naturally occurring medicinal properties. Aloe vera is becoming increasingly popular within both the beauty and health industries, and is utilised for both its healing and beautifying properties. Aloe is one of the oldest botanicals on record, dating back to 2200 BC.

There are around 400 species of aloe plant in the world, but there is only one species that has been recognised for millennia for its soothing properties; Aloe Barbadensis Miller, and it's the only one we grow because it's the most nutritionally valuable variety.

We don't just sell high quality aloe vera products; for over forty years we have demonstrated a commitment and passion for finding and sourcing nature's purest ingredients and pairing them with the latest scientific advancements to create outstanding organic products. We are a vertically integrated company which means that we own and operate our aloe fields, and our manufacturing and distribution facilities; we call it **from plant, to product, to you.**

That's a lot of aloe

Did you know that we have 7,500 acres of aloe plantations, and an estimated 50 million aloe plants? We told you we really love aloe.

Most of our aloe comes from our 6,500-acre plantation located on the Caribbean island of the Dominican Republic. There, the plants can bask in over 2,000 hours of sunshine every year and take advantage of the fertile soils and tropical climate.

It takes about a year until the aloe leaves reach the peak of thickness and nutrient content, and once they are mature, we carefully harvest the lower leaves by hand. This gentle care means the plant can continue to produce leaves for up to five years.

Hand harvesting the aloe cuts down on heavy and

polluting machinery, which smashes and destroys more of the plant, and causes environmental damage as well as an unremarkable finished product.

Just because we have been doing this for over four decades does not mean we know everything. We continually test new methods for growing, fertilising, and cultivating our aloe. Our product innovation never stops.

Why use aloe vera?

Aloe vera has been used for centuries for its unique wellbeing benefits, both as a beauty supplement for skin, hair and nails, and also as a digestive aid. The cleansing and purifying nature of our gels make them the perfect addition for anyone looking to give their diet a little something extra.

Aloe is a popular digestive aid and great for hair and skin. Our aloe vera drinks also contain vitamin C to support immunity and metabolism and help reduce tiredness and fatigue.

Forever's three aloe drinking gels come in original **Aloe Vera Gel**, **Aloe Berry Nectar** and **Aloe Peaches** and contain up to 99.7% pure aloe vera. They are suitable for vegans, are gluten free, and also hold certification for Halal and Kosher compliance; meaning these products really are for everyone.

What's even better is they are now preservative free, thanks to our patented aseptic process, and come in recyclable packaging.

We also use aloe in our vast range of cosmetic products. The versatility of aloe vera means it can be combined with different ingredients and utilised in a multitude of ways to help both you and your family look and feel as good on the outside as you do on the inside.

Can you make aloe even better?

Yes, every product starts out life as 100% aloe vera leaf gel, before we delicately add carefully crafted ingredients to produce outstanding final products. Ranging from drinkable gels for regulating your digestive system, to soothing massage lotions for relaxation, and revitalising

eye creams to combat ageing, we have a product to suit your every need. Versatile and adaptable, aloe vera is full of an endless amount of possibilities that we are uncovering each and every day on our mission to create premium natural products.

Not all aloe is equal

We are always being asked what makes Forever's aloe stand out over the plethora of aloe products out there in almost every store.

Although these products may cost less, they often contain fillers and artificial colourings and have a very low percentage of aloe vera within their composition. What makes our products and gels stand out from the rest is the high content of aloe vera pulp, harvested from our home-grown aloe vera crop.

Pure, certified quality

Our aloe vera products were the first to receive the International Aloe Science Council's (IASC) seal of approval for consistency and purity for all of our aloe vera products.



Did you know that you should only trust aloe products that display the International Aloe Science Council's seal of approval? IASC only approve aloe products that meet their stringent standards for quantity and quality.



What is **allantoin**?

Allantoin has skin-nurturing, protective and soothing properties, making it a popular ingredient in many skincare products. Allantoin is a natural substance with moisturising and soothing properties that can help to protect the skin. Allantoin is a mild substance that rarely causes irritation, which makes the ingredient ideal for dry and sensitive skin.

What are **AHA acids**?

