

2025 Forever Product Brochure

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**Plant to
Product
to You**


FOREVER



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A letter from our CEO, Gregg Maughan

For more than 45 years, Forever has remained committed to changing the lives of others through products that promote lasting health and wellness.

This company was built on the principles of quality, kindness, honour and a willingness to follow the road less travelled. A commitment to these values helped Forever grow from my father, Rex, selling aloe vera products out of our home, to operating in over 140 countries throughout the world. Today, these principles stand as the foundation of our business.

As a vertically integrated company, we own our aloe fields, manufacturing facilities, research and development, quality control laboratories and distribution channels. This gives us control over our products, ensuring that quality, safety and customer satisfaction have always been our top priorities.

We rely on the unique combination of ingredients found in nature and advancements found in science to bring the best, most effective products to market — always with your health and wellness in mind.

And this year, we are excited to announce that our aloe vera plants grown in the Dominican Republic — and the inner leaf aloe vera gel extracted from them — are now USDA Certified Organic and EU Organic. These awards are a testament to our continued dedication to environmental responsibility and prioritising sustainability in our product offerings.

Our hope is that you will not only look better and feel better because of our products, but that you will also experience the positive, transformative change that Forever has brought to millions of lives around the world.

To your health,



Gregg Maughan

CEO, Forever Living Products International

From Plant to Product to You

With a “plant to product to you” philosophy, Forever is the largest aloe manufacturer in the world. With over 7,500 acres in Texas and the Dominican Republic, we grow — on average — 40 million aloe vera plants each year that are harvested and shipped to our product manufacturing facilities. But it’s not just any aloe vera — we only grow and harvest Aloe Barbadosensis Miller, which is the most nutritionally valuable variety of aloe.

Since 2200 BC, people have been using aloe vera for its soothing qualities, and it’s no wonder why. Aloe vera has powerful benefits that nourish the body inside and out, and pure inner-leaf aloe vera gel is at the heart of everything we do at Forever.

That’s why we own our processes — our aloe fields, manufacturing facilities, research and development, quality control laboratories and distribution channels — truly making what we do “from plant to product to you.”

Plant Cultivation

Our aloe plants are carefully nurtured — and once the leaves reach maturity after about a year, each one is harvested by hand.

“We only harvest our aloe vera leaves after they have reached full maturity,” says Leonel Mesa, Senior Director of Operations. “This ensures that the largest amounts of pure aloe vera gel, along with all of its nutrients, are preserved throughout the manufacturing process. Doing this by hand allows us to get the highest quality aloe to use in Forever’s incredible products.”



After removal from the plants, the leaves are transported to an on-site processing station where they are washed twice before being filleted by hand. This ensures the rind is fully removed and only the nutritious inner leaf gel is left.

Next, the aloe vera gel passes through several quality check stations and any anomalies are removed before it travels to an aseptic tank for processing. This entire process is completed within six hours of harvesting, so that all the aloe vera's beneficial properties remain intact.

During aseptic processing, the aloe is flash-heated to lock in the benefits and freshness, resulting in a final product that's fresh and nutritious. The pure aloe vera gel is then bulk-packed into large totes for transportation to our manufacturing facilities.

Product Formulation

Aloe Vera of America (AVA) serves as the manufacturing hub for most of our aloe operations around the world. It is here where the production process, and the foundation for many of our products, begins. This state-of-the-art facility has the latest in manufacturing technology, laboratory testing equipment and product research and development to produce beverages and cosmetics using pure inner-leaf aloe vera gel as the primary ingredient.

"Due to the importance of product quality, we have a high level of procedure and documentation around our manufacturing processes," says Terry Harkins, AVA's Director of Quality Management.



As part of this process, once the inner-leaf aloe vera gel arrives, it is tested to make sure it meets all product specifications and is then flash-heated a second time. From here, the formula heads to the packaging line. Once final quality inspections and testing are performed, our aloe vera products are released for shipment.

Delivery to You

After cultivation and formulation, it's time for distribution. Forever has Regional Distribution Centres all over the globe that supply products to over 140 countries around the world. This allows us to control lead times, reduce costs and assure our quality standards are upheld throughout our distribution channels.

A complex system of cutting-edge technology ensures that each product you order is efficiently packaged. Once the order is fulfilled, each package is reviewed for accuracy and sealed with care to make sure it arrives safely to your door.

"Our packaging philosophy for our packing employees is to 'create your own masterpiece,' something our Founder Rex Maughan instilled," says Peter van Eijk, Director of Operations at Forever Direct. "Every package should account for accuracy, efficiency and quality. When someone receives a Forever order, it should look like a gift, handled with love and care."

With Forever, the benefits of nature are backed by science. Our "plant to product to you" philosophy ensures that we can control the cost, and most importantly, the quality of our products at every step of the process. This means you can feel confident in the knowledge that you are getting the very best product to help you look and feel your best.



Sustainable Solutions

Throughout this process, Forever continues to prioritise innovation and sustainability in several ways:

All the water used to clean and wash our aloe vera is recycled back into the aloe fields to help conserve water.

