



# NEW Herbal Aloe Outer Nutrition Range

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# Herbal Aloe Gorgeous Hair. Glowing Skin

**A freshly scented, naturally inspired range of outer nutrition products that strengthens hair and moisturises skin. Get glowing from Head to Toe.**



# New Herbal Aloe

The botanical extracts in our Herbal Aloe products improve your skin and hair after just one use.\*

Strengthen and repair your hair , moisturise and soften your skin

## Our range is:

- ✓ Clinically Tested
- ✓ Safe and Gentle for the whole family
- ✓ Sulphate & Paraben Free
- ✓ No added colour or dyes
- ✓ Fresh clean scent

\* When Strengthening Shampoo and Strengthening Conditioner are used in conjunction, versus untreated hair. Results based on Clinical Strengthening and Breakage Study.



# Six Great Products



## Herbal Aloe Strengthening Shampoo

- Leaves hair 10 times stronger after just one use\*
- Reduces hair breakage by 90%
- Hydrolysed wheat protein helps protect, repair and strengthen your hair\*
- Colour-preserving formula
- Sulphate and Paraben free

## Herbal Aloe Strengthening Conditioner

- Strengthens strands for a softer and silkier feel after just one use\*
- Advanced wheat protein-infused conditioner
- Colour-preserving formula

## Herbal Aloe Hand & Body Wash

- Gentle plant-derived cleansers
  - Triple-silkening moisturisers help relieve dryness and deeply moisturise skin
- Blend of desert botanical extracts helps maintain healthy skin

## Herbal Aloe Bath & Body Bar Soap

- Gently cleanses without stripping necessary oils from skin
- A blend of Aloe Vera, Olive Oil and Vitamins A, C and E nourishes the skin
- Fresh clean scent

## Herbal Aloe Hand & Body Lotion

- Clinically shown to hydrate skin for deep hydration
  - All day moisture
- Aloe Vera and African Shea butter absorb quickly and leave skin feeling soft and smooth

## Herbal Aloe Soothing Gel

- Shown to leave skin smoother and softer
- Infused with aloe Vera and skin-conditioning botanicals to moisturise and soothe skin
- Fragrance-free formula

# Natural Key Ingredients

## African Shea

**butter** melts at skin temperature, and improves the elasticity of the skin whilst helping it to retain moisture

**Olive Oil** is a valuable oil for skin and hair care, and has been used for centuries by peoples of the Mediterranean region. Olive Oil contains a high level of antioxidant vitamin E that moisturizes, protects and nourishes.