Alpha Hydroxy Acids (AHAs) come from the plant kingdom, and are sometimes referred to as fruit acids. Examples of AHAs are lactic acid, glycolic acid and citric acid. AHAs are often used in exfoliating skincare to remove dead skin cells from the skin surface, and help it to appear smoother and more hydrated.

What is **ascorbic acid**?

Ascorbic acid is a water-soluble vitamin naturally found in many plant materials, especially citrus fruits. Ascorbic acid is also known as vitamin C. It is commonly used as an antioxidant.

What is **baobab**?

Baobab is a tree that grows on the African Savannah, and can also be known as 'boaboa', 'monkey bread trees', and the 'tree of life' as they can grow to be over 500 years old. Baobab is rich in vitamin C and has antioxidant properties. The ingredient is emollient and helps to create a homogenous blend of ingredients within the product.

What is **calcium**?

The most abundant mineral in the body, calcium is an integral part of bone structure, with 99% of the body's calcium is found in the bones and teeth.

In addition to the more commonly known benefits

including, the maintenance of normal bones, teeth and muscle function, calcium also contributes to normal blood clotting, energy yielding metabolism and even normal function of digestive enzymes.

Calcium can be found in dairy products, soybeans and some leafy vegetables such as broccoli. Vitamin D has been proven to contribute to the normal absorption and utilisation of calcium, so make sure you are getting enough vitamin D as well as enough calcium every day.

What is **caprylic/capric triglyceride**?

Caprylic/capric triglyceride is a natural ingredient, extracted from coconut oil that adds moisture to the skin by forming a protective layer, without leaving the skin feeling oily.

What are **ceramides**?

Ceramides are lipids, oils, found naturally in the skin which support the skin's barrier. Ceramide levels in the cells drop with age; one of the reasons why it can be perceived that the skin gets drier as you get older.

What is **chondroitin**?

Chondroitin, like glucosamine, is a structural component of cartilage found around the joints in the body, and can be obtained through diet and supplements. The chondroitin used in **Forever Freedom** is a bovine source.

What is **chromium**?

Chromium is an essential trace mineral that is found in foods such as egg yolks and broccoli. It contributes to normal macronutrient metabolism, and to the maintenance of normal blood glucose levels.

What is **citric acid**?

Citric acid is one of the most common food additives and is used as an antioxidant or acidity-regulating substance. Antioxidants are added to food to prevent fat from rancidity and fruit-based products from discolouration (oxidizing). They also preserve vitamins, such as vitamins A, D, E and B2.

What is **collagen**?

Collagen is a natural fibre protein, commonly found in the skin and bones. Collagen is a very important protein for the body, representing 5% of its total mass and helping to maintain skin's firmness, and supple bones. Factors that can affect the degeneration of collagen, and lead to signs of ageing can include: stress, smoking, sun damage and poor diet.

A healthy lifestyle should be followed up with a good skincare routine, such as a moisturising cream with the active ingredient collagen, as part of your daily routine.

What is **marine collagen**?

Marine collagen, which is a type of collagen, is made up of collagen peptides derived from fish, and has the most efficient absorption of all collagen types. Marine collagen is environmentally friendly and sustainable as it uses parts of the fish that are normally thrown away.



What are **eggshell membranes**?

Eggshell membrane is a thin film that separates the shell of an egg and the egg white. The membrane consists of a variety of natural substances, including protein, collagen and hyaluronic acid.

What is **elastin**?

Elastin is, like collagen, an important natural building block in the skin; helping with elasticity, flexibility and smoothness. With age, elasticity in the skin decreases, resulting in stretched skin and the appearance of fine lines and wrinkles. Elastin can be added to skincare products to help to support the skin's foundations and to moisturise for the appearance of smoother skin.

What is **folic acid**?

Folic acid (folate) is an important B vitamin, B9, and is particularly important for women of childbearing age. It is recommended that women wishing to conceive should take a folic acid supplement prior to conceiving and until twelve weeks into their pregnancy, to help reduce the risk of problems with development in the early stages, and help to prevent birth defects known as neural tube defects, including spina bifida. The recommended daily intake for folic acid is 200ug, but this recommendation is doubled during pregnancy to 400ug.

The above information is well documented, however, what's not so well known is the important relationship between the vitamins B9 and B12. Without vitamin B12, folate cannot work properly and becomes trapped inside cells and unavailable to support cell growth. Both folate and B12 have a role in the process of cell division.