With over 40 million aloe vera plants in our aloe fields, we have been able to cleanse the Earth of millions of tonnes of CO₂.

For nine consecutive years, Aloe Vera of America has received the Blue Thumb Award, which certifies that it has met all local and federal pretreatment requirements for eliminating any possible pollutants.

For nine consecutive years, Aloe Vera of America has also received the P2 Award from the Texas Commission on Environmental Quality for its waste recycling and minimisation programmes.

Aloe Vera of America has International Organization for Standardization (ISO) certifications for water efficiency, energy efficiency, quality, environmental, occupational safety and laboratory competence.

Forever Direct reduced shipping box sizes, switched to boxes made of 85% recycled material and replaced plastic filling with paper filling.

Certified Organic

Forever's ongoing commitment to environmental responsibility has reached new heights with our USDA and EU Organic Certifications for the aloe vera plants — and the inner leaf gel extracted from them — grown in the Dominican Republic.

Since 1978, Forever has upheld a steadfast dedication to sustainability in our product offerings and these certifications are testament to Forever's unwavering commitment to high-quality ingredients and agricultural stewardship.

At the heart of Forever's Dominican Republic aloe fields lies a holistic approach to farming. Instead of synthetic substances, we get a helping hoof from a herd of nearly 3,000 goats that provide natural weed control and over 6 million mounds of natural fertiliser each year. This eliminates the need for synthetic herbicides, pesticides and fertilisers. And the goats reduce the amount of fuel needed to power landscaping equipment, too.

Both the USDA and EU Organic Certifications emphasise the importance of promoting ecological balance, maintaining soil quality, limiting the use of synthetic substances, prohibiting the use of genetically modified organisms (GMOs) and ionising radiation. By meeting these criteria, Forever ensures that its Dominican Republic aloe vera plants - and their inner leaf aloe vera gel — not only meet rigorous standards but also foster environmental responsibility.

Beyond this, all the water used to clean and wash Forever's aloe vera is recycled back into the aloe fields to help conserve this resource. After harvesting, the outer leaves of the aloe vera plants are added back into the soil, enriching it for future generations.

With this closed-loop approach to farming, Forever is not only committed to reducing waste but also to nurturing the land, ensuring its vitality for years to come. Through innovative farming practices and a deep respect for nature, we continue to prioritise eco-conscious practices, just as we have since our inception. These Organic Certifications therefore align with our efforts to bring sustainability to the forefront of our manufacturing process.

"We are incredibly proud of receiving the USDA and EU Organic Certifications for our Dominican Republic aloe vera plants and inner leaf aloe vera gel," says Gary Shreeve, President of Aloe Vera of America. "This achievement not only underscores our dedication to delivering the best possible products to our customers but also reflects our ongoing commitment to nurturing the environment."



We have switched the packaging of our flagship **Forever Aloe Vera Gel Drinks** to PET Bottles. These are made from 100% recyclable plastic and more than 50% post-consumer recycled content.



Fundamental Nutrition

Vitamins and minerals are essential to helping your body function the way it should.

While a healthy diet and lifestyle certainly help, most people still benefit from the nutrient boost found in nutritional products and supplements. Adding these to your diet provides your body with what it needs to maintain optimal health, including supporting immunity, metabolism, energy and an active lifestyle.

Forever continually evaluates the formulas used in our products to ensure they provide the very best ingredients based on emerging science. What's more, our nutritional drinks contain up to 99.7% pure stabilised aloe vera gel, which is at the heart of our company and many of our products.



Drinks

Forever's stabilised aloe vera gel is the foundation for our drink products. Our inner leaf gel is hand-harvested from Forever's own aloe fields in Texas and the Dominican Republic – and it's aseptically processed, which allows the formula to remain free of added preservatives.

Forever's aloe vera gel is certified by the International Aloe Science Council for its aloe content and purity, so no matter which Forever drink you choose, you're getting the benefits of aloe, just as nature intended.

*"I've been drinking **Forever Aloe Vera Gel** daily since 1999 and would not go a day without it, as it has improved my well-being in so many ways. I call it my youth and life elixir. I absolutely love it."*

Rosita Nasser-Darrell, Germany

Forever Aloe Vera Gel

No preservatives, no sugar – just 99.7% pure natural aloe vera goodness for you to enjoy.

#815 / 1 Litre / £27.08

#71612 / 330 ml, pack of 12 / £108.32



Forever Aloe Berry Nectar

The benefits of 90.7% pure aloe vera gel are delivered with the refreshing flavour of cranberries and apple.

#834 / 1 Litre / £27.08

#73512 / 330 ml, pack of 12 / £108.32

Forever Aloe Peaches

Drink in the nutritional benefits of 84.3% pure aloe vera gel with the flavour of sun-ripened peaches.

#877 / 1 Litre / £27.08

#77812 / 330 ml, pack of 12 / £108.32

Forever Aloe Mango

Experience the health benefits of 86% pure aloe vera gel with juicy sweetness of ripe mango purée.

