

Commercial Bulletin Aloe Home Care





Consumers expect home care products to offer health and well-being benefits in addition to beauty benefits, and use products for the mind as much as for the body. The pressure to look good all the time is pushing consumers to find an arsenal of beauty measures, the trend is toward a more natural look, and beauty-from-within is better aligned with this ideal than the short term fixes topical products provide.

Always changing, the beauty industry continues to surprise and delight consumers who are on the lookout for more efficient beauty products that also play on their desires to give back and be wowed by technology. Although there is much to be said for offering traditional skin care and cosmetic solutions, it may be time to step out of the box a bit and see how today's trends may appeal to your clients, as well as entice consumers in your community through the doors of your skin care facility.



Home Care and hygiene

The Home Care and hygiene industries have seen a dramatic growth in the number of new and innovative products applications. The development of new natural applications has been triggered by the changing marketplace. The constant search for convenience and instant solutions to the always “on-the-go” lifestyles, have generated many new business opportunities. When looking at all the benefits aloe Vera can provide, it is easy to understand why products made of botanical and herbal ingredients become part of our daily lives and the material of choice for many end-uses and applications. Consumers feel that a company being green is important to their purchase decision, consumers citing “natural” as the most important green attribute.

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Aloe Vera finest materials for better innovative products



Be Natural

The power of consumer perception is quite evident in the continually growing category of naturals; manufacturers need to be prepared to drive consumer interest into new options.

Relating to naturals, beauty has come to mean nutrition, health and wellness, and emits feelings of happiness.

Formulate your toiletries and Home Care with aloe vera from AMB WELLNES, there is a great range of Toiletries and Cleaning Products you can create and take advantage of aloe the natural caring and restoring properties of the Aloe Vera plant. When used on the personal care products, aloe Vera extracts have a moisturizing and softening effect on the skin and hair which is why aloe Vera is useful for toiletries. Some chemical-based products are too dehydrating or cause mild irritation, without moisturizing the skin. This is why natural moisturizers, especially with aloe vera extracts in are useful - they soften and protect the skin without causing any harm to the skin cells.

AMB cosmetic grade (CG) products have low bacterial plate counts making them suitable for use in a wide variety of cosmetic and personal care applications.

Formulation Versatility

Innovaloe™ 200X Cosmetic grades are essentially odorless, and have no impact on product fragrance or color. No company can achieve success alone. Behind every market-leading company is at least one exceptional business partner dedicated to ensuring its winning performance. AMB is your partner in successful formulations, delivering Aloe Vera ingredients in the right quality and at the right time.



Give your product the Aloe Vera natural advantage



AMB is your personal care partner

AMB has been global presence from their distribution network and key companies over the world in cosmetic industry. Offering natural and botanical solutions and other cosmetic ingredient with excellent support for your ideas or formulas, driving the successful business of our partners.



AMB performance personal care ingredients that fulfill the key consumer trend for natural products focused on wellbeing Innovaloe 200X is a spray dried powder with good properties that can be easily formulated into skin care creams and lotions

Formulators of skin care lotions will make their formulations and then dose in aloe vera powder to get the right viscosity, at the same time it has some healing and moistening properties.

Aloe Home Care applications

Packed with beneficial nutrients, aloe is key for a variety of skin care applications. In fact, the soothing properties of aloe are particularly helpful during the summer months when the sun is out in full force. Even if you wear sunscreen, it is possible to be sunburned. Fortunately, aloe can soothe and cool sunburned skin, thus decreasing the amount and length of time of discomfort. It should be applied generously to the affected areas, and then reapplied as often as necessary.



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We delivered natural properties of Aloe Vera in your hands



Surprise your clients with aloe Vera ingredient in your cosmetic and beauty care product lines you carry. The cosmetics industry often uses it as an emollient and moisturizer in a myriad of products such as moisturizers, face and hand creams, cleansers, soaps, suntan lotions, shaving preparations and baby lotions.

Aloe Vera improves the skin's ability to hydrate itself; it is therefore an active skin conditioning agent. Externally applied, it is a natural skin with the ability to penetrate into the skin and transport healthy substances through it.



Aloe bath liquid soap

Protect your hands two ways, with a hand wash that combines antibacterial cleansing with nourishing aloe. This soothing liquid moisturizes as it cleans, to keep even hard working hands soft as well as delightfully scented. Aloe helps to moisturize, soothe, and protect skin while effectively cleaning; which leaves your washing clean, fresh and comfortable next to delicate skin. Aloe Vera soften and condition your hands, Leaves hands feeling clean and refreshed to moisturize, soothe and offset any drying effects. perfect for those with sensitive or dry skin moisturizing liquid soap with aloe maximum hand skin protection.





