

Understanding Aloe Vera – It's REAL, IT WORKS, IT'S NOT A MYTH nor is it MAGIC!

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I was present in a Cosmetic, Toiletry and Fragrance Association (now the Personal Care Products Council) meeting in August of 1981. All the high profile cosmetic company's were present; Este Lauder, Avon Products, Chanel, Inc., Proctor & Gamble, just to name a few. Seating was pre-arranged. My VP of Product Development, Pam Penniston and I were seated in the round table format with company officials of the above companies. The purpose of the Association is: To enable our members to continue to develop and sell the safe, quality and innovative cosmetic and personal care products that help consumers live better, healthier lives.

The niceties of the people to Pam and me were great. Until ---- they asked what kind of products we manufactured and sold. When we told them Aloe Vera products, they were appalled. All of a sudden the niceties went away. "How can you actually come to a meeting like this when you are marketing "snake oil", one of the chemists from a well known company asked? We attempted to explain the science behind Aloe Vera, at least what was known at that time, but an ear we could not obtain. Ever so slightly, one by one, they found seating at another table. By the end of the first morning there was only Pam and me at our table.

By year end 1981 our company, Sasco Products, Inc. had approximately 70% of the total Aloe Vera Market. The new comer, Forever Living Products, was just born and now they have a Billion Dollar a year Aloe Vera Company.

The Aloe Vera Industry has come a long way since then. It is now a multi-billion dollar a year industry. Most every major cosmetic house uses Aloe Vera in their formulas, including those mentioned above who made fun of Aloe Vera in 1981. Most of them have huge Aloe Vera Plants on the front product label. Some even say, 100% Aloe Vera. And, I suppose that is true – the small amount of Aloe Vera they use in their formulas is 100%. Many companies selling health products also utilize Aloe Vera.

Why have all these companies's now started selling Aloe Vera? Many use it because they know the consumer is aware of the benefits of Aloe Vera and it is a marketing tool. Others, who really know how to formulate products utilizing Aloe Vera, use it because Aloe Vera enhances product formulas like no other ingredient ever invented – and it is 100% natural. As you read this article, you will discover what it works on and why it works... and you will get your information in easy understandable layman's language.

Today, many people are looking to nature for help in answering their present health problems. As mentioned above, Aloe Vera has never been more popular. It is an ancient Natural healer to modern diseases. People drink Aloe Vera for Diabetes, Arthritis, Gout, Psoriasis, Irritable Bowel Syndrome, Ulcers, Inflammation, and other conditions.

Topically, it is used for abrasions, acne, arthritis, athlete's foot, bed sores, boils, bruises, burns bursitis, diaper rashes, hemorrhoids, insect bites, psoriasis, rashes, shingles, skin moisturizers, sunburn, windburn and multiple of other ailments.

Many people using Aloe Vera believe "an ounce of prevention is worth a pound of cure", and there are hundreds of scientific studies showing Aloe Vera is an analgesic, anti-inflammatory, wound healing, immune system builder and has anti-tumor activities. It is also has antiviral, anti-bacterial, and antifungal properties.

There are many varieties of Aloe Vera, over 400. The one being most medicinal is Aloe barbadensis Miller. Most commercial Aloe Vera is grown in Mexico, but there is a new and booming Aloe Plantation population in the Rio Grande Valley of Texas and some in Southern Arizona and California.

Sasco owned an Aloe Vera Plantation in the Rio Grande Valley, where we grew and processed the Aloe Vera and then sent it directly to our manufacturing facility in the Dallas area. We have since learned and believe that the best Aloe grown today... that is the Aloe with the highest concentrate of all the minerals, vitamins and amino acids, is greenhouse grown. In this way the plant is handled like gold, very precious and with the constant temperatures, humidity and soil settings one receives the highest quality possible in an Aloe Vera Plant.

### GREENHOUSE ALOE VERA

As an owner of an Aloe Vera Company, we know for certain the best way to grow our business is to have products that people not only purchase once, but products that are so effective people continue to repurchase. In this way we are assured of a business that will grow. Many of our customers have told us that they have used similar products before and have always said that maybe the product was good, but with our product they say they have to repurchase.

We have chosen to use ingredients of only the highest quality in all formulations, especially the Aloe Vera. Therefore, when looking at the different suppliers and growers of Aloe Vera, we have chosen the first operation of its kind in the world to commercially grow aloe under tightly controlled greenhouse conditions.

In the greenhouses where our precious Aloe Vera is grown, the temperature is maintained between 70 and 80 degrees, just the right temperature for a healthy,

thriving aloe plant. The plants are fed a multi-mineral mix that they literally "suck up" and store in their luscious gel and sap. Our aloe does not get cold or stressed in any way. It frequently receives a nice cool shower to rinse its cares away. It enjoys a luxurious life in a lily paradise. Our aloe plants are pampered so well that they are able to relax and remain calm; allowing them to maintain more nutrients.

