

# 2023/24 Forever Product Brochure

Online store  
Forever UK



Plant to  
Product  
to You





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# 45 YEARS OF FOREVER

## 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 160 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.

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 Barbadensis 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 160 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:

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

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With over 40 million aloe vera plants in our aloe fields, we have been able to cleanse the Earth of millions of tonnes of CO<sub>2</sub>.

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For eight 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.

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For eight 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.

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

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

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View our Plant  
to Product to  
You video





## 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.



## Fundamental Nutrition

### 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.

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*"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**

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### Forever Aloe Vera Gel

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

#715 / 1 Litre / £26.05

#71612 / 330 ml, pack of 12 / £104.20







## Forever Aloe Berry Nectar

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

#734 / 1 Litre / £26.05

#73512 / 330 ml, pack of 12 / £104.20



## Forever Aloe Peaches

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

#777 1 Litre / £26.05

#77812 / 330 ml, pack of 12 / £104.20



## Forever Aloe Mango

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

#736 / 1 Litre / £26.05

## Forever Tripacks

Stock up on your favourite drinking gels with Forever's convenient tripacks.

### Forever Aloe Vera Tripacks (3 x 1 Litre)

#7153 Forever Aloe Vera Gel / £78.14

#7343 Forever Aloe Berry Nectar / £78.14

#7773 Forever Aloe Peaches / £78.14

#7363 Forever Aloe Mango / £78.14

#7333 Forever Aloe Mixed Gel / £78.14

1x Forever Aloe Vera Gel

1x Forever Aloe Berry Nectar

1x Forever Aloe Peaches

### Forever Tripack Minis (3 x 330 ml)

#7163 Forever Aloe Vera Gel / £26.05

#7353 Forever Aloe Berry Nectar / £26.05

#7783 Forever Aloe Peaches / £26.05

#71633 Forever Aloe Vera Gel  
and ARG1+ sachets / £33.38



Contains  
Aloe Vera  
Pulp

### Forever Freedom

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

#196 / 1 Litre / £35.59

#1963 / 3 x 1 Litre / £106.76

### 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** has a delicious mix of exotic flavours from guarana, acai and acerola fruit extracts and cranberry.

#721 / 12 x 269 ml / £49.63





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 31.



## 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 / £14.77

Fundamental Nutrition

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 3 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 / £90.20

## **Forever Focus**

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

#622 / 120 capsules / £92.12

## **Forever Fields of Greens**

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

#068 / 80 tablets / £12.46

## **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 / £38.60

## **Forever Daily**

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

#439 / 60 tablets / £22.25

## **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 / £42.48



**Forever B12 Plus**

Vitamin B12 and folic acid combine 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 /  
£15.37

**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 /  
£18.19

**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 /  
£34.22

**Forever Fiber**

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

#464 / 30 packets /  
£20.75





Excellent  
nutrition for  
the family



## 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 /  
£23.80

## Vitolize<sup>1</sup> 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 /  
£31.24

## Vitolize<sup>1</sup> 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 /  
£33.05

## 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 / £13.92

## Fundamental Nutrition

### 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 10.**



## **Forever Absorbent-C**

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

#048 / 100 tablets / £21.20

## **Forever Immune Gummy**

Support the immune system with this blend of 10 vitamins and zinc - including vitamins B6, C and D - which contribute to the normal function of the immune system. All in a sweet, tropical flavoured gummy that's chewable, tastes great and is vegan friendly.

#566 / 60 gummies / £40.80

## **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 / £26.22

## **Forever Active Pro-B**

Featuring a blend of six strains of friendly bacteria, selected and engineered for their ability to reach the intended destination of the large intestine, with over 8 billion CFU per dose and zinc to contribute to the healthy function of the immune system.

#610 / 30 capsules / £40.56

## **Forever Garlic-Thyme**

Garlic and thyme are powerful ingredients with properties that are said to promote good health. In fact, these herbs can be traced back thousands of years for their dietary uses.

#065 / 100 softgels / £19.70



Fundamental Nutrition

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 12.