Aloe conditions, hydrates and soothes skin without irritation

It has been demonstrated that Aloe Vera extracts increase skin moisturization through a humectant mechanism. Indeed, this substance increases the quantity of water contained in the superficial part of the epidermis without increasing the TEWL (TransEpidermal Water Loss). The composition of the extract, rich in hygroscopic mono/polysaccharides and amino acids (histidine, arginine, threonine, serine, glycine and alanine), is probably responsible for improving water retention in the stratum corneum gives your skin proper acidity – pH

- Acts naturally as antibacterial and antifungal
- Has soothing properties
- Softens and smoothes skin



Benefits adding Aloe Vera to your liquid soap

- Gives your skin proper acidity – pH
- Acts naturally as antibacterial and antifungal
- Has soothing properties
- Softens and smoothes skin

Ideal for use after bathing or hand washing, Aloe Vera liquid soap helps skin to maintain its natural pH balance while counteracting the harmful effects of pollutants in the environment. Aloe Vera liquid soap restores silky suppleness to skin, making it feel smooth to the touch. It nourishes at the deepest levels, stimulating collagen production for softer, younger looking skin.

Advantages of formulating soaps with Aloe Vera:

- Leaving the skin feeling clean, smooth and silky
- Minimize the irritations after washing hand or face
- Good for all type of skin
- Keep hands moisturized
- Promotes an attractive and healthy appearance
- Hydrates at least 3 epidermal layers - Surfactant (reduces surface tension) better penetration
- Improve h2o penetration
- Boosts potency of other products (adjuvant ideal for kitchen and bathrooms)
- Aloe has naturally ph 4.0 to 5.0 , and this allow to hydrate deeper
- Avoid dryness using hot water washing dishes
- Aloe Vera contains saponin, wich acts as a natural cleanser.

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Our Aloe Vera is specially designed to be compatible



Aloe kitchen liquid soap



- Formulate aloe kitchen liquid soap and avoid dry skin
- Moisturizes skin
- Develop gently nourishing hydration for hands, this offers your clients left tight or dry, even after frequent washing
- Leaves hands feeling clean and refreshed
- Formulated with aloe for comfort, protection, and healthy-looking skin
- Aloe conditions your skin as it works to provide a safe and non-irritating
- To moisturize, soothe and offset any drying effects. perfect for those with sensitive or dry skin
- Mild, gentle formula is kind to hands and clothes

Aloe Vera is ideal for detergents for clothes

Formulate your detergent (powder or liquid form) with natural Aloe Vera extracts, and offer an optimally coordinated tenside system, and reduce the risk of skin irritation, even with particularly sensitive skin a fact that has been dermatologically proven, and biodegradable.



Detergents with high content of Aloe Vera are truly eco and environmentally friendly. In addition, when you add aloe to your detergent's formula, your consumer gets a gentle formula and is kind to hands and clothes. Studies have found that there are more than 75 ingredients contained in the inner gel of the aloe plant's leaf. They are divided into several categories. One of them is Saponins. Saponins form lathers, when mixed and agitated with water, and they have been used in detergents as foaming agents. They also contain antiseptic properties.



Aloe Vera is ideal for detergents for clothes

The power of consumer perception is quite evident in the continually growing category of naturals; manufacturers need to be prepared to drive consumer interest into new options. Relating to naturals, beauty has come to mean nutrition, health and wellness, and emits feelings of happiness. In household care, the impetus for these new consumer priorities has come about through changing lifestyles. Prevailing social and demographic trends continue to influence consumers' changing attitude toward household cleaning chores. The rise in the number of dual-income households, and also single-households, the increased presence of women in the labor market and the rising number of elderly householders are having a two-fold effect on the market. On the one hand, consumers have less time, energy and willingness to perform heavy-duty cleaning, and secondly the increase in per capita incomes allow consumers to spend more on products that save time and trouble.

The constant search for convenience and instant solutions to the always "on-the-go" lifestyles, have generated many new business opportunities, it is easy to understand why products made of botanical and herbal ingredients become part of our daily lives and the material of choice for many end-uses and applications. Consumers feel that a company being green is important to their purchase decision, consumers citing "natural" as the most important green attribute. It's true that people are more concerned with skin care nowadays.

The Home Care and hygiene industries have seen a dramatic growth in the number of new and innovative products applications. The development of new natural applications has been triggered by the changing marketplace.

The challenge for Laundry detergent brands are how to continue to give consumers a sense of value when own labels are increasingly trusted.



We delivered natural properties of Aloe Vera in your skin

Aloe Vera is available at a premium, with psychology reward using Aloe Vera as part of the formula

If it worked for tissues, diapers, laxatives and chewing gum, why not detergent? The idea will rub customers the right way and move them to snap up its newest product: laundry soap with Aloe Vera that it claims is good for sensitive skin.

Believe they have sensitive skin and are concerned that detergent could aggravate irritations. Consumer can take care of their hands in contact with detergent, without compromise the cleaning power of a detergent if it were milder on their skin. Consumers seem to have fundamental faith in the Aloe Vera plant the sap of which has long been recognized for its moisturizing and soothing properties. Like most innovations, Aloe Vera is available at a premium, with psychology reward using Aloe Vera as part of the formula. This opens up a whole new approach in fabric cleaning.

Consumers were asked to rate different natural ingredients for their perceived gentleness on skin. Respondents were prodded on a number of natural products chamomile, tea leaves and Vitamin E. The most compelling example was Aloe Vera. There was no real belief in other products.