You may wonder why we take such good care of our aloe. The answer is simple. The better we take care of our aloe the better it takes care of us. The aloe maintains more vitamins and minerals, as well as acemannan and other polysaccharides, if it lives in a stress free environment.



There are 75 documented nutrients in Aloe Vera; 20 minerals, 20 amino acids, 12 vitamins and water.

Vitamins present in Aloe Vera are Vitamin A (Beta Carotene), Vitamin B (Thiamine), B2 (Riboflavin), B3 (Niacin), B5, B6 (Pyridoxine), B12, Vitamin C, Vitamin E, and Folic Acid. Vitamin B complex and C are considered to have important roles in reducing stress and inflammation.

Minerals are natural components formed through geological processes needed in small amount to help regulate the many body functions. Minerals found in Aloe Vera are calcium, sodium, zinc, chromium, potassium, magnesium, copper, manganese, and selenium.

Amino Acids are the building blocks of proteins. Proteins catalyze all the reactions of living cells. Aloe Vera contains 7 of the 8 non-essential amino acids. The seven non-essential amino acids (non-essential means amino acids that can be synthesized by the human body). This means that the human body can take elements and combine them to create non-essential amino acids. The 7 non-essential amino acids are Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Threonine, and Valine.

Essential Amino Acids are amino acids that have to be physically ingested into the body to be present. These amino acids have to be available in foods we eat. Many of us do not eat the right foods or in the right amount to obtain these essential amino acids. In this way a liquid or capsule of Aloe Vera is a great dietary source to meet our amino acids needs. There are 12 amino acids present in Aloe Vera. They are: Alanine, Arginine, Asparagine, Cystenine, Glutamic Acid, Glycine, Histidine, Proline, Serine, Tyrosine, Gutamine, and Aspartic Acid.

There are trace elements present in Aloe Vera; Aliiase, Amylase, Certalase, Bradykinase, Lipases, and Proteases. These are the main nutrients in Aloe Vera, but there are many more that help in the effect that Aloe Vera has in medicine. Trace elements are needed for growth, but only needed in small amounts.

Aloe Vera contains antimicrobial agents as well; called Anthraquinones. An antimicrobial is a substance that kills or inhibits the growth of microbes such as bacteria, fungi, viruses or parasites. Aloe Vera also has plant sterols such as Campesterol, Sistosterol and, Lupeol. These are anti-inflammatory agents. It reduces the pain of inflammation and acts as a natural analgesic.

Sallic Acid, an aspirin-like compound is also found in Aloe Vera. It also has anti-inflammatory and antimicrobial properties.

#### External Healing:

There are two types of Aloe Vera Products. Stabilized Aloe and Non-stabilized. If you have an Aloe Vera Plant, you know you can have a wound; say a burn to the finger. You go cut a leaf from the plant and immediately apply the gel. Nearly 100% of the time the pain goes away instantly and there is no scarring on the finger. However, if you lay the leaf on your counter top and 8 hours later you burn another finger; guess what... now the plant will not work. It oxidizes, (spoils like milk left out of the refrigerator too long). Therefore, the plant must be stabilized when used in formulations. Most company's today use stabilized Aloe Vera.

If you have a plant you also know Aloe heals itself. When you cut off a portion of the leaf on a plant, the leaf immediately begins to seal off the open "wound". It works the same way when applied topically to a wound. When we have an abrasion our bodies begin to go through the cellular process of healing. The body begins to repair and replace the epidermis and dermis the body lost. Collagen plays a major role in the healing process and is one of the main components of the skin. Aloe Vera contains a majority of the amino acids and vitamins to heal our skin faster. Aloe contains Glycine, Proline, and Lysine which are the amino acids that actually make up collagen. So, instead of the body having to ingest Gycine and Proline and create Lysine to provide the wound with collagen, applying Aloe Vera externally supplies the body with those amino acids. Thus, a much faster healing time!

### Internal Healing:

For years Aloe Vera has been used to relieve the pain and symptoms of digestive inflammatory diseases. Aloe Vera Gel has been taken internally for the relief of heart burn, ulcers and Irritable Bowel Syndrome. Today, Aloe Vera Capsules make it easy to take internally.

Why does Aloe Vera work on so many ailments? Some will argue there are "active ingredients" in Aloe Vera and these arguments are well documented. Others have patented the process in which they obtain certain ingredients from the Aloe Vera plant.

I say Aloe Vera works in products that are formulated with stabilized Aloe Vera, and Aloe Vera is the first ingredient listed on the ingredient listing on the back of the product. I also make a case for the synergistic effect of all the ingredients in the plant coming together to truly make Aloe Vera the HEALING PLANT.

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