

Wacky Cactus



NATURAL HEALTH FROM THE ALOE AND THE BEEHIVE

SUMMER WILL SOON BE HERE, and you may well be looking forward to your break away in the sun. Forever has a fantastic range of products to help you enjoy the sun (when it arrives!) and still keep yourself safe. Personally I use the **Aloe Lotion** as a wonderfully soothing after-sun lotion. I have also discovered that the **Aloe Heat Lotion** actually deters insects! I was particularly interested to read about the increase in Eczema. I have a form of dermatitis on my hands – a legacy from teaching using chalk. I find that the **Aloe Propolis Crème** really does keep my symptoms away, as well as being a good moisturiser. Once again, problems associated with aluminium salts in deodorants are in the news. If you want to read the whole *Daily Mail* article, please ask your Distributor for a copy.

Time For Fun In The Sun!

You could be forgiven for thinking that the sun is our enemy, and we must avoid it at all costs. Experts are always telling us why the sun is such a bad thing as far as our health is concerned, but there are lots of reasons why the sun can actually be good for us.

Sitting out in full sunshine all day on holiday when we spend the rest of our lives indoors will certainly cause us harm, but sensible exposure to the sun, avoiding the peak time of the day, moisturising our skin and hair, and using Aloe Vera (what else!) if we do overdo it can bring many benefits.

The sunshine can encourage us to eat more healthily – salads go nicely with sunshine. When we get hotter, we want to drink more water, which is good for our bodies and our skin. We cannot store vitamin D, and sunlight is by far the best source of this important vitamin. Clinical nutritionist Helena Oades says: 'Vitamin D from sunlight is very important for our bodies; to keep our bones healthy, as it is essential for calcium metabolism and also to support our immune systems. It can help regulate inflammation and insulin production.'



Aloe can protect our skin and hair from sun damage

It is no coincidence that most of us feel much happier and more confident when the sun comes out, because sunlight stimulates serotonin production (the body's 'happy' chemical). This can encourage us to take more exercise, as can the warmth by reducing aches and pains. Apparently, there are fewer heart attacks during the summer, and cholesterol levels tend to be lower too. This is because of increased levels of vitamin D. UVB (ultraviolet) rays can also play a part in lowering blood pressure levels.

So, get out there and enjoy the sun. Without it we wouldn't even exist! But do be sensible and protect yourself and your family.

Forever has an excellent range of skin and hair products, including **Shampoo**, **Conditioning Rinse**, **Moisturising Lotion**, **Aloe Lotion**, and **Sunscreen**. Remember, drinking your daily **Aloe Vera Gel** also protects and heals your skin.



ECZEMA UP 40%

An estimated 5.8 million people were affected by the condition in 2005, an increase of 42 per cent from 2001, the study, published in the *Journal of the Royal Society of Medicine*, showed.

Researchers, led by Professor Aziz Sheikh at the University of Edinburgh, said the figures were expected to continue rising and added: 'Eczema is now one of the most chronic conditions to effect the English population.'

Environmental factors, including the 'frequency of bathing and use of soaps and detergents', may have contributed to the rise, he said.

The study added that eczema was thought to be a trigger for other allergic conditions. Prof. Sheikh, chairman of the allergy and respiratory research group at the University of Edinburgh, told BBC News: 'Why eczema is important is that increasingly we think eczema is a herald condition for individuals to go on to develop other allergic conditions, such as asthma and allergic rhinitis.' He said allergens may be able to cross the skin in people with eczema to cause disease, but the skin may act as a barrier in people without the condition.

Daily Telegraph, 23 Mar 2009

Aloe Vera has long been known for its ability to ease the symptoms of skin conditions such as Eczema. Many experts recommend that Aloe Vera is applied both topically to the skin, and consumed in the form of a drink to aid the growth of new, healthy skin cells. Forever's **Aloe Gelly**, **Aloe Propolis Crème** and **Aloe Vera Gel** are products you might like to try if you, or someone you know, suffers from eczema.



DEODORANT – AND WITH NO ALUMINIUM!

ONCE AGAIN, concern is being raised about deodorants and antiperspirants that contain aluminium salts. This is a common ingredient used in these products – just take a look at the list of ingredients for most brands, for both women and men.

It was reported in the *Daily Mail* on 10 March that as 'a new study links deodorants to breast lumps, some experts are warning women to stop using them.'

Aluminium is used 'to block sweat ducts and to neutralise the odour of sweat drying on the skin.' ...

'An analysis of ... benign breast lumps, which has just been published in the *Journal Of Applied Toxicology*, shows they contain high levels of aluminium, which is unlikely to have entered the body through any dietary source.'

In *Woman's Weekly* (14 April, page 29), the **Forever Ever Shield Deodorant** tops their list of deodorants: 'Aloe Vera is naturally antibacterial, free of harmful salts or aluminium. Each stick lasts for several months'. Just what we always say!



Code: 067, Price: £5-15