Putting Aloe Vera on laundry detergent contributes to the perception that it will be milder on skin. People don't want to think about chemicals.

The interest of Aloe Vera's curative and cosmetic characteristic increased in the beginning of the last century though Aloe Vera treatments were used from ancient times.





Offer your consumers a Fresh and Natural perspective with Aloe Vera



Powerful plant saponin extracts wash your clothes effectively and gently. Studies have found that there are 75 ingredients contained in the inner gel of aloe plant's leaf; one of them is saponins.

Vegetable saponins are a natural surfactant, and they have been used for thousands of years in washing. In the past decade, they have gained increasing attention as natural clothes cleaner. Make natural detergents with Aloe Vera and other saponins oils derived.

All the natural properties of Aloe Vera make it the perfect ingredient to keep skin clean. The content of saponins – substances of washing operation – is large enough to wash ourselves Alone with Aloe pulp. But the industry reaches after detergents that clean faster and more accurately. The problem is that standard cleaning agents have strong alkaline pH, and that elutes from the skin surface part of the natural protective layer – the hydrolipid mantle. The skin of a young man quickly copes with this problem. It looks worse when the skin is dry, weakened by age, with a tendency to weaken with allergies or the overall bad condition of the body.

Detergents with high content of Aloe Vera is truly eco and environmentally friendly. Created of naturally derived and plant-based cleaning ingredients, infused with gentle Aloe Vera, leaves your clothes, towels and linens fresh and clean Aloe Vera as additive is a natural softener to gently cleanse and soften delicates. It has softening properties naturally occurring in Aloe Vera which can also be used for hand washing clothes.



Aloe is suitable for all skin types, which means it's good for the whole family

Product Positioning / Key Features include:

- Our formula contains mild Aloe Vera to soften and condition your hands and clothes
- Sensitive with Aloe Vera
- Gentle on the skin
- Skin-friendly washing for all textiles
- Aloe Vera is a perfect alternative to Biological soap powders
- It is kind to sensitive skin, meaning it is perfectly safe for all the family
- Now you can wash your laundry with the natural kindness of Aloe Vera which give your clothes the extra care and freshness.
- Gentle on senses and skin
- Made with natural plant-based ingredients
- Made with Aloe Vera
- Biological Washing Powder is a powerful detergent with extract of Aloe Vera. This professional laundry powder is ideal for use on children's clothing and for other people who may suffer with sensitive skin.



- Extra softness for sensitive skin
- Thanks to its formula containing Aloe Vera, it effectively removes stains and odors to leave clothes clean and delicately fragrant
- Enriched with Aloe Vera extract. Suitable for people with sensitive skin
- Sensitive Skin Liquid Laundry Detergent With Aloe Vera
- Formula containing plant-based surfactants, gentle chamomile and Aloe Vera
- Soft on Baby's Skin
- Aloe Vera relieves, softens and moisturizes skin

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Create Innovative Aloe Vera products with Innovaloe™ from AMB Wellness



Formulate only with natural or ingredients:

Aloe Vera and Herbal natural saponins derivate as:

- a) Sapindus Mukorossi
- b) Cocos Nucifera (Saponified Organic Coconut Oil)
- c) Cyamopsis Tetragonaloba Gum (Organic Guar Gum)
- d) Acacia Senegal Gum (Organic Acacia Gum)
- e) Quilaja Saponaria (Organic Soap Bark)
- f) Organic Saponified Coconut Oil
- g) Organic Saponified Olive Oil



Marketing focus:

Claims: organic, natural, BIO, ECO, biodegradable, hypoallergenic

Organic laundry wash is a gift of nature. Powerful plant saponins extracts wash your clothes effectively and gently. They are free of harmful chemicals and therefore also protect your health and our environment.

Aloe vera contains small quantities saponins and fit with other natural Saponins form lathers, when mixed and agitated with water, and they have been used in detergents as foaming agents.





Aloe conditions, hydrates and soothes skin without irritation

Aloe Topical relief

Aloe relief from insect bites, small cuts, burns, abrasions and stings. Proper wound healing without excessive scarring: Abrasions, frostbite, skin itching, insect bites and sores



Topical Care

Thanks to its cooling and moisturizing effect, the Aloe Vera Gel is the perfect relieving treatment for itching, burns, insect bites, scrapes, sunburn and redness. It is most recommended for Psoriasis sufferers. Furthermore it is highly recommended as a post-facial and body hair removal treatment and for preventing diaper rash in babies. It is a must-have in every household!



Aloe Vera provides dramatic relief from sunburn, cuts and insect bites, with antiseptic properties that fight skin bacteria. Its effectiveness for all skin types makes Aloe Vera a vital ingredient in this rich Body Lotion.

To enhance its power, the concentrated lotion also contains other healing herbs known to the ancient world, such as Calendula (Marigold) Oil, along with modern discoveries such as Purasal, to improve moisture retention. Each application provides nourishing support, cooling refreshment, and a youthful skin boost a sensory experience you can enjoy day and night.