#836 / 1 Litre / £27.08

Forever 4-Packs

Stock up on your favourite drinking gels with Forever's convenient 4-Packs.

Forever Aloe Vera 4-Pack (4 x 1 Litre)

#8154 **Forever Aloe Vera Gel** / £108.32

#8344 **Forever Aloe Berry Nectar** / £108.32

#8774 **Forever Aloe Peaches** / £108.32

#8364 **Forever Aloe Mango** / £108.32

#8234 **Forever Aloe Mixed Gel** / £108.32

1x **Forever Aloe Vera Gel**

1x **Forever Aloe Berry Nectar**

1x **Forever Aloe Peaches**

1x **Forever Aloe Mango**

Forever Tripack Minis (3 x 330 ml)

#7163 **Forever Aloe Vera Gel** / £27.08

#7353 **Forever Aloe Berry Nectar** / £27.08

#7783 **Forever Aloe Peaches** / £27.08

#71633 **Forever Aloe Vera Gel**

and **ARGI+** sachets / £34.72

Fundamental Nutrition

Forever Freedom

Chondroitin, glucosamine and MSM combine with a zesty orange flavour and 89% pure aloe vera gel.

#196 / 1 Litre / £37.02

#1963 / 3 x 1 Litre / £111.06

Contains
Aloe Vera
Pulp



FAB Forever Active Boost

Take Forever's advanced energy drink on-the-go, so you can always get back in the game when it feels like you're running on empty. **FAB Forever Active Boost** has a delicious mix of exotic flavours from guarana, acai and acerola fruit extracts and cranberry.*

#821 / 12 x 250 ml / £51.61

FAB X Forever Active Boost

Whether you're trying to energise your workout or give yourself an added push during a long day at the office, **FAB X Forever Active Boost** is sure to give your body and mind the right kind of fuel to take on any task.*

#822 / 12 x 250 ml / £51.61



*Contains caffeine.
Not recommended for children or pregnant women.

Great
Together

Forever Bee Honey is the perfect accompaniment to **Aloe Blossom Herbal Tea**. This 100% natural honey is mountain-harvested and imparts a pure touch of sweetness to every cup.

Learn more about Forever Bee Honey on page 33.



Aloe Blossom Herbal Tea

Delicious both hot and iced, or sweetened with **Forever Bee Honey**, this caffeine-free tea combines the soothing flavours of spicy ginger and cinnamon combined with chamomile and orange peel for a relaxing feeling.

#200 / 25 individual bags / £15.88

Daily Needs

Supporting your health starts with your daily routine.

Even if you have a healthy diet, you could still be missing out on vital nutrients. Forever's daily supplements close this gap with essential vitamins, minerals and vital nutrients that support a variety of health needs, including energy, healthy metabolism and bone health.



Forever Marine Collagen

Multi award-winning and scientifically-advanced formula. Contains three grams of marine collagen, combined with vitamins A and C. Vitamin C contributes to normal collagen formation and zinc and biotin help maintain skin, hair, bones and nails.

#613 / 30 x 15 ml sachets / £93.82

Forever Focus

Contains the clinically-studied ingredient Cognizin® plus herbs and vitamins, including zinc to support cognitive function and reduce fatigue.

#622 / 120 capsules / £95.81

Forever Fields of Greens

Our greenest dietary supplement contains barley grass, alfalfa and wheatgrass in combination with honey and cayenne pepper.

#068 / 80 tablets / £12.96

Forever iVision

This advanced eye supplement contains vitamin A and zinc to support healthy vision and Lutemax 2020, a clinically-studied ingredient derived from marigold extract.

#624 / 60 softgels / £41.50

Forever Daily

This powerful multivitamin delivers 100% of the reference intake (RI) of essential vitamins and minerals, including vitamins A, C, D and B12.

#439 / 60 tablets / £23.14

Forever Supergreens

Each portable stick pack includes a blend of over 20 fruits, vegetables, superfoods and aloe to support various healthy body functions and systems.

#621 / 30 sachets / £44.18



Forever B12 Plus

Vitamin B12 and folic acid combined in an advanced time-release formula to help support metabolic processes and the normal function of the immune system. B12 also assists in the production of red blood cells.

#188 / 60 tablets /
£15.98

Forever Nature-Min

Get optimal levels of 10 essential and trace minerals in magnesium, which contributes to electrolyte balance and zinc, copper, selenium and iron all support the normal function of the immune system.

#037 / 180 tablets /
£18.92

Forever Lycium Plus

This balanced blend of ancient botanicals includes lycium, also known as goji berry, and is a fruit that dates back centuries to ancient China, where it is known as the "yin tonic".

#072 / 100 tablets /
£35.59

Forever Fiber

These convenient fibre stick packs make it easy to add additional fibre to your daily intake.

#464 / 30 packets /
£22.31

Forever Calcium

A combination of calcium, vitamin D, zinc and magnesium supports bone health when combined with a healthy diet and regular physical activity.