In addition to its benefits prior to, and during pregnancy, folate also contributes to normal amino acid synthesis, blood formation, metabolism and psychological function. It even has a role in the normal functioning of the immune system and can reduce tiredness and fatigue.

What is **garcinia cambogia**?

Garcinia cambogia is a tree, native to Southeast Asia, which produces fruit prized for its culinary and beneficial purposes. Garcinia cambogia fruit contains hydroxycitric acid (HCA) and is a popular supplement taken by those interested in weight management products but wanting to avoid products with caffeine.

What is **gelatin**?

Gelatin is a protein product derived from collagen. Gelatin can be produced from the bones, skins, tendons and ligaments of animals. The gelatin in Forever's products is either bovine from cattle, from fish or of plant origin, such as hydroxypropyl methylcellulose (HPMC). HPMC is a vegan alternative to animal gelatin, produced from chemically modified cellulose polymers, that are a bone white colour, and safe to consume. Cellulose is a fibre that occurs in the cell wall of plants. HPMC is commonly used as an alternative to gelatin and gluten in vegan-friendly products.

What is **glucosamine**?

Glucosamine and chondroitin are structural components of cartilage, the tissue that cushions the joints. Glucosamine is produced naturally in the body, but studies show this can reduce as we get older. Glucosamine can be found in foods such as: bone marrow, fungi and crustaceans such as shrimp, crab and lobster.

What is **guarana**?

Guarana (Paullinia cupana) is the fruit of the climbing plant of the same name, which is usually found in the Amazon Rainforest. This fruit naturally contains guaranine, which is a form of caffeine, and was originally used as a medicine. Today, extracts of the fruit's seeds are used as an ingredient in energy drinks.

What is **hydroxyacetophenone**?

In **Sonya Refreshing Gel Cleanser** we have added hydroxyacetophenone. This ingredient is an antioxidant and helps prevent oxidation.

What's **jojoba**?

Jojoba (*Simmondsia chinensis*) is a bush that usually grows in dry, desert regions. The seeds are cold pressed to produce jojoba oil, which is not actually an oil but a liquid wax. Jojoba is used for its moisturising properties, and absorbs easily into the skin, without leaving a greasy film. Jojoba beads are also used as natural exfoliating beads in exfoliating products. The jojoba beads are biodegradable and gently roll across skin to remove debris.

What is **L-arginine**?

L-arginine is an amino acid and the biological precursor of nitric oxide. Amino acids are elements that build proteins.

Forever's **ARGI+** has been uniquely formulated for active lifestyles to provide protein and amino acid support, healthy blood building nutrients, anti-oxidants,



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muscle function and energy maintenance. It also contains popular amino acid L-arginine, and added folic acid to support amino acid metabolism, and B6 to help with routine protein metabolism. B6 and B12 aid healthy blood cell formation, and anti-oxidant vitamin C protects cells from oxidative stress. Vitamin D3 supports healthy muscle function, and vitamin B6 helps to reduce tiredness and fatigue.

What is lecithin?

Lecithin is a fat, found in foods such as soybeans and egg yolks, and is essential in the cells of the body. Lecithin is used as an emollient, helping to make skin feel smooth and restore hydration, and it also works as an emulsifier to keep certain ingredients from separating.

What is magnesium?

Magnesium is an important mineral found in the bones and muscles. A balanced diet should provide sufficient magnesium for the body, so a diet rich in foods like kale, seeds, chickpeas and fish such as salmon and mackerel is important.

Magnesium absorption decreases in diets with low intakes of protein, and magnesium contributes to normal protein synthesis, so a balanced diet is important.

Magnesium also contributes to electrolyte balance, normal functioning of the nervous system and psychological function.

What is methyl salicylate?

Methyl salicylate is an organic compound, which also occurs in many evergreen plants. It has a characteristic mint-like scent and is used for its properties, scent and flavour. Methyl salicylate is also often used in liniment. This is used in our **Aloe Heat Lotion** as a skin warming agent, and is derived from salicylic acid.

Why is palm oil in Forever's products?

Palm oil is used in food products for its unique properties, and has in most recent years been used as a healthier alternative to unwanted trans-fats. Palm oil has a smooth and creamy texture and absence of smell. It has great cooking properties and allows a product to have solid consistency at room temperature. Moreover, the oil has high stability over time and a natural preservative effect, which means it maintains taste and texture during a products entire shelf life.

