

COMMERCIAL BULLETIN

# PURE ALOE VERA FUNCTIONAL JUICE



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## Make Aloe Vera beverage part of a booming healthy lifestyle market

Today's consumers live busy lifestyles: juggling home, work and social commitments, which generates substantial stress and weakens their immune systems. Their lifestyles explain their consumption behavior: people appear to tend to drink more beverages or natural supplements with function and healthful values. Staying well while those around you sniffle and sneeze requires that you extract as much nutrition from your diet as you can, loading up on the foods that pack the biggest nutritional punch.

Consumers everywhere are looking to live longer, better and wiser. These goals are challenged, however, by rising healthcare costs and whirlwind lifestyles that cause people to compromise balanced nutrition with on-the-go eating, and to squeeze exercise in around busy work and family schedules. Most Aloe Vera products on the market contain ingredients that are not standardized or certified so you have no idea how much (or little) of those powerful polysaccharides you are actually getting.



In contrast, our INNOVALOE product Whether you are interested in develop line has at least 8% of polysaccharide content therapeutic Nutraceutical formulations, measured by HPLC. Also, our premium brand innovative functional beverages, functional ACETYPOL contains 10-45% polysaccharides. All foods or capsules, Aloe Vera is your solution to of our products are analyzed through NMR to improve your sales and AMB Wellness is your ensure their purity at US third party lab facilities. most reliable supplier.



## Give a boost of your sales launching new line natural and healthy beverages

Spurred by aging populations and heightened interest in preventative health, sales of vitamins, minerals, and nutritional and herbal supplements have surged. Global Demand for Aloe Vera extracts will continue its upward momentum. The growing health and wellness trend will also boost positive sentiment on Aloe Vera, with wide ranging applications opening up new avenues of evolution. Merge the need of innovative, high quality and cost-effective products to ramping up your sales. Aloe Vera extracts are gaining traction as an essential ingredient in food, beverages, cosmetics, nutraceuticals and Dietary supplementation.

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Demand will continue to grow at a healthy rate in global market, where a rapidly growing middle class with increasing disposable income is making a steady shift to natural and organic products.

### **Create a Nutraceutical range of products with Aloe Vera as excipient and increase the bioability absorption of your active ingredients**

Factors such as increasing trend of consumers towards healthy lifestyle, coupled with increased usage of Aloe Vera extracts as an ingredient on food, pharmaceutical and cosmetics industries are showing a global market growth. Aloe's polysaccharides contribute on drug absorption due to these enhancing properties. Currently, the new trend on Aloe Vera Global Market is using the Aloe Vera for Nutraceuticals as a vehicle for other functional ingredients enhancing their bioavailability instead of using artificial ingredients.



### **What's behind this growth?**

There are five important factors driving an increased interest in healthy living and the various products associated with it.

1. An aging population
2. Increased consumer awareness for preventative healthcare
3. The rise of the self-directed consumer
4. Direct-to-consumer channels proliferation, such as Amazon, eBay or Alibaba
5. A shift from ingredient focused messaging to broader brand positioning.



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The market demands much greater differentiation than it did in the past. The days when a single multivitamin tablet satisfied all consumers are gone, today manufacturers have to offer functional foods with specific health benefit to meet individual consumer needs, the lifestyles of the consumer are changing and your company needs to adjust to new trends. In terms of the active ingredients that are up and coming in functional foods, Aloe Vera has a well-known reputation in the consumer's minds. Today's consumers are much better informed about nutrients and plant extracts. Every consumer's goal is to get the nutrition they are looking for in the form of foods and beverages that are easier to include in their daily diet.



As a result, consumers increasingly are seeking dietary supplements to maintain good health and promote fitness. In particular, consumers are gravitating toward ingredients within certain supplement platforms based on their perceptions that products can improve their well-being. These platforms include digestive health, active nutrition/sports nutrition, healthy aging and nutritional oils. Manufacturers and marketers would be wise to understand that dosage forms for delivery of these ingredients can make as big a difference in consumer satisfaction as the ingredients themselves. In fact, delivery forms can maximize the potential benefit of those ingredients. Today's busy consumers look for easy-to-use formats. Healthy lifestyle consumers are also hungry for anything they perceive to be "good for preventing illness".

### Wellness lives on

The fact that consumers are looking for better-for-you products is nothing new. However, the way in which nutraceutical manufacturers are adapting to their needs is something to talk about. Today, there are many natural products available to consumers to help them live better, fuller, healthier, and happier lives and Aloe Vera is one of the most sought-after ingredients. At a time when products come and go quickly on the market, Aloe retains a strong league of dedicated supporters. That group will grow as new products with Aloe Vera are created and launched.





## Aloe Vera Bloom

Given its exponentially growing demand and uses for various applications, Aloe Vera presents a fine opportunity among medicinal plants. Now prized for its soothing, moisturizing and healing properties, today's market is strong and the future is bright. More people are learning about the benefits of Aloe Vera as a nutraceutical ingredient and you can see in your own market, more new supplements and drinks containing Aloe Vera are hitting the market. Be part of this growing market! Aloe Vera is the primary ingredient in food items with health benefits itself or combined with other ingredients as vitamins, supplements, herbs and homeopathic as carrier.