#206 / 90 tablets /
£24.74

Vit@lize for Men

Formulated with a high quality blend of herbs, vitamins and minerals; including zinc, which contributes to normal fertility and reproduction.

#374 / 60 softgels /
£33.58

Vit@lize for Women

Contains a rich blend of botanicals, including apple powder, passionflower, schisandra berry and cranberry powder. Also includes vitamin B6, which contributes to the regulation of hormonal activity.

#375 / 120 tablets /
£34.37

Forever Kids

Specially formulated with the essential vitamins, minerals and other nutrients a growing body needs, this grape-flavoured chewable is safe for children aged 3 and older.

#354 / 120 chewable tablets / £14.47

Immune Health

Staying healthy is key to living the life you want and showing up for What Matters Most.

Make sure your immunity doesn't slow you down with products that support immune health function. However you prefer to take your supplements, Forever has a range of drinks, tablets and gummies that contribute to the normal function of the immune system.



Forever Aloe Vera Gel is the ideal way to take these immune-supporting supplements.

Learn more about the benefits of this product on page 12.



Forever Absorbent-D

A delicious, chewable vitamin D supplement designed to easily integrate into any busy lifestyle.

#672 / 60 chewable tablets / £16.34

Forever Absorbent-C

Get your daily value of vitamin C with this chewable tablet that has an orange and papaya flavour and is blended with oat bran.

#048 / 100 tablets / £22.06

Forever Immune Gummy

Support the immune system with this sweet, tropical flavoured gummy that's chewable, tastes great and is vegan friendly. Contains a blend of ten vitamins and zinc.

#566 / 60 gummies / £42.43

Forever ImmuBlend

A synergistic blend of botanicals and proven ingredients like vitamins D, C and zinc contribute to the healthy function of the immune system.

#355 / 60 tablets / £27.26

Forever Active Pro-B

The perfect high-quality friendly bacteria supplement to complement your gut flora and assist with your diet and lifestyle goals.

#610 / 30 capsules / £42.18

Forever Garlic-Thyme

Garlic and thyme are powerful ingredients with properties that are said to promote good health.

#065 / 100 softgels / £20.50

Forever AloeTurm

Support your immune health with this innovative hydrogel lozenge that's easy-to-take, tastes great and fits into any wellness routine.

#676 / 10 hydrogel lozenges / £7.45

#67610 / 10 packs of 10 hydrogel lozenges / £70.78

Active Lifestyle

Staying active supports your overall wellness physically, mentally and emotionally. Whether you run marathons, like to dance, do tai chi, or prefer to hike, movement is an essential component to a healthy lifestyle.

These Forever products will help provide you with the support you need to maintain an active lifestyle.



Support your active lifestyle with **Forever Freedom** and **FAB Forever Active Boost**.

Learn more about the benefits of these products on page 14.



Forever NutraQ10

Featuring a combination of CoQ10, B vitamins and minerals in a convenient, delicious stick pack.

#312 / 30 packets / £30.43

Forever Arctic Sea

This exclusive blend with a never-fishy, always refreshing citrus flavour and aroma contains EPA and DHA omega-3 fatty acids to help with the maintenance of key body systems, including the heart, normal blood pressure, brain function and vision.

#376 / 120 softgels / £35.53

Forever Sensatiable

Get sweet relief from daily temptations with this delicious, lemon-flavoured, chewable tablet.

#665 / 64 chewable tablets / £30.12

Forever Multi-Maca

Designed for both men and women, this blend combines legendary Peruvian maca with Q10, L-Arginine and other powerful herbs.

#215 / 60 tablets / £27.34

Forever Active HA

Combines low molecular weight HA, plus ginger oil and turmeric roots.

#264 / 60 softgels / £31.21

Forever Move

These burnt-orange softgels are perfect for people who lead busy and active lifestyles, sport and fitness enthusiasts, maturing adults and those who work in strenuous jobs.

#551 / 90 softgels / £71.69

Forever Plant Protein

With 17 grams of protein per serving and a delicious vanilla flavour, this plant-based, non-gritty protein powder supports muscle mass and healthy bones.

#656 / 390 g / £53.33

ARGI+

Add the powerful amino acid L-Arginine to your favourite drink with this delicious berry flavour stick pack that helps support athletic performance.

#473 / 30 packets / £63.63



Aloe Cooling Lotion

With calming menthol, eucalyptus and camphor plus methyl sulfonyl methane (MSM), this rich, light formula provides a cooling sensation, revitalising hard-working muscles.

#564 / 118 ml / £17.22

Aloe MSM Gel

Pure inner leaf aloe vera and methyl sulfonyl methane (MSM) combined with herbal extracts to provide soothing relief.