Palm oil is also the highest-yielding vegetable oil crop, which makes it very efficient as it needs less land required by other crops to produce the same amount of oil. Replacing palm oil with other types of vegetable oil (such as sunflower or rapeseed oil) would mean that much larger amounts of land would need to be used, since palm trees produce 4-10 times more oil than other crops per unit of cultivated land. This would result in serious environmental damage, with the risk that more forests would need to be converted into agricultural land.

The considerably small amounts of palm oil used in some of Forever's products come from suppliers that supports RSPO, Roundtable on Sustainable Palm Oil. One of the most important RSPO criteria states that no primary forests or areas which contain significant concentrations of biodiversity (e.g. endangered species) or fragile ecosystems, or areas which are fundamental to meeting basic or traditional cultural needs of local communities (high conservation value areas), can be cleared. You can learn more about RSPO's Principles and Criteria on [rspo.org](https://www.rspo.org).

What are parabens?

Parabens are used as a preservative to prevent the growth of bacteria, yeast and mold fungi in products, and are added in very low concentrations. Parabens are also approved to use in certain foods and medicines.

Certain parabens were removed from the approved list of preservatives in the EU, due to insufficient data to evaluate whether these parabens were able to be used safely. Thankfully, all animal testing is now banned in the EU for cosmetic ingredients, and any testing that may have historically happened will now not be possible. This makes it unlikely that the removed parabens will ever return to use.

In contrast to the media perception, which incorrectly raises concerns about the safety of all parabens, scientific evidence confirms that many parabens are effective and safe.

This perception, and the increasing trend of companies demonising safe parabens led to changes being made to the EU cosmetic law in 2019, which now prohibits companies from stating on labels that products are "paraben free".

All the products in the Forever range are free from any prohibited parabens.

What are peptides?

Peptides are short chains of amino acids. Several chains of peptides form a protein. Collagen, for example, is a protein built up of peptide chains that contribute towards the skin's health. Peptides can be found in Forever's cosmetic products for their protective, skin-nurturing and moisturising properties.

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What is **phenoxyethanol**?

Phenoxyethanol is a synthetic preservative that is added to cosmetic products to prevent the development of microorganisms, ensure safe products, and extend shelf life.

What is **potassium sorbate**?

Potassium sorbate is a synthetic preservative that is added to a product in very small amounts to prevent the development of microorganisms and extend shelf life.

What are **preservatives**?

Preservatives are used to avoid food spoiling and prevent the growth of unwanted microorganisms.

What is **propolis**?

Propolis is a natural resinous bee product, produced by honeybees from pine needles and other conifers, which is used as a protective sealant and barrier for their hives. Propolis is a popular ingredient in both skincare products and supplements.

What is **propylene glycol**?

Propylene glycol is used in cosmetic products for its versatility. It is used as a humectant and emollient, helping to form a protective barrier on the skin to counter water-loss and maintain hydration while moisturising the skin. It is also used as a preservative and solvent, aiding with viscosity control and helping active ingredients to penetrate the skin.

What **protein** is in Forever's products?

The protein sources that Forever uses in its supplements are soy and whey. Whey protein is a natural residual product, derived from the liquid that separates from the curds during the process of making cheese. Soy protein

comes from the soybean. Soybeans have a low Glycemic Index, and are a type of legume that are naturally high in protein and low in fat. Soy protein is the most complete plant-based protein, and the only completely vegan protein containing all nine essential amino acids, making it suitable for both vegans and vegetarians. Protein contributes to the maintenance and growth of muscle mass and the maintenance of normal bones.

What is **sodium benzoate**?

Sodium benzoate is an approved preservative for food and supplements, and the substance can be found in very small quantities in some of Forever's products. Sodium benzoate is a synthetic chemical derived from benzoic acid, which is found naturally in some fruits and spices. This preservative is used to increase the shelf life of our drinks. Only products that meet our high-quality standards for purity and quality are released for sale.

What is **sodium hyaluronate**?