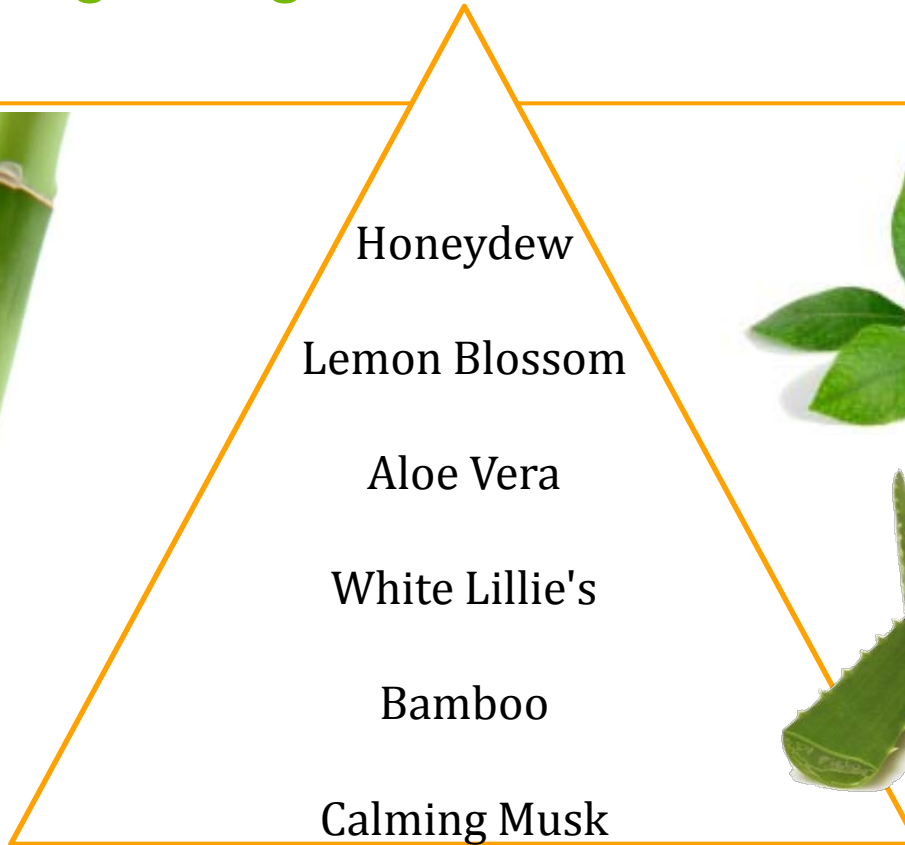
**Aloe Vera** is known for its soothing effect and is derived from the aloe vera plant. It has been used for its medicinal and skin care benefits for over three thousand years. It is known to soften, soothe and comfort skin.

Historically, **Sea Salts** have been used because of their soothing and relaxing properties.

## Chamomile extract

has soothing, comforting and cleansing properties. Perfect for dry, itchy, or sensitive skin.

# A Captivating Fragrance



“The concept when creating this fragrance was to consider the benefits of the Aloe Plant - moisturizing, refreshing, hydrating, healing. Which translated into a **watery, green, fresh, soft fragrance ‘Soothing Aloe’**”

# Strengthening Shampoo & Conditioner 250ml

## Key Message

Strengthening Shampoo and Conditioner restores hair, leaving hair so healthy it shines.

## How does it work?

- Repairs Hair Damage from the Inside Out
- Hair is smoother with improved cuticle structure

## Key Benefits

- Leaves hair 10 times stronger after just one use\*
- Hydrolysed wheat protein helps protect, repair and strengthen your hair
- Strengthens strands for a softer and silkier feel
- Colour-preserving formula
- Sulphate and Paraben free

## Key Ingredients

- Aloe Vera
- Strengthening wheat proteins



When Strengthening Shampoo and Strengthening Conditioner are used in conjunction, versus untreated hair. Results based on Clinical Strengthening and Breakage Study.

# Herbal Aloe Shampoo and Conditioner improves Hair Breakage by 90% after just one use

When compared with untreated hair, hair treated with the Herbal Aloe Everyday Shampoo and Conditioner system was found to have 90% less hair breakage when combed.



**BEFORE**

**WITHOUT**  
HERBAL ALOE SHAMPOO & CONDITIONER  
**Average 159 broken hairs**

**AFTER**

**WITH**  
HERBAL ALOE SHAMPOO & CONDITIONER  
**Average 16 broken hairs**

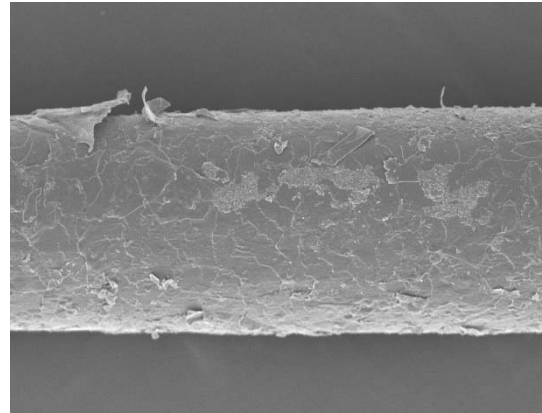
\*When Strengthening Shampoo and Strengthening Conditioner are used in conjunction versus untreated hair. Results based on Clinical Strengthening and Breakage Study.