## Forever NutraQ10

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

#312 / 30 packets / £28.31

## 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 / £33.05

## Forever Sensatiable

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

#665 / 64 chewable tablets / £28.96

## 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 / £26.28

## Forever Active HA

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

#264 / 60 softgels / £30.01

## 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 / £68.93



**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 / £51.28

**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 / £61.18





## Aloe Cooling Lotion

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

#564 / 118 ml / £16.56

## Aloe MSM Gel

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

#205 / 118 ml / £22.85



## 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 using 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 / £144.59

*"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 your 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** / £127.51

#476 / **C9 Forever Aloe Vera Gel - Forever Lite Ultra Chocolate** / £127.51

#625 / **C9 Forever Aloe Berry Nectar - Forever Lite Ultra Vanilla** / £127.51

#626 / **C9 Forever Aloe Berry Nectar - Forever Lite Ultra Chocolate** / £127.51

#629 / **C9 Forever Aloe Peaches - Forever Lite Ultra Vanilla** / £127.51

#630 / **C9 Forever Aloe Peaches - Forever Lite Ultra Chocolate** / £127.51





## 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 / £198.59

## 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 / £140.18

#529 / **F15 Beginner** – Forever Lite Ultra Chocolate, Forever Aloe Vera Gel / £140.18

#532 / **F15 Intermediate** – Forever Lite Ultra Vanilla, Forever Aloe Vera Gel / £140.18

#533 / **F15 Intermediate** – Forever Lite Ultra Chocolate, Forever Aloe Vera Gel / £140.18

#536 / **F15 Advanced** – Forever Lite Ultra Vanilla, Forever Aloe Vera Gel / £140.18

#537 / **F15 Advanced** – Forever Lite Ultra Chocolate, Forever Aloe Vera Gel / £140.18

#12528 / **F15 Beginner** – Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar / £140.18

#12529 / **F15 Beginner** – Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar / £140.18

#12532 / **F15 Intermediate** – Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar / £140.18

#12533 / **F15 Intermediate** – Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar / £140.18

#12536 / **F15 Advanced** – Forever Lite Ultra Vanilla, Forever Aloe Berry Nectar / £140.18

#12537 / **F15 Advanced** – Forever Lite Ultra Chocolate, Forever Aloe Berry Nectar / £140.18

## 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 / £38.45

## 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 / £23.07

#471 / **Forever Lite Ultra Chocolate** / 390 g / £23.07

## 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 / £40.55

## 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 / £4.97

## Forever Garcinia Plus

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

#071 / 70 softgels / £34.22

## 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 / £33.04

## **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 / £31.92

## **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 / £15.29

## **Forever Bee Honey**

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

#207 / 500 g / £17.75

## **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 / £18.20

## Essential Oils

Working with scientists, farmers and botanists, Forever has sourced nature's most powerful botanicals to create a harmonious collection of essential oils.

Each essential oil is extracted from carefully selected plant parts, including blossoms, fruits, seeds, leaves, bark and roots. These extractions primarily use steam distillation and cold-pressing to create the highest quality essential oils, while the botanical essences promote calmness and relaxation.



## Forever Essential Oils Peppermint

Perfect for topical use or aromatherapy, this essential oil provides a calming, refreshing peppermint fragrance with leaves harvested from the foothills of the Himalayas in India that have a higher menthol content.

#508 / 15 ml / £20.14

## Forever Essential Oils Lemon

Awaken your senses with the distinct fresh scent of citrus and experience the best of what nature has to offer, providing potent essential oils that refresh, energise, invigorate and revitalise.

#507 / 15 ml / £16.55

## Forever Essential Oils Defense

A blend of clove, orange, cinnamon, rosemary, frankincense, eucalyptus and juniper to awaken your senses.

#510 / 15 ml / £29.78

## Forever Essential Oils Lavender

Pure *Lavandula angustifolia* oil promotes feelings of calm and relaxation when used topically or for aromatherapy.

#506 / 15 ml / £28.97





## 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 three 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 Firming Complex**.

#553 / £193.00



#### 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 / £28.96

#### 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 / £63.97

#### 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 / £57.06

#### 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 / £57.36



## Sonya Daily Skincare System

The **Sonya Daily Skincare System** delivers aloe, moisture and botanicals using a gel-based technology that supports combination skin to restore balance, leaving skin feeling hydrated and soft.