Sodium hyaluronate is the salt form of the skin replenishing ingredient hyaluronic acid. Sodium hyaluronate is a common ingredient in skincare products because of its skin-nurturing and hydrating properties. It is often used instead of hyaluronic acid because sodium hyaluronate is a smaller molecule, which allows it to penetrate the skin more effectively. Hyaluronic acid is found naturally in the skin and connective tissue. The substance has water-retentive properties and helps to protect the skin's natural barrier which is important for ageing skin, as it can lose moisture content and elasticity.

What is **sorbitol**?

Sorbitol is an ingredient that can be manufactured synthetically but is also commonly found in nature in many fruits and berries such as apples, plums, pears and rowan berries. The ingredient tastes sweet, and is used as a texture and sweetener in many different foods. Synthetically produced sorbitol is made by treating starch. Sorbitol can be found in some cosmetic and skincare products, for their moisturising and skin-nurturing properties.

What is a **sweetener**?

There are many different kinds of sweeteners used in foods to enhance flavour. In Forever's supplements and enriched foods, you can see a number of different sweeteners in the form of sugars or other natural and synthetic sweeteners.

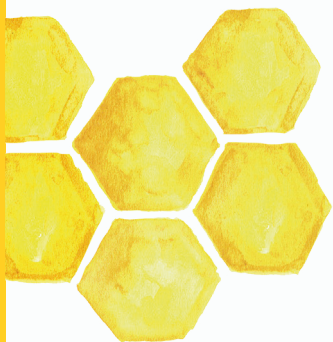
What is **stevia**?

Steviol glycosides are intense sweeteners extracted from the leaves of the plant stevia which in Latin is called *Stevia rebaudiana*. Stevia is traditionally grown in South America and the sweet substances, stevioside, is about 300 times sweeter than sugar.

What is **sucralose**?

Sucralose is an artificial sweetener that is stable and able to withstand heating. It is at least 300 times sweeter than sugar, requiring less of it to be used to bring about the same sweetness as sugar. Sucralose is considered safe at a level up to 15 mg/kg body weight per day by the European Food Safety Authority (EFSA).





Sugars

You can find various sugars naturally in fruit, berries and milk, and they are used in foods mainly to add sweetness. In Forever's products, you can find sugars under the names: sugar (glucose + fructose), fructose, lactose and honey.

Fructose, also called fruit sugar, is found both naturally, and added to many foods. Fructose is a simple sugar that makes up 50% of table sugar, and is sweeter than regular sugar, so it can be used in lower quantities. Lactose can mainly be found as an ingredient in our cosmetic products for its moisturising and skin-nurturing properties.

Honey is produced by bees of the species *Apis mellifera*, from nectar or secretions from different plants. Honey consists of four-fifths sugars and, thanks to its high content of fructose, has a lower Glycemic Index than regular sugar. Honey is a good alternative to sugar for both food and drinks, however temperatures higher than 40 degrees destroy the enzymes in honey.

What is Titanium Dioxide?

Titanium Dioxide is a naturally occurring mineral that, when applied topically to the skin, has the ability to filter UVA and UVB radiation, and is mostly used in physical sunscreen products. Products with solar filters are used to protect the skin from the sun's harmful UVA and UVB rays. Physical solar filters are minerals that lie on top of the skin and reflect UV rays, creating a barrier for the skin. Chemical solar filters are molecules that absorb into the skin and convert harmful UV rays into heat.

What is triclosan?

Good hygiene combined with an effective deodorant is a good way to avoid odours from sweating. In a traditional anti-perspirant, aluminum salts are added as an active ingredient. Since this has been questioned in recent years, Forever has chosen to develop a deodorant that is free of aluminum salts. Triclosan is approved to be used as a preservative in cosmetic products (where deodorant counts) within the EU. The ingredient is bactericidal and thus helps prevent bad smells. The level of triclosan in **Forever Ever-Shield**

(0.18%) is below the permitted maximum limit for safe use (0.3%). According to the EU Scientific Committee on Consumer Safety (SCCS), triclosan in deodorants, within the permissible value, does not pose any risk, even if you use it every day.

What is turmeric?

Turmeric, "India's golden spice", has been widely used for thousands of years. Today it has become a very popular ingredient in both supplements and cooking. Turmeric is a spice that comes from the *Curcuma longa* plant, and the root can also be used for its compounds. These compounds are called curcuminoids, the most important of which is curcumin. Curcumin is the main active ingredient in turmeric. **Forever Move** contains curcumin turmeric (Biocuro), a prized Asian root popular with people who lead active lives.

