



The Wacky Cactus



FOREVER

TEAMWORK – TOGETHER EVERYONE ACHIEVES MORE!

What amazing products we have! I am proud to be associated with *Forever* when I read about the benefits our products bring to people's lives. I have reproduced here an edited version of a testimonial from the September *Forever* magazine. Placebo effect? I'm not sure that applies to horses! Also, breast cancer is in the news again. Whilst the link is not yet proven, I certainly don't consider it worth the risk when we have such a terrific antiperspirant alternative available. Do you?

Robin
(Editor)

The Alternative Antiperspirant

Scientists at Reading University have published research that points to the possible link between the use of antiperspirants (containing aluminium) and the rising rates of breast cancer. There is a safe alternative – look no further than our own Aloe Ever-Shield Deodorant Stick.

Over the past 25 years, cases of breast cancer in Britain have doubled from about 20,000 a year in the late 1970s to almost 40,000 a year. The theory behind this link is that the majority of antiperspirants contain chemicals such as zirconium and aluminium that are taken up through the hair shaft pores in the skin where they react with water and swell.

As perspiration releases toxins from the body, researchers originally thought that blocking it could lead to a build up of toxins in the lymph nodes in the armpit and over the years contribute to changes near the breast. Researchers now think there may be another way in which antiperspirants may increase the cancer risk. In recent laboratory tests aluminium and zirconium have been found to enter the cells and cause mutations in DNA that could lead to cancerous growth and may also disrupt hormone levels.

What is the alternative?

Most leading brands today contain aluminium and zirconium based compounds. It's very hard to find a product without them. At Forever we are proud to be able to offer a safe but effective product that has eliminated these dangers by not using aluminium and zirconium in its state-of-the-art formulation.



Aloe Ever-Shield Deodorant Stick is a very gentle formula containing stabilised Aloe Vera Gel that provides effective, all day protection against underarm odour and can be applied directly after showering. Its gentle formulation and soothing Aloe Vera means it can also be applied directly after shaving or underarm waxing without stinging. It can also be used under the arm during chemotherapy and radiotherapy treatment, whereas most consultants will categorically tell their patients not to use chemical based antiperspirants during their treatments.

We don't always have the choice against many environmental issues that damage our health, but by using **Aloe Ever-Shield Deodorant Stick**, it protects you naturally without adding ingredients that could jeopardise your health in the process. **It makes sense. So use it!**

Testimonial

Sean is our 12 year old, 17-2 hands Irish Draught horse. A year ago we noticed he was walking lame over hard ground. During December 2006 his condition worsened when he went chronically lame in both front feet. He was found to have problems with his coffin joints – a very serious condition in horses.

He had steroids injected into the coffin joint of the left-fore (his worst foot). When the needle went in, lots of synovial fluid came out which showed that there was enormous pressure in the joint.

By now he was lame even walking in the paddock and on his next visit the vet told us that the prognosis was extremely poor and that nothing more could be done for him. We were facing having to put him down to end his suffering – a terribly upsetting situation for such a lovely horse as Sean!

Forever vet David Urch advised us to give him **Forever Freedom** daily and to rub **Aloe MSM Gel** into the joints. Gradually, Sean began to improve and one month later, to our own vet's surprise, he was cantering around the paddock.

After three months he was totally sound again, floating around in trot and canter, bucking and rearing when we turned him out – an amazing sight after what he had been through.



We are very grateful to these products for giving Sean his freedom again – what fantastic results and a fantastic business. We can't help telling everyone about them and *Forever* as a Company.

Gill & Maureen Meredith

Super Aloe Liquid Soap!



We call it 'soap' so you know what to do with it! It is actually made from the naturally soapy substances (saponins) from the Aloe leaf. It is pH neutral so it is non-irritating – suitable for babies and others with sensitive skin. But it is powerful enough to shift the toughest of dirt – even engine grease! Use sparingly – it lasts for ages.

"Aloe Liquid Soap is great for getting stains out of fabrics. It removed the blue finger paints from my sofa cushion cover after the washing machine had failed to do so. It's also great for cleaning mucky toddler clothes and hands!" (From a satisfied user.)

TOP TIP!
Aloe Liquid Soap is ideal for shaving – face, legs and under arms. No burning or stinging – especially kind to sensitive skin.

- Natural moisturising cleanser
- Mild and non-irritating
- No-tears formula
- Perfect for all around the home
- Can be used on animals

(473 ml, code: 38, £9.38)

HAVE YOU told your family and friends what wonderful products you are using? We rely on personal recommendation; our products are not available in the high street, only from authorised Distributors. Tell them NOW so they can benefit too.