#205 / 118 ml / £23.76



Supplement your workouts

Use these products to support your body before exercising:



ARGI+

Provides five grams of L-Arginine per serving



Forever Active HA

Contains low molecular weight hyaluronic acid combined with ginger and turmeric



Forever Arctic Sea

With EPA and DHA to support the heart and blood pressure

Use these products to support your body's recovery after exercising:



Forever Move

Contains natural eggshell membrane and curcumin developed to support active lifestyles



Forever Lite Ultra and Forever Plant Protein

Contain protein, which contributes to maintenance and growth of muscle mass



Aloe MSM Gel and Aloe Cooling Lotion

Provide a soothing feeling after exercise

F.I.T. Programmes

Forever's four F.I.T. Programmes — **DX4**, **C9**, **F15** and **Vital5** — are each designed to help you achieve your goals, whether that's doing a reset each quarter to keep your body balanced (**DX4**), support with reaching your weight management goals (**C9**), help gaining strength and stamina during regular exercise (**F15**), or supporting overall good health (**Vital5**).

We worked with nutrition and fitness experts to create these programmes, so you can benefit from a healthier lifestyle, no matter what your goals are.



DX4

DX4 balances your body and mind by combining nutritional products, supplements and healthy recipes with mindfulness, goal setting and gratitude. All aspects of the programme are designed to work together to help you experience an enhanced mind-body connection and achieve your lifestyle goals. **DX4** can be completed quarterly and is an ideal precursor to **C9**.

#659 / £150.39

*"My favourite Forever product is **DX4**. It's very effective and complete, and it makes you feel really good. It cleanses, harmonises and reprogrammes."*

Enikő Lehoczky, Hungary

Everything your body needs to reset



Forever Aloe Vera Gel

99.7% pure natural aloe vera goodness



Forever Plant Protein

Supports muscle mass and healthy bones



Forever Sensatiable

Provides sweet relief from daily temptations



Forever LemonBlast

A unique blend of soluble fibre with magnesium to support electrolyte balance and normal psychological function



Forever Multi Fizz

Helps jumpstart your hydration. Enhanced with vitamins C, B and E



Forever DuoPure

Combines pomegranate extract and Japanese knotweed with Choline, folic acid and vitamins B6 and B12



Forever Therm Plus

Powerful supplement containing green tea, guarana, green coffee, saffron powder and vitamins B12 and C

"I think there is no better way to cleanse the body and feed it with vitamins"

Gordana Zecevic, Serbia



C9

Continue your journey to a healthier you with **C9**. This nine-day nutritional change system combines five nutritional products and supplements with light movement and reduced-calorie recipes.

C9 will train you to make better decisions about your nutrition and show you how easy, and beneficial, it is to incorporate daily movement into a new, healthier lifestyle. **C9** can be completed after **DX4** as an ideal transition after a body reset.

● Vanilla / Chocolate

#475 / **C9 Forever Aloe Vera Gel - Forever Lite Ultra Vanilla** / £132.35

#476 / **C9 Forever Aloe Vera Gel - Forever Lite Ultra Chocolate** / £132.35

#625 / **C9 Forever Aloe Berry Nectar - Forever Lite Ultra Vanilla** / £132.35

#626 / **C9 Forever Aloe Berry Nectar - Forever Lite Ultra Chocolate** / £132.35

#629 / **C9 Forever Aloe Peaches - Forever Lite Ultra Vanilla** / £132.35

#630 / **C9 Forever Aloe Peaches - Forever Lite Ultra Chocolate** / £132.35



Vital5

Support an ongoing healthy lifestyle with this set of five essential Forever products. They work together to bridge nutritional gaps and provide key nutrients your body needs for optimal function. You'll also receive an easy-to-follow supplement schedule along with optional exercises and lifestyle tips from the F.I.T. Programme. **Vital5** can be used on an ongoing basis (except during **DX4** and **C9**).

#456 / £206.50

F15

Build a healthy fitness foundation through this 15-day programme that balances nutrition with exercise for multiple fitness levels. The workouts and nutritional guidance are complemented by nutritional products and supplements to support your ongoing commitment to a healthy lifestyle. Through **F15**, you'll change the way you think about food and exercise while building lean muscle. **F15** can be completed after **C9** to help you stay on course in achieving your weight and fitness goals every month.

● Vanilla / Chocolate

#528 / **F15 Beginner - Forever Lite Ultra Vanilla, Forever Aloe Vera Gel** / £145.70

#529 / **F15 Beginner - Forever Lite Ultra Chocolate, Forever Aloe Vera Gel** / £145.70

#532 / **F15 Intermediate - Forever Lite Ultra Vanilla, Forever Aloe Vera Gel** / £145.70

#533 / **F15 Intermediate - Forever Lite Ultra Chocolate, Forever Aloe Vera Gel** / £145.70

#536 / **F15 Advanced - Forever Lite Ultra Vanilla, Forever Aloe Vera Gel** / £145.70

#537 / **F15 Advanced - Forever Lite Ultra Chocolate, Forever Aloe Vera Gel** / £145.70

#12528 / **F15 Beginner - Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar** / £145.70

#12529 / **F15 Beginner - Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar** / £145.70

#12532 / **F15 Intermediate - Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar** / £145.70

#12533 / **F15 Intermediate - Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar** / £145.70

#12536 / **F15 Advanced - Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar** / £145.70

#12537 / **F15 Advanced - Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar** / £145.70

Weight Management

Forever's powerful weight management products are formulated with scientifically advanced, high-quality ingredients to help you achieve the results you're looking for.