Vitamin A

Vitamin A is also known as retinol and it contributes to the following:

- Normal function of the immune system
- Maintaining normal vision, skin and mucous membranes

Good sources of vitamin A include: cheese, eggs, oily fish and liver. Vitamin A can also be found in Forever's products as retinyl palmitate and beta-carotene.

Beta-carotene is a carotenoid also called provitamin A. Carotenoids can be found in root vegetables and green leafy vegetables, and are converted into vitamin A in the small intestine during digestion and then stored for future use.

Vitamin A in the forms of beta-carotene and retinol are also used in our cosmetic products.

Vitamin B1

Vitamin B1 is also called thiamine and is mainly needed for the conversion of protein and carbohydrates into energy. Thiamine contributes to the following:

- Normal energy-yielding metabolism
- Normal functioning of the nervous system
- Normal psychological function
- Normal function of the heart

Good sources of thiamine can be found in meats, wholegrains and pulses, cereals, cauliflower, oranges, potatoes and kale.

Vitamin B2

Vitamin B2 is also known as riboflavin in Forever's products. Riboflavin is needed for the breakdown of fat, carbohydrates and protein, and plays a vital role in maintaining the body's energy supply. Riboflavin contributes to the following:

- Normal energy-yielding metabolism
- Normal functioning of the nervous system
- The maintenance of normal mucous membranes, red blood cells, normal skin and normal vision
- The normal metabolism of iron
- The protection of cells from oxidative stress
- The reduction of tiredness and fatigue

Riboflavin is found mainly in foods such as fish, meat, poultry, eggs and dairy products, but also in legumes and whole grain products.



Vitamin B3

Vitamin B3, also known as niacin, is known for its antioxidative properties. Niacin contributes to the following:

- The conversion of fats, carbohydrates and proteins into energy
- Normal energy-yielding metabolism
- Normal functioning of the nervous system
- Normal psychological function
- The maintenance of normal mucous membranes, and normal skin
- The reduction of tiredness and fatigue

Vitamin B3 is not stored in the body, so it needs to be replenished through the diet daily, and can be found in foods such as fish, meat, peanuts and cereals. In Forever's products you will find this vitamin under the name nicotinamide.

Vitamin B5

Vitamin B5 is also called pantothenic acid and helps the body break down carbohydrates, fats and proteins to be used as energy. Pantothenic acid contributes to:

- Normal energy-yielding metabolism
- Normal synthesis and metabolism of steroid hormones, vitamin D, and some neurotransmitters
- The reduction of tiredness and fatigue
- Normal mental performance

Pantothenic acid is found in most foods, but can be found especially in legumes, cereals and meat.

Vitamin B6

Vitamin B6, also known as pyridoxine, is required for most biological reactions in the body and can be found in eggs, vegetables, fish, poultry, soybeans, and whole grains. Vitamin B6 contributes to:

- Normal cysteine synthesis
- Normal energy-yielding metabolism

- Normal functioning of both the nervous system and the immune system
- Normal homocysteine metabolism
- Normal protein and glycogen metabolism
- Normal psychological function
- Normal red blood cell formation
- The reduction of tiredness and fatigue, and regulation of hormonal activity

Vitamin B7

Vitamin B7 is more commonly known as biotin. Biotin is essential for the metabolism of carbohydrates and fat, and can be found in almost all food, especially in eggs, liver, grains such as oats and wheat, legumes, fish and spinach.

Vitamin B12

Vitamin B12 contributes to:

- Normal energy-yielding metabolism
- Normal functioning of both the nervous system and the immune system
- Normal homocysteine metabolism
- Normal psychological function
- Normal red blood cell formation
- The reduction of tiredness and fatigue and has a role in the process of cell division

It is found mainly in meat, fish or dairy foods, so eating enough of these foods will ensure you get enough vitamin B12 from your diet. Vitamin B12 is not found naturally in foods such as fruit, vegetables and grains, so those who follow a vegan or vegetarian diet may not be getting enough from their diet. Folate is not stored in the body, so it is essential to consume supplements or foods rich in folate frequently. It is well documented that women wishing to conceive should ideally take a supplement with folic acid (also known as Folate or vitamin B9) for three months prior to conceiving and until twelve weeks into the pregnancy.