# Strengthening Shampoo and Conditioner

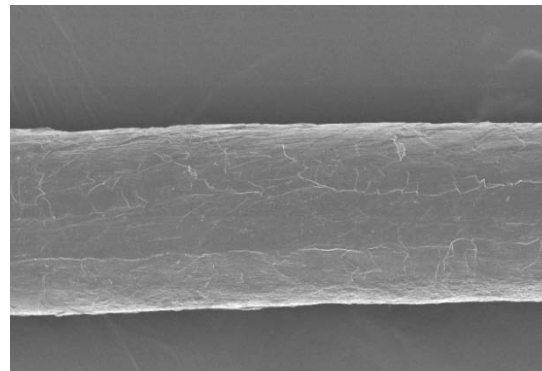
**Improves hair strength by 90% after just one use!**

- Repairs Hair Damage from the Inside Out
- Hair is smoother with improved cuticle structure and a softer and silkier feel



**BEFORE**

**Without** Herbal Aloe



**AFTER**

**With** Herbal Aloe

\*When Strengthening Shampoo and Strengthening Conditioner are used in conjunction versus untreated hair. Results based on Clinical Strengthening and Breakage Study.

# Hand & Body Wash 250ml

## Key Message

Gentle plant-derived cleansers help cleanse and moisturise your skin

## How does it work?

- Triple silkening moisturizers help relieve dryness while cleansing the skin
- A blend of desert botanical extracts helps maintain healthy skin

## Key Benefits

- Gentle plant-derived cleansers cleanse without stripping skin of essential oils
- Sulphate free

## Key Ingredients

- Aloe Vera
- Olive Oil



# Hand & Body Bar 125g

## Key Message

Cleanse and moisturise your skin with this freshly scented bath and body bar

## How does it work?

- A blend of Aloe vera, olive oil and Vitamins A, C & E nourish the skin
- Gently cleanses without stripping necessary oils from the skin

## Key Benefits

- Fresh clean scent
- Gentle enough for daily use
- Perfect for bath, shower or sink side

## Key Ingredients

- Aloe Vera, Olive oil
- Vitamins A, C & E



# Hand & Body Lotion 200ml

## Key Message

Lock in moisture for lasting hydration

## How does it work?

- Increases skin moisture content on average by 100% after just one use\*
- Aloe vera and African shea butter absorb quickly and leave skin feeling soft and smooth\*

## Key Benefits

- Clinically proven to hydrate skin  
**100% of Panelists agree that Herbal Aloe Everyday Hand & Body Lotion is non greasy, rubs in quickly, and leaves hands and skin feeling silky soft and smooth**
- All day moisture
- Aloe vera and African Shea Butter absorb quickly and leave skin feeling soft and smooth

## Key Ingredients

- Aloe Vera
- African Shea Butter



\* Hand and Body Cream versus baseline after 20 minutes. Based on Nova Meter reading study coupled with blind sensory panelist observations. In-vivo studies conducted by an independent research laboratory demonstrated 100 percent increase in skin hydration when using Herbal Aloe Hand & Body Cream compared to baseline.

# Soothing Gel 200ml

## Key Messages

Moisturise and soothe your skin with this light gel, infused with Aloe vera. Helps relieve dry skin.

## How does it work?

- Shown to leave skin smoother and softer
- Infused with Aloe vera and skin conditioning botanicals to moisturise and soothe skin
- Fragrance-free formula

## Key Benefits:

- An In-vivo clinical study demonstrated:
  - **100%** of participants noticed an improvement in skin's appearance and feel\*
- Aloe vera and skin-conditioning botanicals moisturize and soothe
- Fragrance-free

## Key Ingredients :

- Aloe Vera



\*In a survey, 100% of subjects perceived smoother and softer skin.