Use them to supplement your healthy lifestyle at home and on-the-go.

"Forever Lite Ultra Chocolate is my lifesaver when I need chocolate. It tastes creamy and chocolatey, and I drink it with a clear conscience because I know how valuable it is for my body. Since I started drinking it, my chocolate cravings have lessened a lot."

Melanie Everdiking-Hinz, Germany



Forever Therm

This carefully created formula contains a special combination of vitamins, including B6 and B12, which contribute to normal energy yielding metabolism.

#463 / 60 tablets / £39.98

Forever Lite Ultra

This great source of vitamins and minerals includes 18 amino acids and 24 grams of protein per serving to help grow and maintain muscle mass. In a choice of delicious chocolate and vanilla flavours.

● ● Vanilla / Chocolate

#470 / **Forever Lite Ultra Vanilla** / 375 g / £23.99

#471 / **Forever Lite Ultra Chocolate** / 390 g / £23.99

Forever Lean

These well-balanced capsules are high in chromium, which contributes to both a normal macro-nutrient metabolism and to the maintenance of normal blood glucose levels.

#289 / 120 capsules / £42.17

Forever Fast Break

A classic peanut butter and chocolate-covered energy bar that contains 11 grams of protein per serving and a blend of vitamins and minerals.

#520 / individual bar / £5.17

Forever Garcinia Plus

Contains chromium, which contributes to normal macronutrient metabolism and the maintenance of normal blood glucose levels.

#071 / 70 softgels / £35.59

Bee Products

Playing a vital role in nature, bees pack their hives with beneficial substances. At Forever, we believe honey producers have a responsibility to protect bee colonies and help them grow, which is why we partner with those who are dedicated to sustainable sourcing and responsible practices.

Forever's bee products include mountain-harvested honey and a variety of products to support your health in any season.



Forever Royal Jelly

Made of the same substance that feeds the queen bee, royal jelly is an extremely nutritious, biochemically complex honeybee secretion.

#036 / 60 tablets / £34.36

Forever Bee Propolis

Propolis is the protective substance gathered and used by bees to disinfect and protect their hives from pathogens. We have been producing propolis supplements for decades and we're one of the oldest manufacturers on the market.

#027 / 60 chewable tablets / £33.19

Forever Bee Pollen

Get the power of bee pollen. We've packed all that nutritious goodness into an easy-to-take tablet by mixing it with delicious honey.

#026 / 100 tablets / £15.90

Forever Bee Honey

Enjoy the sweet, rich, smooth flavour of 100% natural mountain-harvested honey.

#207 / 500 g / £18.46

Aloe Propolis Crème

This combination of pure aloe vera gel, bee propolis and antioxidant vitamins nourishes, soothes and rejuvenates your skin's tone and texture.

#051 / 113 g / £18.94

Skincare

Skin is the body's largest organ, so it's important to have a skincare routine for both your face and body that supports it. Your lifestyle, nutrition and environmental stressors like the sun all affect your skin, making it even more important to nourish and protect it.

Forever has combined aloe vera with other natural and scientifically-advanced ingredients to create powerful formulas designed to moisturise and soothe skin, while providing results from head to toe.



Skincare

Facial Care

Forever makes building a facial skincare routine easy with two lines of products that address a variety of skin types and concerns. Most of these products include Forever's proprietary stabilised aloe vera gel, which soothes and supports skin. Start with the basics — cleanse, tone, target and moisturise — and customise your routine from there, plus learn which facial care set is best for you on pages 40 and 41.

Infinite by Forever Advanced Skincare

The **Infinite by Forever Advanced Skincare** system targets ageing using an inside-out, outside-in approach with advanced formulas to hydrate, reduce the appearance of fine lines and wrinkles and promote healthy collagen levels with **Infinite by Forever Firming Complex**.

#553 / £200.71



Infinite by Forever Hydrating Cleanser

Gently cleanse dirt, oil and makeup from the skin with botanicals and vitamin-rich ingredients that combine into a milky, hydrating formula without sulfates.

#554 / 118 ml / £30.12

Infinite by Forever Restoring Crème

Containing over 15 skin-conditioning ingredients, this quick-absorbing restoring crème contains anti-ageing ingredients to support the tone and texture of youthful looking skin.

#558 / 48.2 g / £66.53

Infinite by Forever Firming Complex

Support signs of ageing from the inside out with this beauty nutritional that contains French melon, marine collagen, vitamin C to help with healthy collagen formation and biotin to maintain healthy hair and skin.

#556 / 60 tablets / £59.34

Infinite by Forever Firming Serum

Increase the appearance of skin's firmness with this formula that reduces the appearance of fine lines and wrinkles while supporting skin's tone.