### ***Aloe Vera juice benefits for dietary supplementation as prevents aid:***

#### **ANTI-AGING\***

- Possible Anti-Aging and Anti-Degenerative Effects(1)
- Overall human health, physical rejuvenation and anti-aging.(2)
- Promote youthfulness, helps fight the signs of aging, with fewer wrinkles, more energy, and even potentially a longer, healthier life, hydrates skin and speeds repair. (3)
- Helps promote tissue growth and regeneration inside and out (4)



#### **SKIN RENEWAL\***

- Stimulate fibroblasts to release collagen and elastin to make new tissue (5)
- Aloe 's lignins helps to penetrate human skin (5)
- Hydrates your skin(6)
- Helps fighting with acne and other allergic disorders of skin by cleansing and making pores clear and healthy .(7)
- Soothes and promotes skin renewal (8)

#### **INMUNITY\***

- Enhances macrophage effectiveness in modulating the entire immune system , stimulate, produce, and release antibodies (13) • Increases the number of antibody forming T-cells in the spleen (14)
- Helps to effectively balance and restore proper immune system function. (15)



- Helps enhance the immune systems functions(16)
- May have natural activity against harmful organisms (17)
- May Help lower autoimmune responses (18)
- Helps boost immune function by increasing enzyme secretions (19)
- Is an Immune System Booster and encourages the body to heal itself naturally(20)
- Helps reduce colds, flu and other respiratory infections. (21)

#### **ANTI-OXIDANT\***

- Anti-oxidant (9)
- Provides outstanding antioxidant activity on both extracellular and intracellular levels, a key feature of polymannans (10)
- Protects Oxidative stress (11)
- Source of cell-supporting boosting the body's primary antioxidant defense (12)

#### **HEALING\***

- Improves wound healing.(22)
- Encourages and increases the tissue healing process. (23)
- Helps correct and protect the healing of: former damaging processes in the digestive tract. (24)
- Soothe and promote the healing of intestinal disorders such as: Indigestion, heartburn, hyper-acidity, peptic and duodenal ulcers, colitis, acid reflux disease or gastro esophageal reflux and hemorrhoids (25)

#### **DIGESTION\***

- Improves digestive functions (26)
- Restores the intestinal protective mucus lining. (27)
- May improve overall nutritional status for those with digestive system to produce excess mucus, and creates nutritional lack due to mucus stopping the pancreatic enzymes from reaching the intestines .(28)
- Supports healthy digestion (29)
- Promotes healthy gut flora (30)
- Supports digestive health (31)
- Protects and encourages healthy flora in the digestive tract. (32)





### **DETOXIFICATION\***

- Detoxifies the body, (39)
- Shows general detoxifier and health boosting qualities. (40)

### **ABSORPTION\***

- Can absorbed by every cell in the body. (33)
- Can be absorbed through receptor sites, which are located within the human digestive tract. (34)
- Supports nutrient absorption and intestinal health. (35)
- Helps all the body's systems work together as they should proper digestion, absorption of foods and nutrients are no longer a problem. (36)
- Aids in the absorption of water, minerals and nutrients in the GI tract (37)
- Boosts absorption of vitamins and minerals from dietary supplements (38)

### **ANTI-INFLAMMATION\***

- Reduces inflammation: very strong anti-inflammatory agent. (41)
- Mediates the inflammatory processes. (42)
- Promotes protection against exposure to free radicals may associated with aging, chronic disease and inflammation (43)



- Helps in condition known as dermatitis (an inflammatory disease of the skin).(44)
- Improves circulation (45)
- Maintains cell mobility (46)

### **CARDIOVASCULAR HEALTH\***

- Boosts cardiovascular performance (47)
- Helps support cholesterol and blood sugar levels already in the normal healthy range (48)

### **SPORT NUTRITION\***

- Helps recover physical endurance (49)
- Useful source of vitamins , and minerals.(49)
- Alkalizes the body, helping to balance overly acidic dietary habits.(50)
- Provides minerals, vitamins, enzymes, and glyconutrients for optimal health.(51)
- Improves cellular metabolism - enhancing energy and optimal functioning of each cell of the body(52)

### **OTHERS\***

- Strengthens gums (53)
- Aids in mediation of biofilm formation from cellulose produced by many types of pathogens. (54)
- Breaks down the polysaccharides of microbial biofilms.(55)

## Make Aloe Vera part of your succeed formula

There is no doubt that the commercialization of Aloe Vera (*Aloe barbadensis*) is a success story. Products containing Aloe are found almost everywhere. Consequently, many different kinds of natural-based industries have a share in the Aloe market, most notably the cosmetic, food & beverage and dietary supplement industries. Recently, the topical use of Aloe Vera in cosmetics and skin care products emphasized due to the demonstrated moisturizing and wound-healing effects of it.



## Roll out your product line with health and wellness

Functional foods will continue to influence mainstream products in the near term, as consumers seek better options to meet their needs. While naturally functional may be getting attention, fortified foods remain the backbone of consumers' nutritional strategy and interest has remained strong and stable over time. Consumers say vitamin fortified foods are a convenient way of getting their nutrients. Interestingly, those who are making a strong effort to consume nutrients (including probiotics, fiber, calcium, organic foods) and to limit additives are also making an effort to eat more fresh foods, suggesting that these emerging fresh advocates could be receptive to fortification of fresh foods.

An aging population and growing demand for naturally functional products continue to drive a healthy industry. With a rising aging population, increasing concerns about meeting nutritional requirements and a growing desire for naturally functional products. With the advent of new segments such as functional foods and cosmeceuticals, the market for herbs and botanicals has changed significantly over the past decade. This has opened up new opportunities for manufacturers, allowing them to position botanicals and other natural ingredients in products that no longer have to compete with only synthetic medicinal ingredients as Aloe Vera does.





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*\*The statements contained herein have not been evaluated by the FDA. The products discussed are not intended to diagnose, mitigate, treat, cure or prevent a specific disease or class of diseases. You should consult your family physician if you are experiencing a medical problem.*

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