#609 / £94.03

*"I love **Sonya Refreshing Gel Cleanser** because since I started using this product, the skin on my face has become really healthy looking, clean and soft. Having clean skin makes me more confident in myself and also makes me smile more."*

**Popa Irina Elena, France**



### Sonya Refreshing Gel Cleanser

Thoroughly clean your skin without that tight feeling with this soft, rich lathering gel. Ideal for cleansing and nourishing combination skin.

#605 / 118 ml / £25.93

### Sonya Refining Gel Mask

Support your skin's appearance while you sleep with botanical, moisturising ingredients that brighten the appearance of skin without leaving it feeling greasy.

#607 / 59 ml / £25.93

### Sonya Soothing Gel Moisturizer

With over 10 natural plant extracts and oils, collagen and amino acids, this gel moisturiser leaves skin feeling refreshed and moisturised.

#608 / 59 ml / £28.40

### Sonya Illuminating Gel

A combination of Asian botanicals, licorice root and algae smooths and softens the complexion, helping your skin glow.

#606 / 28.3 g / £24.54

## Skincare

Forever's Targeted skincare range includes essential products such as toner, exfoliator, hydrating serum and eye cream that 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 / £20.14

### **Aloe Bio-Cellulose Mask**

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 skin.

#616 / £57.92

### **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 / £40.25

### **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 / £38.60



## Balancing Toner

Using toner between cleansing and moisturising helps ensure the skin is fully cleansed. This blend of hyaluronic acid and botanicals soothes and hydrates, while minimising the appearance of pores.

#560 / 130 ml / £23.98

## 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 / £20.14

## 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 / £17.66

## 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 / £36.67

## 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 / £33.04

## Forever Alpha-E Factor

Vitamins A, E and C deliver powerful antioxidants like retinyl palmitate.

This light skin-replenisher contains rich ingredients to balance the skin, reduce dryness and create radiance.

#187 / 30 ml / £33.04

## Mask Powder

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

#341 / 29 g / £19.98



# 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.

#553 Infinite by Forever Advanced Skincare	
#554 Infinite by Forever Hydrating Cleanser	
#558 Infinite by Forever Restoring Crème	
#555 Infinite by Forever Firming Serum	
#609 Sonya Daily Skincare System	
#605 Sonya Refreshing Gel Cleanser	
#607 Sonya Refining Gel Mask	
#608 Sonya Soothing Gel Moisturizer	
#606 Sonya Illuminating Gel	
#559 Smoothing Exfoliator	
#616 Aloe Bio-Cellulose Mask	
#645 Protecting Day Lotion	
#618 Hydrating Serum	
#560 Balancing Toner	
#561 Awakening Eye Cream	
#612 Aloe Activator	
#651 Deep Moisturizing Cream	
#069 R3 Factor Skin Defense Crème	
#187 Forever Alpha-E Factor	
#341 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	

01 Cleanse	02 Exfoliate	03 Tone	04 Target/ Treat	05 Moisturise	06 Protect
●			●	●	
●					
				●	
			●		
●		●	●	●	
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	●			●	
			●	●	
		●	●		
●					
	●				
		●		●	
				●	
					●

● 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 / £14.89

### 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 / £20.28

### Aloe-Joboba 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 / £25.66

### 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 / £3.49

### 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 / £25.09





## **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 / £24.80

## **Aloe Vera Gelly**

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

#061 / 118 ml / £14.89

## **Aloe-Joboba 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 / £23.99

## **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 / £15.72

## **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 / £6.56

# 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 / £19.81

## **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 / £7.38

## **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 / £14.89

## **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 / £4.13

## **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 / £7.00

## **Nourishing Hair Oil**

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

#642 / 30 ml / £30.60

## **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 / £20.70



# 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

## Forever Malosi Fine Fragrance

#644 / 30 ml

Coming  
soon



Martina Hahn, FBO sine 2002  
WhatsApp: +39 340 7012181

shop online: [here](#)

# Jumpstart 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.

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. You'll also get business building tools to help you reach your goals even faster.

This pack qualifies you to opt into the Forever business while getting a taste of Forever. Plus, it's the simplest way to become an Assistant Supervisor and receive a 30% discount on every Forever purchase.

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Martina Hahn

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