#555 / 30 ml / £59.65

Get kissable lips with our Forever Aloe Lips.



Forever Aloe Lips

#022 / 4.25 g / £3.62

#20022 / Box of 12 / £41.27

Skincare

Forever's Targeted skincare range includes essential products such as toner, exfoliator, hydrating serum and eye cream that all utilise the power of pure aloe vera gel to nurture skin.



Smoothing Exfoliator

Physical exfoliants of jojoba beads and bamboo powder, plus bromelain and papain, replenish the skin and reveal a brighter-looking, smoother tone and texture.

#559 / 60 ml / £20.94

Aloe Bio-Cellulose Mask

Perfect for all skin types, the bio-cellulose fibres used to make this mask fit every contour of your face, while the aloe vera and green tea-enriched serum rejuvenates, soothes and moisturises.

#664 / 3 individual masks / £36.43

Protecting Day Lotion

Keep your skin protected from environmental aggressors by shielding and nourishing your skin with a blend of skin-conditioning ingredients and SPF 20 natural mineral zinc oxide to help prevent the premature signs of ageing.

#645 / 60 ml / £41.86

Hydrating Serum

Quickly plump the appearance of your skin with this fast-absorbing serum that boosts hydration with aloe vera and four types of hyaluronic acid.

#618 / 50 ml / £40.15

Awakening Eye Cream

This combination of peptides, botanicals and collagen helps to diminish the appearance of dark circles and puffiness, so that your eyes appear rested, alert and rejuvenated.

#561 / 21 g / £20.94

Replenishing Skin Oil

Packed with skin-loving ingredients, add into your daily routine to hydrate, soothe and fight the appearance of premature ageing.

#653 / 30 ml / £34.69

Aloe Activator

With over 98% aloe vera gel, this unique liquid delivers moisture to the skin with a combination of allantoin and vitamins A, C and E.

#612 / 130 ml / £18.98

Deep Moisturizing Cream

Features ceramides which help deliver moisture deep within the surface layers of skin. Powerful antioxidants found in pine bark extract also restore your skin's youthful glow.

#651 / 71 g / £38.14

R3 Factor Skin Defense Crème

Retain, restore and renew your skin with this unique formula combining alpha hydroxy acids, vitamins A and E, and collagen to gently exfoliate and revitalise skin.

#069 / 56.7 g / £34.36

Tightening Mask Powder

Designed to be combined with **Aloe Activator**, this powerful mask of chamomile, kaolin and allantoin cleans, smooths and tightens skin.

#652 / 29 g / £20.78

Skincare

Create a routine that suits your skin

Whether you have dry, oily or combination skin, Forever has three lines of products to support your facial skin care concerns.

Use the chart to easily build a six-step routine that supports your skin, based on your unique needs.

	01 Cleanse	02 Exfoliate	03 Tone	04 Target/ Treat	05 Moisturise	06 Protect
#553 Infinite by Forever Advanced Skincare	●			●	●	
#554 Infinite by Forever Hydrating Cleanser	●					
#558 Infinite by Forever Restoring Crème					●	
#555 Infinite by Forever Firming Serum				●		
#559 Smoothing Exfoliator	●	●				
#664 Aloe Bio-Cellulose Mask				●		
#645 Protecting Day Lotion					●	●
#618 Hydrating Serum				●	●	
#561 Awakening Eye Cream				●		
#612 Aloe Activator			●	●		
#651 Deep Moisturizing Cream					●	
#069 R3 Factor Skin Defense Crème		●			●	
#653 Replenishing Skin Oil				●	●	
#652 Tightening Mask Powder dissolved in Aloe Activator (#612)			●	●		
#284 Aloe Avocado Face & Body Soap	●					
#238 Forever Aloe Scrub		●				
#070 Gentleman's Pride			●		●	
#063 Aloe Moisturizing Lotion					●	
#617 Aloe Sunscreen						●

● Normal to dry skin ● Normal to oily skin ● Any skin type

Skincare

Body Care

Clean and moisturise from the top down with Forever's body care products. From hair care to body wash, each product features pure, inner leaf aloe vera gel that delivers a soothing sensation from head to toe. Experience the power of aloe with these everyday body care essentials to support healthy-looking skin and hair.



Aloe Moisturizing Lotion

Condition and moisturise the hands and body with this thick lotion that combines pure aloe, apricot kernel oil, jojoba and vitamin E.

#063 / 118 ml / £15.49

Aloe Sunscreen

This SPF 30 sunscreen protects the skin from UVA and UVB rays for up to 80 minutes without feeling greasy or leaving residue behind.

#617 / 118 ml / £21.50

Aloe-Jojoba Conditioner

Keep hair soft, shiny and manageable with this light, pH-balanced conditioner formula fortified with vitamin B5 and jojoba oil. Aloe vera helps soften and bring out your hair's natural shine.

#641 / 296 ml / £26.69

Forever Aloe Lips

The soothing power of aloe combines with jojoba to moisten and soften lips while three types of wax provide long-lasting coverage.

