

# Wacky Cactus

NATURAL HEALTH FROM THE ALOE AND THE BEEHIVE



**MANY COMPANIES** are now claiming 'green credentials', and you might be forgiven for thinking that Forever is only doing the same. But, the point is that Forever has always had an eye to our environment. The Forever 'Carbon Footprint' is very impressive; producing Aloe Vera actually absorbs CO<sub>2</sub>, so no contribution at all! • 'Vertical Integration' isn't anything to do with doing maths while standing up! It actually refers to a company being in total control of all stages of production. Guess what, Forever does that too. • There always seems to be something new on offer, and soon to be available here are three exciting new products; the hand sanitiser sounds particularly good – my skin really doesn't like the alcohol-based ones usually used in hospitals.

## FOREVER GREEN

**A**t Forever, we believe our greatest legacy is what we do for others and how we do it. We adhere to sustainable practices that let us work in harmony with the earth, leaving a more promising future to our children. Working towards a brighter future is so much more than our duty—it truly is our pleasure.

### Our Core Values:

- 🍌 **Respect** – For ourselves and the unique qualities of others.
- 🍌 **Belief** – In the products, the opportunity, our values and to live by them on a daily basis.
- 🍌 **Honesty** – To always be honest and show integrity to develop trust.
- 🍌 **Support** – Be supportive, helpful and understanding of those around you.
- 🍌 **Excellence** – Being the best we can every day and delivering beyond expectation.



It is our mission to live by these values everyday as our actions are accountable to you. If there is any way that we can improve our service to you then please get in contact.

### Accountable to the Environment

Ever since Forever was founded in 1978, we've had the utmost respect for nature. While we've always been environmentally conscious, we wanted to hold ourselves accountable.

### Not Just Greenwashing

Our challenge to be more eco-friendly wasn't based on following fads or silencing critics. We are doing it because it is the right thing to do. Unlike other companies that brag about minimal changes just to keep up with environmental trends, we assessed our practices, made a plan to better ourselves, and sought the certification of the International Organization for Standardization—an independent organisation that evaluates companies' environmental impact.

In 2006, we launched a formal environmental sustainability program to challenge ourselves to do more. Our documented Environmental Management System was certified to the international ISO 14000 standard and we have maintained that certification every year since.

We designated two areas where we could improve: waste generation and waste recovery. Since we began monitoring our progress we have reduced our waste by 50% and increased our recycling from 26% to 61%. While we are proud of this progress, we're not slowing down. We continue to progress and challenge ourselves to do more.

### Our Carbon Footprint

Forever's net carbon footprint is one of a net positive effect on the environment. When it comes to the efficiency of converting CO<sub>2</sub> into oxygen, 20 Aloe plants are equal to one tree. With over 40 million Aloe Vera plants in our plantations, our Aloe Vera plantations actually cleanse the earth of 2 million tons of CO<sub>2</sub> every year.

## Set for Success

**W**hen Rex Maughan created Forever Living Products, he knew the success of the company depended heavily on two things—offering quality products at affordable prices and providing a reliable, profitable business opportunity.

Since any business relies on a network of suppliers, manufacturers, and Distributors, one hiccup in this supply chain affects the final product. If a supplier raises their prices, Forever would either be forced to raise their prices or suffer considerable losses.

Rex knew it wasn't in the best interest of Forever to rely on third-party vendors to deliver the kind of quality he demanded. So, Forever secured its own Aloe plantations, manufacturing and packaging plants, and storage facilities, eliminating the need for third-party vendors.

### Quality, Every Step of the Way

This wise strategy enables Forever Living Products to control quality and cost every step of the way—starting with raw materials and ending with the finished products you enjoy. Forever is sheltered from skyrocketing prices and economic struggles. It's completely self-reliant. Forever Living is a stable company with a proven track record of growth and profitability.

There's no other business like it. It's ethical. It's successful. It's solid. It offers you integrity through and through.

From plant to product to you



Forever – caring for our environment

## 3 NEW PRODUCTS COMING HERE SOON...

**H**ere is just a brief preview of three new products already launched in America that will be available here in the next few months. If you would like to try them, please let your Forever Distributor know and they will order for you as soon as they are available.

**Forever Hand Sanitiser** with Aloe & honey is designed to kill 99.99% of germs. The skin-soothing stabilised Aloe and hydrating honey soften and moisturise as it cleans – a big peace of mind in a tiny bottle.

L-Arginine is an amino acid that's so potent, scientists refer to it as the "Miracle Molecule." And for good reason, because our

bodies convert L-Arginine into nitric oxide, a molecule that helps blood vessels relax and open wide for greater blood flow. Greater blood flow supports many important functions in our body. New **ARGI+** provides all the power of L-Arginine, plus Pomegranate and Red Wine Extract.

The **Aloe Sunscreen Spray** has 30 SPF protection and Aloe Vera to protect your skin from the ageing and damaging effects of the sun, plus the added benefits of extra water resistance to allow you to splash and swim without worry. Just a quick push of a button to spray it on and you'll be ready to go. Healthy summer skin has never been easier!



3 New Products

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