What's not so well known is the important relationship between the vitamins B9 and B12. Without vitamin B12 folate cannot work properly and becomes trapped inside cells and unavailable to support cell growth. Both folate and B12 have a role in the process of cell division.

Vitamin C

Vitamin C, also known as ascorbic acid, is a well-known vitamin that is commonly associated with oranges and good health. Vitamin C is water-soluble, meaning that it is not stored by the body like fat-soluble vitamins, and instead the excess is expelled from the body daily. Vitamin C contributes to:

- Normal collagen formation for the normal function of blood vessels, bones, cartilage, gums and teeth
- Normal energy-yielding metabolism
- Normal functioning of the nervous system
- Normal psychological function
- Normal function of the immune system
- Protection of cells from oxidative stress
- Reduction of tiredness and fatigue
- Regeneration of the reduced form of vitamin E, and increased iron absorption

It is important to replenish vitamin C throughout the day.



Vitamin D

Vitamin D is essential for maintaining healthy bones and teeth and is used as a collective name for vitamin D3 (cholecalciferol) and vitamin D2 (ergocalciferol). Vitamin D contributes to:

- Normal absorption/utilisation of calcium and phosphorus
- Normal blood calcium levels
- The maintenance of normal bones, muscles and teeth function
- The normal function of the immune system, as well as a role in the process of cell division

Vitamin D is formed in our skin by UV radiation, but can also be found in foods such as meat, fatty fish, eggs and cheese.

Vitamin E

Vitamin E, often called tocopherol, is needed to prevent polyunsaturated fatty acids, such as those found in the body's tissues, from breaking down. Tocopherol is used as an antioxidant in many of Forever's products. Antioxidants have chemical properties that can reduce free radical damage and slow the ageing process of your cells. This is why vitamin E contributes to the protection of cells from oxidative stress. A good source of vitamin E is through the diet with foods such as seeds, oils, green leafy vegetables, avocados and eggs.

Vitamin K

Vitamin K is divided into vitamin K1 and vitamin K2 and it contributes to:

- Normal blood clotting
- The maintenance of normal bones

Vitamin K1 is found in green leafy vegetables, meat and egg yolks, while vitamin K2 is found in many dairy products and in algae. In Forever's products you will find vitamin K2 under the name menaquinone.

What is Xylitol?

Xylitol is also called birch sugar, and is mainly produced from the sugar species xylos, and along with maltitol, it is about as sweet as usual sugar. Maltitol and maltitol syrup are sugar alcohols produced from the natural sugar species maltosis. Xylitol can be found in some cosmetic and skincare products, for their moisturising and skin-nurturing properties.

What is a yeast extract?

Yeast extract is an ingredient used for its skin-nurturing and protective properties. It is also an ingredient that supports collagen synthesis by maintaining healthy skin capillaries and helps to counteract the appearance of uneven skin tone by assisting in cell metabolism.

What is Zinc?

Zinc is a fascinating trace mineral that should not be overlooked, and it is found in meat, poultry and mushrooms. Zinc is an antioxidant and also contributes to the following:

- Normal acid-base metabolism
- Normal carbohydrate metabolism
- Normal cognitive function
- Normal DNA synthesis
- Normal fertility and reproduction
- Maintenance of normal testosterone levels in the blood
- Normal macronutrient metabolism and normal metabolism of fatty acids,
- Normal metabolism of vitamin A
- Normal protein synthesis
- Normal function of the immune system, and maintenance of normal bones, hair,

nails and skin

- Maintenance of normal vision
- The protection of cells from oxidative stress, and a role in the process of cell division

Zinc Oxide

Zinc Oxide is a naturally occurring mineral mined from the earth. It can be used as a source of zinc in foods and supplements and as a physical solar filter in topical sunscreen products.

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Ensuring the highest quality.

We own numerous patents for the stabilisation of aloe vera, which assures you of the highest quality aloe vera-based health and beauty products. Our aloe vera products were the first to receive the International Aloe Science Council Seal of Approval for consistency and purity. Many of the products also feature the Kosher and Halal seals of approval. Forever does not test its products on animals.

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