#022 / 4.25 g / £3.62

#20022 / Box of 12 / £41.27

Aloe Body Lotion

Pure aloe, vitamin E and jojoba combine in a lightweight formula that softens skin and leaves it feeling smooth, hydrated and healthy-looking.

#647 / 236 ml / £26.10

Aloe Body Wash

Get clean, hydrated skin with the creamy foam of this gentle, pH-balanced cleanser featuring aloe and vitamins A, C and E with an inviting amber and woods fragrance.

#646 / 236 ml / £25.80

Aloe Vera Gelly

Perfect for any skin type, this pure inner leaf aloe vera gel conditions, soothes and moisturises.

#061 / 118 ml / £15.49

Aloe-Jojoba Shampoo

Ideal for everyday use on all hair types, this shampoo is sulphate free and combines aloe vera gel, vitamin A and jojoba to soothe, moisturise and cleanse the scalp and hair.

#640 / 296 ml / £24.95

Forever Aloe Scrub

Gently scrub away dead skin cells and debris with jojoba microspheres found in this natural exfoliator that leaves skin smooth without drying or damaging effects.

#238 / 99 g / £16.34

Aloe Avocado Face & Body Soap

Gentle enough for face, body and all skin types, rich avocado and soothing aloe vera moisturise and soften skin, leaving behind a fresh citrus scent.

#284 / 142 g / £6.83

Personal Care

The finishing touches — like a dab of hand sanitiser or minty fresh toothgel — are just as important for your health and personal hygiene.

So, don't forget about these personal care products that will help you look and feel your best throughout the day.



Aloe First

Made with aloe vera gel, bee propolis and 11 plant extracts, this pH-balanced spray is great for both skin and hair, providing a soothing mist for all skin types and a barrier between hair and the elements.

#040 / 473 ml / £20.60

Aloe Ever-Shield

Protect against underarm odour all day with this deodorant that's made without antiperspirant aluminium salts, instead using the soothing power of aloe for a smooth glide onto the skin.

#067 / 92.1 g / £7.68

Gentleman's Pride

This aloe-powered, alcohol-free aftershave moisturises sensitive post-shave skin, providing a cooling, fresh feel and a sophisticated masculine scent.

#070 / 118 ml / £15.49

Forever Hand Sanitizer

This formula is rich in aloe vera to keep hands soft and smooth after sanitising, killing 99.9% of germs and leaving behind a light, lemon-lavender scent.

#318 / 59 ml / £4.30

Forever Bright Toothgel

Keep teeth, gums and breath fresh and clean with this fluoride-free, natural peppermint-spearmint flavoured formula that's safe for both kids and adults.

#028 / 130 g / £7.28

Nourishing Hair Oil

Care for your hair with our rich, lightweight blend of aloe and six botanical oils.

#642 / 30 ml / £31.82

Aloe Liquid Soap

Naturally derived cleansers wash dirt and debris from the whole body, nourishing skin with pure aloe vera and a blend of jojoba and argan oils for a fresh, renewed feel.

#633 / 473 ml / £21.53

The Power of Forever is the Power of Love

Envelop your senses with the power and love of the Samoan people. Honouring Forever's Founder, Rex Maughan, both the **Forever Malosi** and **Forever Alofa** fine fragrances pay tribute to his deep connection with Samoa, their people and the legacy he left there through his service and love of the islands. As Samoan words, Malosi means 'power' and Alofa means 'love' — words woven into the fabric of Forever by Rex, who often said "The Power of Forever is the Power of Love."

Both bottles are thoughtfully designed, featuring the cultural, traditional artwork that represent the meanings for Malosi and Alofa. The essences within feature distinctive, sophisticated scents crafted with a carefully selected combination of botanicals.

Forever Malosi, a fragrance for Him, is an intriguing woody scent with spices.

A fragrance for Her, **Forever Alofa** is an alluring floral scent with a hint of citrus.

Forever Alofa Fine Fragrance

#643 / 30 ml / £38.42

Forever Malosi Fine Fragrance

#644 / 30 ml / £38.42



Start your Forever Journey



Interested in earning extra income** by sharing Forever's products? Because just one box can set you up for success as a Forever Business Owner.

Choose between the **Start Your Journey Pack** or the **Skincare Starter Pack**. The **Start Your Journey Pack** includes a selection of Forever essentials — including our flagship **Forever Aloe Vera Gel** — so you can try a variety of products, share them with others and even sell them at retail price. Our popular **Skincare Starter Pack** has been designed to help achieve the ultimate skin from within through a selection of quality skincare products and a simple, six-step daily routine. In both starter packs, you'll also get a range of handy tools to help reach your goals and grow your business.

Each pack qualifies you to opt into the Forever business and get a taste of the products we have to offer. Plus, it's the simplest way to become an Assistant Supervisor on our Marketing Plan and receive a 30% discount on every future order.

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Enter the online store FLP Northern Irland clicking here

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